

## La Leche League Alliance for Breastfeeding Education (LLL Alliance) Stylesheet

Revised July 2015

Please use in conjunction with the *LLLI Publications Style Guide* (updated 2013), existing departmental style guidelines, and the 2003 edition of *Leader's Handbook*. LLL Alliance uses *The Chicago Manual of Style* for grammar and style matters not covered by LLL resources.

### Acceptable Abbreviations in Print and Online Materials

Use abbreviations only when necessary. Spell out terms on first use and put abbreviations in parentheses: *The Area Publications Coordinator (APC) is accepting submissions for the next issue of the Area Leaders' Letter (ALL)*. Do not begin sentences with abbreviations. The following department alignment reflects the structure of the majority of Areas connected to the LLL Alliance Area Network.

AD	Alliance Director	<b>Finance Department (FD)</b>	
	<b>Leader Department (LDept.)</b>	FDA	Finance Department Administrator
LDA	Leader Department Administrator	AFDA	Associate Finance Department Administrator
ALDA	Associate Leader Department Administrator	ANDA	Area Network Database Administrator
ACL	Area Coordinator of Leaders	AFC	Area Finance Coordinator
LDC	Leader Department Coordinator	AWC	Area World Breastfeeding Week Coordinator
DC	District Coordinator	<b>Professional Liaison Department (PLD)</b>	
AS	Area Secretary	PLDA	Professional Liaison Department Administrator
DA	District Advisor	APLDA	Associate Professional Liaison Department Administrator
ADA	Area Database Administrator	PLRA	Professional Liaison Resource Associate
	<b>Leader Accreditation Department (LAD)</b>	PLRL	Professional Liaison Resource Librarian
ALA	Administrator of Leader Accreditation	PABCF	Professional Advisory Board Communications Facilitator
RALA	Regional Administrator of Leader Accreditation	APL	Area Professional Liaison
CLA	Coordinator of Leader Accreditation	AAPL	Associate Area Professional Liaison
ACLA	Associate Coordinator of Leader Accreditation	MQF	Medical Questionnaire Form
LAW	Leader Accreditation Workshop	<b>Publications Department (Pubs)</b>	
BRG	<i>Breastfeeding Resource Guide</i>	PDA	Publications Department Administrator
	<b>Continuing Education Department (CED)</b>	APDA	Associate Publications Department Administrator
CEA	Continuing Education Administrator	ALE	<i>Alliance Link</i> Editor
ACEA	Associate Continuing Education Administrator	OSA	Online Support Administrator
SC	Seminar Coordinator	APC	Area Publications Coordinator
CECA	Continuing Education Credentialing Administrator	ALL	Area Leaders' Letter
ACC	Area Conference Coordinator	ALLE	Area Leaders' Letter Editor
AACC	Associate Area Conference Coordinator	LE	Area Leaders' Letter Layout Editor
CERP	Continuing Education Recognition Point	AOC	Area Online Coordinator
CEU	Continuing Education Unit	AMC	Area Mailing Coordinator
CPG	<i>Conference Planning Guide</i>	<b>Communications Skills Department (CSD)</b>	
HPS	Health Care Provider Seminar	CSDA	Communication Skills Department Administrator
HPSC	Health Care Provider Seminar Coordinator	ACSDA	Associate Communication Skills Department Administrator
LDS	Leader Development Seminar	CSE	Communication Skills Enrichment
LEW	Leader Enrichment Workshop	CSI	Communication Skills Instructor
	Denotes LLL Alliance Staff position	CSIC	Communication Skills Instructor Coordinator
		CSIT	Communication Skills Instructor Trainer

LLL Alliance	La Leche League Alliance for Breastfeeding Education	LL	Listed Leader
AN	Area Network	LLL	La Leche League
BOD	Board of Directors	LLL USA	La Leche League United States of America
CBI	Center for Breastfeeding Information	LLLI	La Leche League International
EAN	European Area Network	LLLID	La Leche League Identification Number
HAC	Health Advisory Council	MAC	Management Advisory Council
IAN	International Area Network	NGA	No Group Affiliation
IBCLC	International Board Certified Lactation Consultant	NGO	Non-Governmental Agency
IBCLE	International Board of Lactation Consultant Examiners	PAB	Professional Advisory Board
LAC	Legal Advisory Council	USW	United States West

### Technology Guidelines

- **E-mail addresses:** E-mail addresses do not need to be set apart from the text. Avoid breaking an e-mail address across two lines of text.
- **Uniform Resource Locations (URLs):** URLs (or website addresses) do not contain internal spaces. Punctuation marks within URLs should never be dropped. To avoid breaking a URL across two lines of text, consider dropping http://, setting off the URL on its own line, and slightly reducing its size.

