

2017

BIG LATCH ON – HOSTS’
HANDBOOK



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Women's Health Action

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ABOUT THE BIG LATCH ON:

What is the Big Latch On?

The Big Latch On involves thousands of women from different cultures and backgrounds gathering together at registered venues throughout Aotearoa to simultaneously breastfeed their children, and/or share their breastfeeding photos online to the Big Latch On Facebook page with the tag #BigLatchOnNZ. Ultimately the Big Latch On aims are to reduce some of the most common barriers to breastfeeding continuation.

The Big Latch On supports communities to identify and grow opportunities to provide ongoing breastfeeding support and promotion, it provides an opportunity for women to make new friends, network and feel more confident about breastfeeding (particularly in public).

Last year, 1691 women and their children came together and breastfed simultaneously in venues across New Zealand as part of the Big Latch On 2017, with an additional 260 participating online through the #BigLatchOnNZ selfie Facebook campaign, giving a total of 1951 latches.

What are the aims of the Big Latch On?

- Supporting communities to identify and build opportunities to provide ongoing breastfeeding support and promotion
- Raising awareness of breastfeeding support and knowledge available in communities
- Helping communities positively support breastfeeding in public places
- Making breastfeeding a normal part of the day-to-day life at a local community level
- Women experience increased support from their partners, whānau and the breastfeeding knowledge that is embedded in their communities.
- Supporting communities to have the resources to advocate for appropriate and accessible breastfeeding support services

RULES FOR THE 2017 BIG LATCH AOTEAROA

In recent years, Women's Health Action have made the rules around the Big Latch On more flexible. We want the event to be as fun and inclusive as possible, and we encourage hosts to be flexible and use their discretion when organising and hosting the events. Below are a few key 'must do's' for the Big Latch On:

The required rules are:

1. Participant registration must be done on the day of the event. **All participants must complete the registration form supplied by Women's Health Action.**
2. Breastfeeding children should be counted. Any children breastfeeding 'around' 10.30am should be included in your latched on numbers. Hosts should ensure there are enough people to count the number of breastfeeding children. Hosts decide whether to include children being bottle-fed expressed milk in the official count.
3. All venues must report their latched on numbers by 11am. You will need to text the number of latches to Women's Health Action, along with your venue number. Women's Health Action will send out an email with information on sending in your numbers before the Big Latch On.
PLEASE NOTE: If you misplace your venue code please contact Women's Health Action on 09 520 5295
4. Host must complete evaluation forms and encourage participants to complete supplied evaluations forms before leaving the venue (or complete evaluations online).

FREQUENTLY ASKED QUESTIONS FOR BIG LATCH ON AOTEAROA

When is the Big Latch On?

In 2017 Big Latch On will place on Friday the 5th and Saturday 6th of August.

Annually the Big Latch On happens during or around World Breastfeeding Week (1st – 7th August). Since 2014, The Big Latch On has been held over two days – a Friday and Saturday. Holding the event over two days gives even more women the opportunity to participate. Hosts can hold events on either (or both) of these days, and participants can go along to either (or both).

Why is the Big Latch On in August?

The first week of August has been designated International World Breastfeeding Week (WBW) and 'The Big Latch On' is held during these days as a celebration of World Breastfeeding Week. It commemorates the **Innocenti Declaration** made by WHO and UNICEF in August 1990 to protect, promote and support breastfeeding. You can read more about WBW at <http://worldbreastfeedingweek.org/>

What time is the Big Latch On?

The Big Latch On takes place at 10.30am on Friday and Saturday. We suggest you advertise and prepare for people to arrive by 10am (or earlier), this gives your participants time to register and settle in.

Can the Big Latch On be held online /virtually?

An important aim of the Big Latch On is to build local communities and support the normalisation of breastfeeding in public. We encourage all Big Latch On participants to try to make it a venue, and the Big Latch On now takes place over two days to give as many women as possible the opportunity to participate. However, we appreciate that sometimes this is not possible, which is why we now have the option of participating online through the 'I latched on' Brelfie (breastfeeding selfie). Mums and children who cannot make it to an event can take a picture of themselves breastfeeding, and upload it online with the hashtag #BigLatchOnNZ. The online option is designed to coexist with the physical participation, rather than replacing it, as a way of creating more ways for women to feel supported and connected while breastfeeding.

HOSTING:

Where can this event be held?

A café, marae, playgroup, church, local meeting room, hospital, health center, workplace – there has even been a Big Latch On on a plane! Wherever you want to meet as long as it is in Aotearoa New Zealand. We want to build community support and promote breastfeeding in public so community and public places are great locations for venues.

Can we have a private event?

Yes, when you register the final question asks, "Do you give permission for us to advertise your venue on our website?" check "No". This means the event will not appear on our website, but your participants still need to complete the registration form and you still need to report your count to us.

How do I cancel my location?

