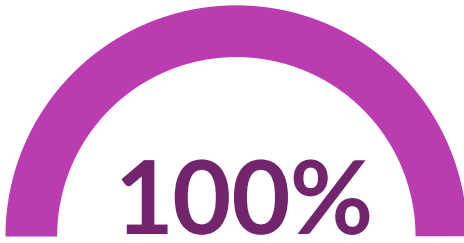




THE BIG LATCH ON 2023

What our hosts said



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


"I think that it is very important to have the Big Latch On in NZ, as it's a fantastic opportunity for parents to meet others and know what is available for support in their local community"

"The more breastfeeding support and awareness there is out there in our communities the better. Women have a greater chance of successful breastfeeding if they are well supported by knowledgeable communities"

"All of the breastfeeding mother's felt really comfortable to feed in public at this event"

Have a range of promotional posters to choose from

Open the event registration earlier

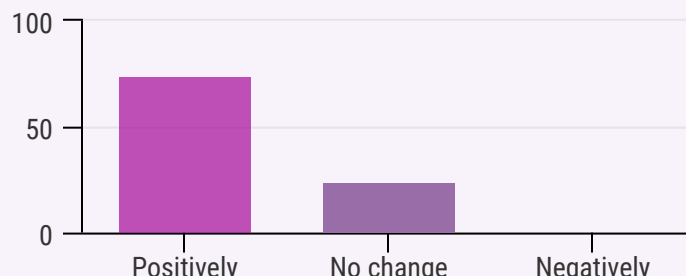


Quick tips from other hosts

Do further promotion about the date change from August to April

Produce a flyer explaining how the BLO started and what it is

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



| Response | Percentage |
|------------|------------|
| Positively | 75% |
| No change | 25% |
| Negatively | 0% |

"It was great to have school aged kids involved in a celebration about breastfeeding and for them to see how normal it is"

"The message about breastfeeding/infant feeding, the implications on health and mental wellbeing for mothers, parents, whānau and our community needs to be out there and communicated to all"

"It's important to support mothers in their breastfeeding journey and normalise feeding in public rather than hidden away"



Further feedback...

"We had a record number of people at our Kaupapa Māori breastfeeding support group today after a presentation about it at one of our events"

"We were really pleased that it was more inclusive this year to include all whānau, as a women and baby don't exist in isolation... To illustrate what I mean by this, we had multiple generations (e.g. Grandparent, Mum, Dad and Baby or Auntie, Mum and baby or Mum, baby, Dad and Dad's friend) feel welcomed and included to join in Big Latch On events... We had one mum who was exclusively pumping and the Dad felt comfortable attending and giving EBM to baby on the day. This inclusivity creates a strong connection and sense of belonging"

"Particular to our event, and I'm sure elsewhere too, many women travelled from outer suburbs to attend"