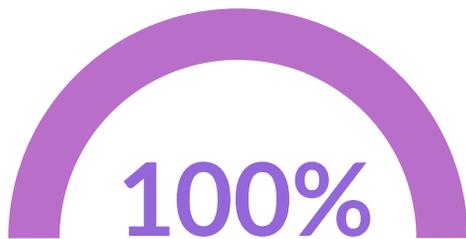




THE BIG LATCH ON 2019

What our hosts said



of hosts agreed that the Big Latch On is an important event for Aotearoa New Zealand

"It is important. It will help many new mums in the community to be comfortable to breastfeed in public with no judgement whatsoever. The event also helps mums to know more local mums - a way for them to be out and about with confidence".

"Very much so, to support, encourage, and celebrate breastfeeding with all its ups and downs".

"The Big latch on is a great opportunity for mums to come together to support each other and feel valued for all the hard work they are putting in breastfeeding/bottle feeding".

Open your event to bottle feeders to break down barriers

Have guest speakers share their breastfeeding stories

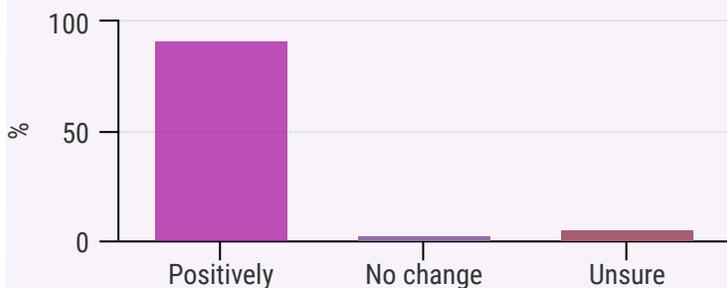


Quick tips from other hosts

Do your own evaluations to capture participate data

Collaborate with local organisations and supporters

How do you think the BLO affected participants' awareness of, and connection to, breastfeeding and other parenting support in your community?



"We used this gathering to include services available locally supporting mums in their journeys with pēpe."

"Even those that already were confident breastfeeding in public, still benefit from the contact with other people, and it also shows those less confident parents that they aren't alone"

"It reiterates the support available, and reminds a spectrum of mums that these are easily accessible"

Further feedback...

"I think it is so great that this year's BLO was putting across the message of inclusivity. I had a lot of positive comments about this as well."

"It is important to give mums a chance to celebrate their own breastfeeding accomplishments but in a way that does not make others feel inadequate for their ability or choices around baby feeding."

"This was our first time as a host and I really enjoyed being part of something bigger, promoting breastfeeding and raising awareness in our community."

'A FANTASTIC day, bringing together many cultures, ages and social services.'