

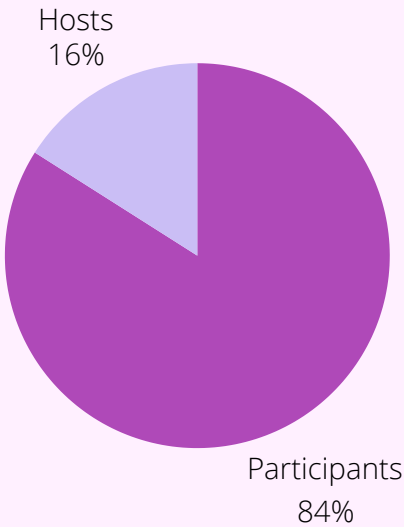


THE BIG LATCH ON 2024

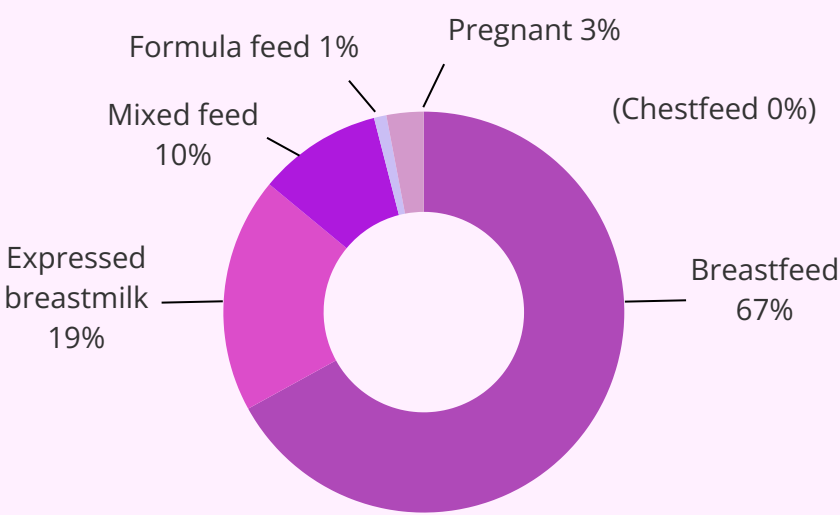
Evaluation report



Are you a participant or a host?



Participants - how do you feed your baby?



Should events like the Big Latch On continue in Aotearoa New Zealand?



100% of those who answered said YES
(n = 103 participants and 20 hosts)

"These events should definitely continue. It is a celebration of what's important for future generations for health and wellbeing."

"Such an amazing kaupapa to celebrate us breastfeeding mamas."

"I think the Big Latch On is a great way for mums with young babies to meet and support each other."

"It creates a great sense of community & support for each other."

"Absolutely. To build breastfeed resilience for rangatahi, wāhine and whānau across the motu."

"Absolutely! Normalising breastfeeding is so important for empowering parents to breastfeed beyond the newborn days."

These were the top themes when asked why the Big Latch On should continue:



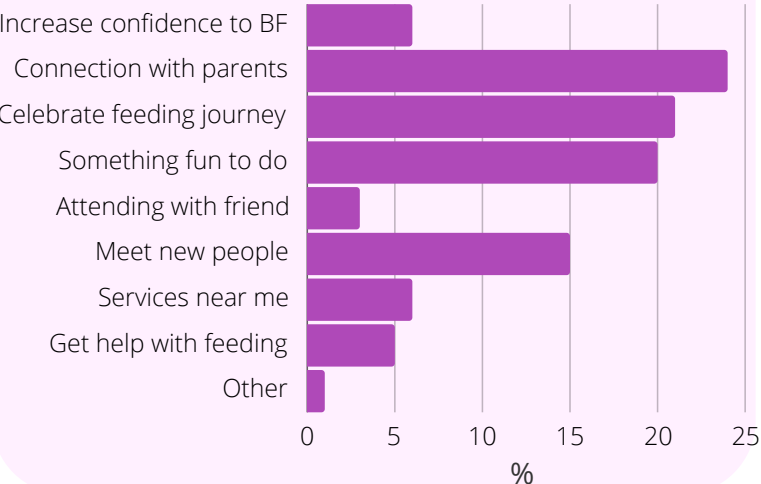


THE BIG LATCH ON 2024

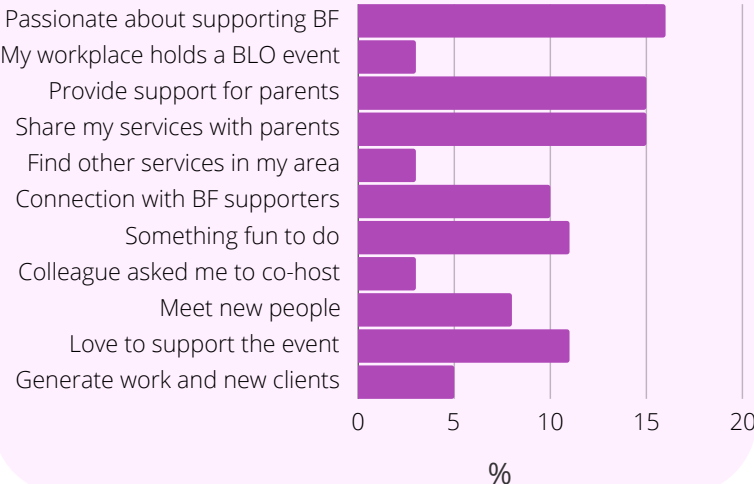
Evaluation report



Participants: why did you attend a Big Latch On event?



Hosts: why did you host a Big Latch On event?



The most common reasons for participants attending was to connect with other parents (24%), and to celebrate their feeding journey (21%).

Hosts said their main motivator was their passion for supporting breastfeeding (16%), followed closely by providing support for parents (15%) and sharing their services with parents (15%).

Participants said:

"I was able to chat to a peer supporter about some questions I had around feeding. As a first time Mum I'm not confident feeding in public yet so it was awesome everyone there was feeding freely, and I felt more comfortable."

"I like that it was inclusive of all different feeding methods and continuing events like this is awesome for māmā and pēpi to attend and normalize feeding and getting out in public."

"Events like this provide a safe space for māmā and whānau to get support that is sometimes more reassuring when there are others who may experience the same triumphs and trials that come with breastfeeding."

"I came today to hear about other māmā's stories. My last two times breastfeeding didn't last very long, but I'm excited this time and my goal is to breastfeed long term."

Hosts said:

"Mothers are amazing and doing the mahi that is not always recognised by society. It's good promotion of breastfeeding and parenting, and a good opportunity to celebrate this."

"These are the most important events we need to see happening in our community."

"I like the way it's changed this year, counting everyone coming along and no simultaneous latching, makes it feel more casual and inclusive. I think that's the way forward."

"Events like this are a fun way of letting people meet and find out about support services, rather than seeking support when they are in desperate need."



COMMUNITY



- *Advertise more and widely*
- *Be clear that you can attend even if feeding in other ways besides breastfeeding*
- *Plan an activity or icebreaker to get to know each other*
- *Include some virtual/online sessions*
- *Invite pregnant people*
- *Give out breastfeeding education & information e.g. pamphlets*
- *Encourage sharing of breastfeeding stories*

- *Run the event over a week, instead of a weekend*
- *Consider changing the name of the event*
- *More representation for: low supply, premature babies, queer, bottle feeding*
- *Loved the bracelets and keyrings*
- *Focus on early, free, and professional breastfeeding support*
- *Supply several copies of the posters with individual dates*
- *This year's graphics were lovely! Thank you*