Before you cancel your venue, consider whether someone else can take over the hosting responsibilities for this venue. Women's Health Action can assist you with finding a new host and help to address any other difficulties you may be facing. If you still need to cancel your listing, you can do so at any time. Firstly you need to delete your venue online by logging into the website using the email and password entered when you registered (you can contact us if you have forgotten this). You will also need to contact us at Women's Health Action via phone (09) 520 5295 or email (breastfeeding@womens-health.org.nz) to let us know you have canceled your event. Please be aware that you are responsible for making sure your community is informed of the cancellation. This means you need to spread the word about the cancellation in all the places you originally advertised and you will need to make arrangements for the women who have not heard about the cancellation and still turn up to your location.

How can we spread the word about our location?

Promotional materials:

Once you have registered, Women's Health Action will provide you with promotional materials such as posters and postcards. It is a good idea to put up the posters and postcards in areas where pregnant and breastfeeding mums will see them (i.e Plunket rooms, cafes, malls, church notice boards etc).

Social media:

The 2015 evaluation of the Big Latch On showed that over 66% of participants found out about the Big Latch On via Facebook. We suggest using social media such as Facebook and Twitter to help spread the word (make sure you join the official [Big Latch On Aotearoa Facebook](http://www.facebook.com/BigLatchOnNZ) page at <http://www.facebook.com/BigLatchOnNZ>)

Other ideas include:

- Approach local businesses and see if they would be happy to promote your event on their social media pages, websites and or publications. You may offer promotion of their goods and services in return, however you will need to make sure they meet the sponsorship guidelines. See the FUNDRAISING, DONATIONS AND SPONSORSHIP section for more information.
- Approach local midwives and ask if they would be willing to put up your posters and give out your postcards.
- Approach your local maternity hospitals and birthing centers and ask if they would be willing to put up your posters and give out your postcards.

Print, radio and television media:

Women's Health Action engage with print, radio and television media to promote the Big Latch On at a national level. As a registered host we will provide you a template to produce your own local media releases and Women's Health Action are available to provide you with further guidance about working with the media.

We are here to help so please do not hesitate to contact us if you would like any assistance, even if you just want to bounce some ideas off someone. Email breastfeeding@womens-health.org.nz or call us on 09 520 5295.

Can we set up our own website or Facebook page?

Yes, you can set up your own Facebook page, group or event or website for your venue. You can also ask us to help you out with promoting your event on our Facebook page.

Who can attend?

If your location is public and listed on the website then anyone can attend. If your location is private and therefore not listed on the website only people who you invite will be able to attend.

How do we know how many people to expect at our location?

If your event is public you probably won't know, it's part of the fun of the Big Latch On. You may ask participants to register or to contact you if they plan to attend your location, however they do not have to, and they may also plan to attend but on the day not be able to attend for various reasons.

What if no one turns up?

Use the experience as learning and build on it for next year! Please contact Women's Health Action and we can work with you for the following year. Please make sure you still contact us by texting in your venue number and the number of latches ('0' in this case) to the number that is emailed to you.

What if some breastfeeding women have not had time to fill in the official registration form before 10:30am?

They can still take part and be counted. BUT please ensure that all women have filled in the official registration after the latch on. In fact, we suggest all registrations stop at 10:20am so that participants can be settled and ready for the 10:30am latch on.

How long does the Big Latch On last?

The length of your event is up to you. The latch on itself officially takes place at 10.30am, although as long as it is around 10.30 that's fine. Babies should be latched on for one full timed minute simultaneously. You can be flexible around this if you wish, the main idea is just to have everyone breastfeeding together. You should ask your guests to arrive about 30 minutes before the event so they have time to complete the registration forms and get settled. Please also allow plenty of time after the latch on so evaluation forms can be completed.

How will women know when the count starts?

We suggest you settle everyone down at 10.20am. Follow this with a ten second count down just before 10.30am, this way as many breastfeeding women as possible will be able to get their children latched on at the same time.

What if we are not ready to start the latch on at 10.30am?

Don't worry if you are running a bit late, or some children don't latch on exactly at 10.30. Anyone who is breastfeeding around this time can be counted (i.e. within a 10 minute time period can be counted). We support our hosts to use their discretion to make the Big Latch On a fun and inclusive event.

Is there an age limit for breastfeeding children?

No, all breastfeeding children can take part.

What is the best way to count participants?

For larger groups you could ask breastfeeding women to raise their hands when latched on, your designated counters can then count the number of hands raised.

How many counters do we need for our event?

A 'counter' is someone you (as the host) have identified before the event to count the number of children 'latched on' at your venue. It is best to choose someone who is not also participating. We suggest having at least one 'counter' for groups of less than 10, and at least two for groups greater than 10.

What is required of the counters?

Counters need to observe the event, count the women who have a child latched on at 10.30am and report the number to the host to send in to Women's Health Action.

What if someone participates on both days?

As the count is for the number of latches, it is fine for a woman to be counted separately on each day.

What if someone wants to take an 'I latched on' breastfeeding selfie at a Big Latch On event?

This is great, but they must make sure it is only themselves and their baby in the photo, they cannot upload pictures of other people without their permission, and they can only be included in the official count once for that day.

What do you consider 'latched on' or 'breastfeeding' in order to be counted?

As long as the breastfeeding woman and child/children are breastfeeding around 10.30 they can be counted. Each child latched can be counted as one.

