



# THE BIG LATCH ON 2024

## Overview



*"It helps break down the stigma against breastfeeding"*

1,519

Total number of participants in 2024

*"I like that it was inclusive of all different feeding methods"*

100%

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

**40 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

219

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

15,364

The Facebook page reach for the month of April 2023 (an increase of 91% on the month prior)

107

Largest number of participants at one venue

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 whānau and communities to flourish

*"As a breastfeeding māmā, I just think these types of things ... just make you feel so empowered"*

**Celebration, community and connection - the top three words used to describe the Big Latch On**