



The
Global
BIG
Latch On

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About the Global Big Latch On

The Global Big Latch On takes place at a registered locations around the world, where women gather together to breastfeed and offer peer support to each other. Their friends, family and community join this celebration to promote and support breastfeeding. Volunteers from within the community host each location, hosting a Global Big Latch On creates a lasting support network for the community.



The Global Big Latch On takes place annually over two days during World Breastfeeding Week (1st – 7th August). Our other World Breastfeeding Week Celebrations include Express Yourself and Selfies Sunday. As a worldwide peer support and community development event, it aims to strengthen national and global support for breastfeeding and to improve the health of children and women around the world.

The Big Latch On aims to protect, promote & support breastfeeding families by:

- Provide support for communities to identify and grow opportunities to provide on-going breastfeeding support and promotion in local communities.
- Raise awareness of breastfeeding support and knowledge available locally and globally.
- Help communities positively support breastfeeding in public places.
- Make breastfeeding as normal part of day-to-day life at a local community level.
- Increase support for women who breastfeed - women are supported by their partners, family and their communities.
- Ensure communities have the resources to advocate for coordinated appropriate and accessible breastfeeding support services.

The Global Big Latch On is a highly successful, targeted community development initiative that raises awareness of breastfeeding, encourages the formation of support networks between breastfeeding women, and aims to normalize breastfeeding as a part of daily life.

History of the Global Big Latch On

- Women's Health Action started the Big Latch On in New Zealand, in 2005.
- Joanne Edwards (Small Beginnings Group, LLC) introduced the Big Latch On to Portland, Oregon in 2010.
- In 2011, Annie Brown and members of Le Leche League USA worked with Joanne to grow the Big Latch On across the USA.
- Women's Health Action and the Big Latch On Global Coordinator Joanne Edwards of Small Beginnings Group, LLC joined forces in 2012.
- The Global Big Latch On is now coordinated by the Big Latch On Founders: Women's Health Action and by Small Beginnings Group, LLC DBA Global Big Latch On. You can read more about organizational structure on our website.

The Global Big Latch On Records

YEAR	PARTICIPATING COUNTRIES	INDIVIDUAL LOCATIONS	BREASTFEEDING CHILDREN (latched for the count)	BREASTFEEDING WOMEN	TOTAL ATTENDANCE
2010	2	147	2,045		
2011	5	412	5,687		
2012	22	626	8,862		
2013	28	845	14,536		
2014	31	826	13,798	14,173	23,906
2015	28	654	14,889	15,336	36,502

Please note women who exclusively express are included in the breastfeeding children latch count.

Common questions about the Global Big Latch On

Who coordinates the Global Big Latch On?

The Big Latch On Founders: Women's Health Action coordinate the Big Latch On in New Zealand and Small Beginnings Group, LLC DBA Global Big Latch On coordinates the Global Big Latch On. You can read more about organizational structure at www.biglatchon.org.

Who is Women's Health Action?

Women's Health Action is the Big Latch On Founders and they coordinate the Big Latch On in New Zealand. It is a not for profit, New Zealand registered charitable trust partially funded by the New Zealand Ministry for Health. Their vision is Well Women Empowered in a Healthy World.

Who is Small Beginnings Group, LLC DBA Global Big Latch On?

Small Beginnings Group, LLC DBA Global Big Latch On coordinates the Global Big Latch On. Small Beginnings Group LLC is owned by Joanne Edwards and offers family wellness and lactation services in Portland, Oregon.

Why is the Global Big Latch On not a Guinness Record Attempt?

The Global Big Latch On is not a Guinness World Record attempt for a number of reasons. Firstly the Multiple Location Simultaneous Breastfeeding record requires locations to have at least 25 breastfeeding women at the location latched for the one minute. As our aim is to create normal, by having small groups of women breastfeeding everywhere so that the world can see what it should look like and culture can change, having to leave out locations with less than 25 breastfeeding women would be against this central goal.