What if the woman is breastfeeding multiples or tandem feeding – does this count as 1 or 2?

As we are counting the number of children, breastfeeding twins or triplets (or more!) counts 2/ 3 even if they are not all breastfeeding at the same time. We figure that's fair enough!

What if the child does not want to breastfeed at this time?

We respect our breastfed children to make that choice, and as long as the child latches on around 10.30am, we are happy to include them. Hosts can use their discretion with this.

How do I report my numbers immediately after the Big Latch On?

All venues must report their latched on numbers by 11am. You will need to text the number of latches to Women's Health Action, along with your venue number. Women's Health Action will send out an email with information on sending in your numbers before the Big Latch On.

PLEASE NOTE: If you misplace your venue code please contact Women's Health Action on 09 520 5295

FUNDRAISING, DONATIONS AND SPONSORSHIP:

Can we charge admission to cover our costs?

No, but you can seek donations from local businesses and benefactors to cover your costs, as long as your sponsors do not violate the WHO International Code of Marketing of Breast-Milk Substitutes. Hosts are responsible for making sure the event sponsors are code compliant. For more information on the Code please go to

<http://www.who.int/nutrition/publications/infantfeeding/9241541601/en/index.html>. If you are confused or unsure if a sponsor is 'Code' compliant please do not hesitate to contact Women's Health Action on 09 520 5295 or breastfeeding@womens-health.org.nz.

Can we get sponsorship to cover costs or supply door prizes?

You can use sponsorship to help cover costs like printing, advertising and supplying food and drinks. Some venues have local businesses provide goodie bags or turn their event into a pamper day with services such as bra fittings and massage!! Your local businesses might also supply you with spot prizes for participants or with drinks and snacks for your Big Latch On. You can only accept support for your Big Latch On from businesses that are compliant with the WHO international code for marketing breast-milk substitutes.

This means that you cannot accept donations including funds or gifts from manufacturers or distributors of breast-milk substitutes, related equipment such as feeding bottles and teats, breast pumps or commercial foods marketed for children under six months. More information can be found at <http://www.who.int/nutrition/publications/infantfeeding/9241541601/en/index.html>

PHOTOS AND PAPERWORK:

Do we have to have photos of our event?

Photos are a great way of promoting the Big Latch On, so we encourage you to take photos on the day and share them with Women's Health Action. You can email photos to breastfeeding@womens-health.org.nz or upload them to the Big Latch On Aotearoa facebook page at <https://www.facebook.com/BigLatchOnNZ>

Please make sure you get consent from your participants to share photos of them and their children.

What if a breastfeeding woman does not wish to be photographed?

On the 'participant registration form' there is a section asking for **permission to take photos**. You are responsible for ensuring you have the participants' **permission for all the photos** and any **film footage** taken at your Big Latch On and by sending those photos or film in you are agreeing that you have permissions from all those in the images. Photographers and videographers should be made aware of any participants who do not wish to be photographed. By sending in photos or film to Women's Health Action, you are agreeing that you have permissions from all those in the images

What about newspaper clippings or media reports?

We also love to see any newspaper clippings or media reporting of your event. These can be emailed to breastfeeding@womens-health.org.nz after the event. You must include your venue code or location in the subject title. If necessary paper copies can be mailed to the Big Latch On, Women's Health Action, 13 Coyle St, Sandringham, Auckland 1025.

Can we use our own registration and feedback forms?

No, you must use the paperwork provided by Women's Health Action. If you have not received these forms you will be able to download them from the 'host resources' section of the website, or contact us at breastfeeding@womens-health.org.nz to request emailed copies. Women's Health Action can also post you hard copies on request. We use this information in formal evaluations to constantly improve The Big Latch On.

What paperwork do we need to complete?

Hosts must ensure all participants complete the registration form. Both hosts and participants need to complete the evaluation forms (either on paper or online) links to online evaluation forms will be emailed to your registered email address and will also be available to download online. Women's Health Action can also post you hard copies on request.

Do we have to send in the paperwork?

Yes you do have to send in all the completed paperwork. This is really important for us to report on the event so we can continue to improve and expand it each year. You can email completed paperwork to

breastfeeding@womens-health.org.nz. Or paper copies can be mailed to Breastfeeding Record, Women's Health Action, 13 Coyle St, Sandringham, Auckland 1025 (please let us know if you would like us to send you postage-paid, self-addressed envelopes for this).

Do hosts and participants have to complete an evaluation form?

Yes, all **hosts** and **participants** must complete their evaluation in order to have their locations be included in the total. Also your feedback is really important to us and it is the only way we can evaluate the work we are doing, thank you for taking the time to complete the evaluation forms and for encouraging those who attended your Big Latch On to complete the **participant evaluation**. We will be running a prize draw for everyone who returns their evaluation forms.

AFTER THE EVENT:

What forms must I complete after the event?

- Registration forms completed by **all participants**
- Big Latch On participant and host evaluation forms (online or hard copy)
- Any photos etc from the day of the event.

Email completed paperwork to breastfeeding@womens-health.org.nz or post hard copies to Women's Health Action, 13 Coyle St, Sandringham, Auckland 1025