

World Breastfeeding Week Celebration

Listed are several possible options for celebrating world breastfeeding week in your WIC office. This is a great way to normalize and promote breastfeeding and breastfeeding services offered through WIC.

1. Big Latch On Friday August 5th

Hosting a local Big Latch On event at your clinic is a great way to moms to participate and offer something that allows moms to feel empowered and represented. Each year the Big Latch On is held the first Friday and Saturday around the world and the goal is to help break the world record. The event is at 10:30 with pre registration starting at least 30 minutes before. If you plan on a large attendance plan to start registration at least an hour before.

- In order to host an event you would go to <http://biglatchon.org/register/?role=host>.
- Sign in and follow the prompts. You will need your address or location, name and contact information. It is free to register.
- Once you are registered your location will be listed in the international registry and it is our goal and hope that each WIC location or city can host and fill the map. Giving the Big Latch On website is easy and helps people find information easily.
 - I. The location could be your clinic or a nearby park.
- Make fliers- The Big Latch On has a host section available. Through this section online you have access to fliers, samples, handbook, registration forms and more....
- Recruit a photographer from the community or within your office the event must be documented by using photographs.
- You can make the event as simple as you want or add more depending on the community.
 - I. Offering food or snacks. Cupcakes or bottled water or have a potluck.
 - II. Having a stereo or if a band or dj wants to volunteer live music is great.
 - III. Local breastfeeding supporters will often donate items for giveaways or there are host boxes you can purchase from the Big Latch On that will have small items to giveaway.
 - IV. Advertise within the clinic and community. This is a fun event flier and even media can help boost attendance.
 - V. Invite local community partners and resources to offer information or be at the event to encourage positive breastfeeding attitudes in the community. Headstart, public health....
- Use the host link to print the handbook, rules and sign in sheets <http://biglatchon.org/host-resources/> .
 - I. The handbook will break down the specific guidelines
 - II. The morning of the event you have every mom sign in.

- III. They must be grouped in groups of no more than 10 and for each group you need an official counter. You also need a separate sign in for volunteers and additional people attending such as a grandparent or spouse because breastfeeding is a family affair.
 - IV. The sign in sheet only has 10 lines. Once those lines are filled you assign that sheet to a "counter".
 - V. At least 5 minutes before the "latch" everyone must find their group. The easiest way to group is to number sections of the room and hand moms a number when they sign in. Either a name tag with a number or a business card.
 - VI. Let moms know the rules. The baby must be latched for the whole minute and once baby is latched at the start they raise their hand.
 - VII. The announcer states the beginning. Moms who have not already latched do so and the counter will count the hands of the ladies who are still in the air at the end of the 1 minute mark.
 - VIII. Moms who put their hands down will be marked on the sign in sheet.
 - IX. By the afternoon all of the sheets are scanned with the totals including those who latched and number of people attending and email it to the main Big Latch on Office.
 - X. The 1 minute latch needs to be documented by photography. When signing in there is consent. You can have a local photographer volunteer or somebody from the office use an smart phone. But rapid pace go around the room an photo the groups. These photos will also be emailed along with any media of the event (links).
2. Another fun way to celebrate is to host a movie. Through the gather website you can sign up to host the "Milk" Film in your community. It requires a certain number of presold tickets but that is fairly easy. The film will play at a regal cinemas location.
 - TO host use this link to find more information. <http://www.milkhood.com/http://milkhood.com/Host.aspx>
 3. Another film that could be used is "Breastmilk." You can request a screening or even purchase the rights and use through the years in groups, classes or in the community
 - <http://breastmilk.bigcartel.com/product/breastmilk-dvd-with-public-performance-rights> or \$350 for the rights