



THE BIG LATCH ON 2023

Overview



"Women have a greater chance of successful breastfeeding if they are well supported by knowledgeable communities"

1,474

Total number of participants in 2023

100%

of hosts said it's important to have events such as the Big Latch On in Aotearoa

46 venues across Aotearoa

There was a wide diversity of celebrations, from large scale events with 100s of participants, to many smaller intimate community and private events

116

Parents shared a breastfeeding "selfie" as part of the #Brelfie #KiriāhuaWhāngaiŪ campaign

13,784

The Facebook page reach for the month of April 2023 (an increase of 289% compared to the month prior)

104

Largest number of participants at one event

7

the number of languages that the Big Latch On resources were published in

**Ko te mana o te whāngai ū,
ko tā te whānau whānui**

Supporting breastfeeding helps families and communities to flourish

"We were really pleased that it was more inclusive this year to include all whānau, as mama and baby don't exist in isolation"