Other reasons the Big Latch On would not count include: we cover two days (only one day and time would count), we include expressing women which would not be counted and we count the number of children breastfeeding so that mums of multiples and tandem nursing can be given the credit deserved.

Why is the Global Big Latch On in August?

The first seven days of August are World Breastfeeding Week. The Big Latch On is held during these days as a celebration of World Breastfeeding Week.

Why does the Global Big Latch On happen on two days?

We wanted more people to be able to take part and for communities to have more flexibility about when to have their Big Latch On. By holding it on a Friday, workplaces and health clinics can be involved. By holding it on a Saturday women who work can take part.

Hosts can chose which day they hold their Big Latch On and they can even hold two if they want. Participants can attend both days and be counted on both days. It's still at 10:30am local time, whichever day.

What is World Breastfeeding Week?

World Breastfeeding Week (WBW) was launched 22 years ago by the World Alliance for Breastfeeding Action (WABA) to focus and facilitate actions to protect, promote and support breastfeeding. The WABA coordinated WBW now involves over 175 countries and is endorsed by UNICEF, WHO, PAHO.

See <http://worldbreastfeedingweek.net/> for the background and history to the WABA coordinated WBW, and previous the WBWs that WABA has organised.

For this years WBW theme and details please see <http://worldbreastfeedingweek.org/>

Why do we encourage lots of small locations?

A few people have suggested larger central locations for the Global Big Latch On. However, we feel that there are many benefits of having local, smaller locations. Some of these include

- Breastfeeding women can stay local to their home; ideally, they would have a location within walking distance, but that might take a few years to achieve.
- More breastfeeding women can take part across the world.
- Keeping it local means that breastfeeding women can meet other local people and communities will grow.
- Having a variety of locations means lots of businesses and community places can shout about how much they are willing to support breastfeeding; this will help women know that when they are out and about there are many places that will welcome them with open arms if they need space to nurse their baby.

What is the record for simultaneous breastfeeding?

The first record for one location was from Berkeley, CA, USA, in 2002 where 1,130 mothers breastfed simultaneously. The Guinness world record for one location is 3,738 mothers and for multiple locations is 15,128 across 295 sites. Both are held by the Philippines. Buoyed by their success, the Philippines have partnered every year since with other countries and in October 2010 recorded 9,826 nursing mothers in 325 sites in 16 countries.

Is the Global Big Latch On compliant with the WHO international code for marketing Breast-Milk substitutes?

The Global Big Latch On is compliant with the WHO international code for marketing Breast-Milk substitutes.

This means that we do not accept donations including funds or gifts from manufacturers or distributors of breast-milk substitutes, related equipment such as feeding bottles and teats/artificial nipples, or commercial foods marketed for children under six months.

<http://www.who.int/nutrition/publications/infantfeeding/9241541601/en/index.html>

How is the Global Big Latch On funded?

The global coordination of the Big Latch On relies on funding from commercial sponsors, private donations and our fund raising activities such as selling t-shirts. The continued

success and growth of the Global Big Latch On is reliant on the amazing support from the community. See Financial Statement at www.biglatchon.org

Who Sponsors the Global Big Latch On?

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See full list of current sponsors and our financial statement on www.biglatchon.org

Breastfeeding in Public

- Although there is clearly still discrimination against women breastfeeding in public, we also hear such a lot of supportive positive stories now; there really is a shift in public perceptions of breastfeeding. In most places breastfeeding in public is really okay!
- Breastfeeding is a very normal part of life and overwhelmingly positive for mother and baby. Breastfeeding in public can only help to make people more familiar and more comfortable with breastfeeding.

It is a shame that some feel that breastfeeding in public is somehow inappropriate. In the end, they probably just need to get comfortable with it.

We know that breastfeeding is great for women and babies, and these natural pairings should not be forced behind closed doors. Breastfeeding in public is here to stay.