### Commonly Misspelled Words

breastfeeding, breast milk, breast pump, camaraderie, cesarean, fundraising, health care, liaison, rapport

### Commonly Misused Words

*Who* and *whom* refer to people.

*Which* and *that* refer to objects, animals, places, and groups of people as an entity.

### Capitalization and Style Guidelines

Capitalize	Lower Case
Area	application
Conference when used as a proper noun, i.e.: The Area Conference The 30 <sup>th</sup> Annual Breastfeeding and Parenting Conference	conference when used as a common noun, i.e.: Are you registered for the conference?
	dues
	e-mail
Founder, co-Founder	lactation consultant
Group, Group Treasurer, Group Librarian	leadership
Internet (preceded by <i>the</i> unless used as a modifier such as: an Internet Service Provider)	meeting when used as a common noun, i.e.: Are you coming to the meeting?
	member, membership
Leader, co-Leader, Leader Applicant	mother
Meeting when used as a proper noun, i.e.: Series Meeting, Toddler Meeting, Enrichment Meeting, Evaluation Meeting	newsletter
	online
	personal history
Team (referring to Area Team members)	website, web page, web address *
TEAM (referring to an event specific to Team members)	* This is a change reflecting the usage indicated by <i>The Chicago Manual of Style</i> .

## Preferred Terminology for Published Materials

Preferred Term	Avoid	Preferred Term	Avoid
Leader Applicant	LA	Professional Liaison Department representative or PLD Rep	APL AAPL
<i>The Womanly Art of Breastfeeding</i> Or <i>The Womanly Art</i>	WAB	Leader Accreditation Department representative or LAD Rep	CLA ACLA
<i>The Breastfeeding Answer Book</i>	BAB	Area Conference	ACf
<i>Breastfeeding Answers Made Simple</i>	BAMS	LLL philosophy	LLLI philosophy
Leader Enrichment Workshop	Leader Day	Employed mother	Working mother
World Breastfeeding Week Celebration	World Walk	LLL Alliance	Alliance or ABE
<i>Leader's Handbook</i> : Do not precede with "the." For example, "To order a copy of <i>Leader's Handbook</i> . . ."			
In reference to Leader Applicants: <b>Use</b> : Inspire, encourage, interest, attract, invite, assist, work with, and help. <b>Avoid</b> using: nurture, train, groom, my Applicant, and I have an Applicant. <b>Use</b> : The Group, the Area, a Leader, or a co-Leader. <b>Avoid</b> using personal pronouns when describing LLL entities, such as my Group, my Area, your co-Leader, and your Area.			
For trademark purposes, <b>use</b> , for example, the mission of LLLI rather than LLLI's mission. <b>Avoid</b> using the organization's name in possessive form (LLLI's, LLL's, La Leche League's).			
<b>Avoid</b> overusing exclamation points. Use them with complete thoughts or single words that express strong feelings.			
In a body of work, spell out numbers one through nine. Use numerals for all others. See <i>The Chicago Manual of Style</i> for exceptions.			
Spell out the word "percent" in a sentence. Use the % symbol in tables, on forms, and in statistical/technical material.			

## Typographical Guidelines

**Hyphen** - Hyphens indicate compound adjectives and word breaks across lines of text. Example: ground-breaking.

**En dash** - En dashes are used for numbers in a range and some compound adjectives. An en dash is the width of a capital N. Use no spaces before or after the en dash. Example: 12-14 year olds.

**Em dash** - Em dashes are used to mark an unexpected turn or a sudden change in thought. An em dash is the width of a capital M. Use no spaces before or after the em dash. Example: She is a vital member of the Group—have you submitted a Leader recommendation? En dashes and em dashes can be added to text by using Insert Symbol on the keyboard or toolbar.

**Use curved apostrophes (') and quotation marks (").** Straight versions (') and (") indicate feet and inches.

**Use italics** for emphasis and for titles of published works. Underline was preferred before italicizing was available.

**Use one space** rather than two after punctuation marks.

**Use the serial comma:** *apples, oranges, and pears* not *apples, oranges and pears*.

**Bulleted Lists:** Capitalize the first word of each list element. Do not end list elements with commas or semicolons or use "and" at the end of the next to last element. End all elements in a list similarly: with a period or with no punctuation. Use parallel expression for listed items. For example, if an element is a complete thought or is a verb ending in *ing*, all listed elements should be complete thoughts or all verbs should end in *ing*.