

La Leche League

by:

Halle Gerboc

Lisa Knox

Rowe Hannah

Abstract

The main objectives of this project are to observe the dynamics of a grassroots organization that promotes breastfeeding, which has proven benefits for both mother and infant. Part of this experience includes observing the way in which a women lead organization aids not only the promotion of breastfeeding, but also the empowerment of peer support, and women's rights issues. Furthermore, we will observe how the organization functions at different levels. To accomplish this, we made contact with the representative of La Leche League, Berlin branch and have been requested to create a social media campaign to attract more members as well as assist as volunteers in their 2018 European Management Symposium (EMS) hosted in Berlin, which boasts members from 37 countries. In turn, we will be able to attend the various seminars offered at the symposium, furthering our knowledge of the organizational structure. There are three main focuses of this organization that we would like to focus on: the health benefits of breastfeeding, the importance of female-led peer support as well as the dynamics of a grassroots organization and how it functions on an international level.