



FROM LITTLE THINGS , BIG THINGS GROW THE BIG LATCH ON

Isis McKay – Maternal and Child Health Promoter



THE BIG LATCH ON



JOIN US
For the Big Latch on
Let's break the record for the most women breastfeeding simultaneously
On Friday August 7th for the big count down @ 10:30am
Visit www.womens-health.org.nz for more information
WBW 2009



Join us
For the BIG Latch on
Let's break the record for the most women breastfeeding simultaneously
On Friday August 6th for the big count down @ 10:30am
Visit www.womens-health.org.nz for more information WBW2010



Join us for the
BIG Latch On

Whāngai ū, māma kia mama
Members of the
Ngāti Whatua o Orakei Health and
Community Breastfeeding Support Team
Peer Counsellor Programme



Let's break the record for the most women breastfeeding simultaneously
On Friday August 5th for the big count down at 10.30am
See www.biglatchon.org.nz for more information
World Breastfeeding Week 2011



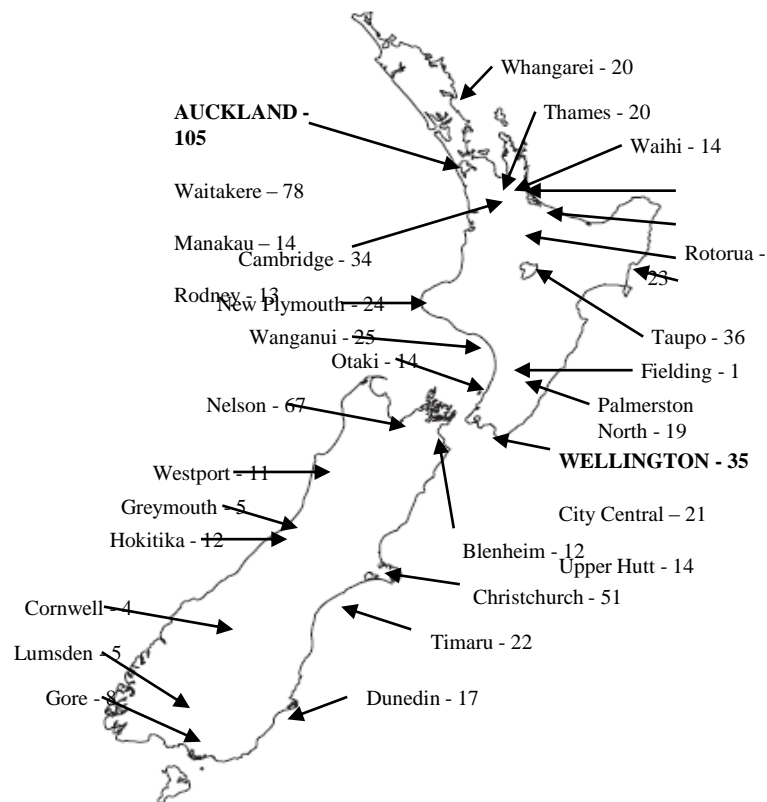
BIG LATCH ON AIMS

- Support for communities to identify and grow opportunities to provide ongoing breastfeeding support and promotion.
- Raise awareness of breastfeeding support and knowledge available in communities.
- Help communities positively support breastfeeding in public places.
- Make breastfeeding a normal part of the day-to-day life at a local community level.
- Increase support for women who breastfeed – women are supported by their partners, family and the breastfeeding knowledge that is embedded in their communities.



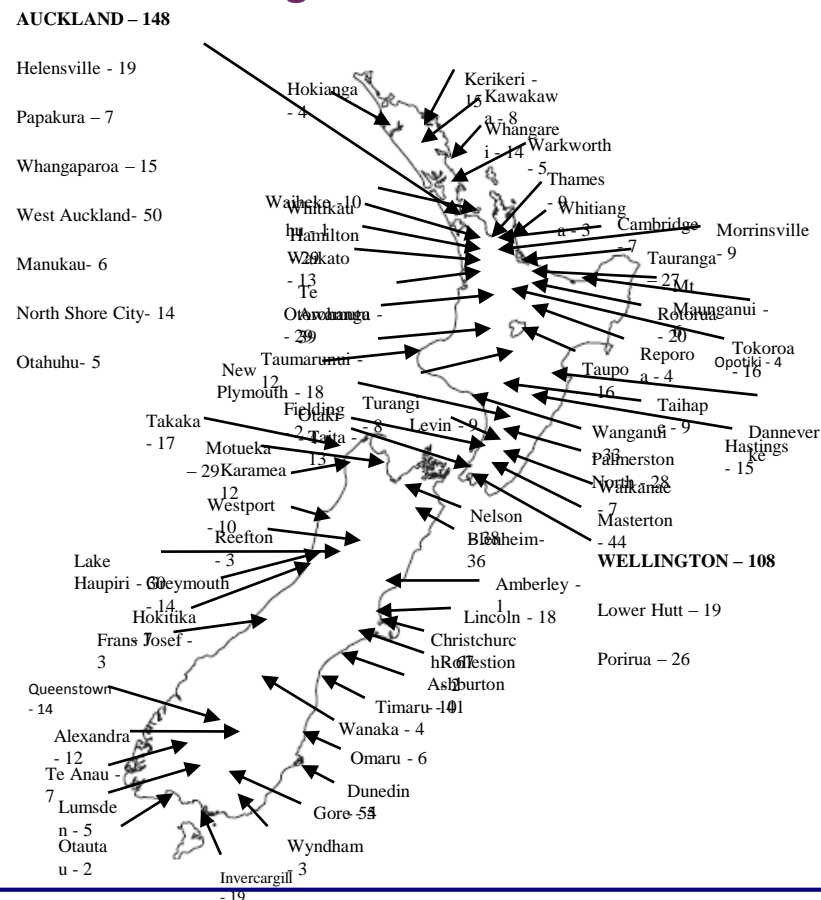
2005
32 Venues
654 participants

Big Latch On 2005



114 Venues
1628 participants (1478 latches at venues and 150 selfie latches)

The Big Latch On 2014



GLOBAL MOVEMENT

- 826 locations registered across 31 countries.
- 14,173 breastfeeding women attended