- Many people did not grow up with breastfeeding as a normal, natural part of life. Events like the Big Latch On convey what breastfeeding looks like, and help dispel the perception that breastfeeding in public is obscene or offensive.
- By hosting a Big Latch On, communities are saying that they support breastfeeding and it's a great way for families to get to know locations in their community that are supportive of them breastfeeding when they are out and about.

Quotes from our Fabulous Hosts

"I think the Big Latch On has been a great way of getting more attention on the mothers and babies. Health benefits are good to know, but sometimes it helps to see real moms and babies. I think it is good for breastfeeding mothers to gather with other breastfeeding mothers locally, but to then be able to join with mothers from around the world and know that no matter what else, they are all breastfeeding mothers. " MB

"I love the Big Latch On because it brings together so many mothers and babies! It shows that breastfeeding is normal and not something that should be banished to a bathroom stall. It shows that mothers of all races, religions, and income brackets breastfeed and the image that many have in their mind is just not so." AY

"I love the Big Latch On because it brings together mothers and families who have something in common. It also raises the public's awareness of breastfeeding and how it should be embraced. I enjoy organizing our event with my Peer Counsellor Staff because it tells our clients and the community that breastfeeding and nurturing babies, children, mothers and families should be celebrated and supported. I like the Big Latch On because I was a breastfeeding mother and I had to really seek out support, the Big Latch On shows mothers there is support all around them and they can be support for others as well. " RB

"I thought it would be great for women in my community to get together and socialize with each other along with promoting breastfeeding at the same time."

"I love breastfeeding and wanted other women who were breastfeeding to feel like they could be a part of something wonderful."

"Great way to show support locally and globally"

"It was nice because we're a small community, to feel like we were a part of the 'bigger picture' with a worldwide event."

"I like it as a grass roots way to celebrate WBW"

Quotes from our Wonderful Participants

"Loved it! Great community event. Really looking forward to next year."

"This was an amazing event, there was a real sense of community amongst the women and I even made a new mummy friend."

"A lovely morning with lovely ladies"

"It was a great experience. I'm happy for it and for all the new moms I met."

"I think the Big Latch On is a great idea! I think it's an amazing thing to be a part of! Knowing that you are participating in something with mother around the world puts things in perspective that moms are amazing and play an important part in their family's lives."

"It was wonderful that it was family friendly and that husbands/grandparents could come along and show support for breastfeeding"

"It was a really wonderful experience. More women should do it. Just the vibe was beautiful."

"Thank you for doing this... it felt supportive and empowering"

"It was a wonderful experience, my husband even enjoyed himself."

"Thanks for the chance for a lot of fun!"

"We need more of this kind of thing"

"It was great, I love being apart of something world wide"

"Thank you for a very positive and supportive event! As a first time mom, this is exactly what I needed to feel confident nursing in public."

About Joanne



Joanne is the Global Big Latch On Coordinator.

Originally from England, where she is a registered nurse and health visitor, Joanne has been working with families for nearly 18 years.

Joanne moved from New Zealand to Portland, Oregon in 2009.

Joanne is an International Board Certified Lactation Consultant (IBCLC), Educator and a CAPPa Certified Postpartum Doula. She is passionate about providing support, time and advice to enable families to discover their own parenting styles and achieve their goals.

Quotes from Joanne

"I want us to create a world where every family is supported and nurtured by their community and where breastfeeding is an ordinary part of life."

"We're celebrating women and babies and families. We're creating communities and raising awareness. We're removing the isolation, and nurturing friendships as we nurture our children in supportive, accepting environments."

"My vision is to grow the Big Latch On until every family can walk to a location in their neighbourhood."

"The Big Latch On is about growing communities, supporting women, embracing families and encouraging the acceptance of breast feeding."

Connect with Joanne

Email Joanne@biglatchon.org

Linkedin <http://www.linkedin.com/pub/joanne-edwards/8/185/789>

Small Beginnings Group www.smallbeginningsgroup.com

Connect with the Big Latch On

Big Latch On Website www.biglatchon.org

Facebook www.facebook.com/GlobalBigLatchOn

Twitter www.twitter.com/BigLatchOn

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