



# THE BIG LATCH ON 2019

## Overview



*"As a first time mother, I found it daunting to breastfeed in public - this really helped!"*

1,742

Total number of latches in 2019

10%

of all events were hosted by kaupapa Māori, Pasifika or Migrant services

**94 venues across Aotearoa**

From **Kaitia** in the Far North, to **Invercargill** at the bottom of the South Island. There was even an event in the **Chatham Islands**!

717

The population of Fairlie, Canterbury - the smallest town where an event was held

12%

of breastfeeding participants were under 25

80

Highest number of latches at one venue

19%

of participants identified as Māori - a significant increase from 11% in 2018

116

People took part via social media in the form of a breastfeeding "selfie"

*"This is my fourth Big Latch On and it feels great to be part of a community"*