COMMUNITY DEVELOPMENT

A model of working, within selfdefined communities of interest, which assists people to:

- Identify issues and problems they experience collectively
- Decide upon a programme of action to address these needs in accordance with their own cultural values
- Identify and secure the resources and skills necessary to implement the programme of action.
- Build on existing community networks to develop better support and community control of services





EVALUATION

- 93% positively impacted their feelings about breastfeeding
- 45 % increased confidence to breastfeed in public
- 57 % significantly increased awareness of BF support and knowledge in their communities



WOMEN'S FEEDBACK

“It made me aware of exactly what resources and support there are. I knew that support was out there but not exactly who/how to contact”



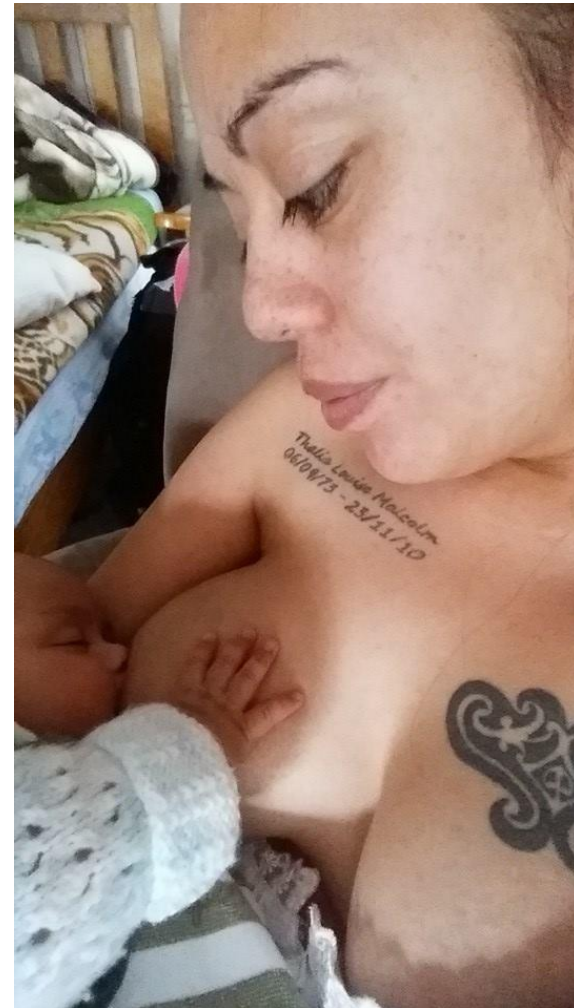
WOMEN'S FEEDBACK

- “Seeing the older kids feed encourages me to feed longer”
- “It helped and encouraged me to BF my bottle/breastfed baby, [we] successfully had [a] 10-min feed!”



SELFIE CAMPAIGN

- 86.41 % increased support to breastfeed
- 91.26 % increased connection to other breastfeeding women
- 40 % increased confidence to breastfeed in public as a result of the selfie campaign.
- > 40 % of selfie mums 28 and under



WOMEN'S FEEDBACK

- “I was like "I'm supposed to take a picture of what?!"
Now I feel much more comfortable being open about breastfeeding. It helped to overcome that hurdle”
- “I'm a young ‘teen’ mum ..
Lots of my friends think I am weird and gross for BF my 18mnth old , I got so much support after posting my selfie! I love this page”



WOMEN'S FEEDBACK

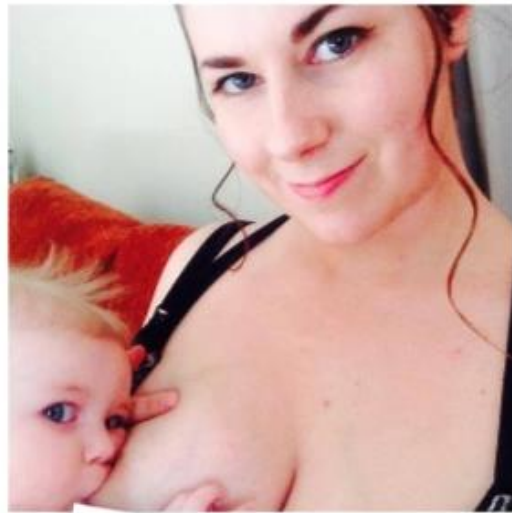
- “My husband was a person who didn't agree with it, but after showing him the Facebook page he has a better understanding and is all for breast feeding in public!”



Just because they are so lovely!



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Just because they are so lovely!



Join the
Big Latch On 2015 – 31st July &
1st of August



www.biglatchon.org.nz

