

FAQ's FOR 'BIG LATCH ON' AUGUST 6th, 2011

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 international record for one location is 3,738 mothers held by the Philippines in 2006. 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!

Who can register a location for the Big Latch On?

LLL Leaders, local breastfeeding groups, interested mothers, nurses, lactation consultants, hospitals, WIC coordinators, business owners, doulas, internet parenting groups, anyone interested in promoting breastfeeding.

Who CANNOT register a location for the Big Latch On?

Any company that is in violation of the World Health Organization Code of Marketing of Breastmilk Substitutes. http://www.who.int/nutrition/publications/code_english.pdf

How do we register for the Big Latch On?

Go to <http://www.lllusa.org/wbw/BigLatchOn.php> and complete the registration form online, or print it out and mail it to Pam Dunne, WBWC Registrar, 7295 Highland Estates Place, Falls Church, VA 22043.

Where can this event be held?

In a backyard, at a playground, in a park, at a beach, in a local meeting room, at a civic center, in a hospital, health center, coffee shop, workplace, wherever you want to meet!

Can we have a private event?

Yes, when you register, check the privacy box and your site will not be posted on the website. All public event sites will be posted on the website.

How large must an event be to be counted?

It can be as large as you want, or as few as 2 mother-baby dyads, as long as there are 2 non breastfeeding adult witnesses present to verify the results.

How can I find a public event site in my neighborhood?

Visit <http://lllusa.org/wbw/BigLatchOn.php#Events> and click on the event list for your state.

Can this event be a fundraiser for La Leche League?

Yes, but fundraising is not required. The Big Latch On is primarily an awareness event. If you would like to raise funds for La Leche League, visit <http://www.lllusa.org/wbw/kit.php> and read the '2011 Letter to Group WBW Chairperson' under Event Information.

Can we use the Big Latch On to fundraise for other organizations?

No. Big Latch On has partnered solely with La Leche League for this year's venue.

Can we charge admission to cover our costs?

No, but you can solicit donations from local businesses and benefactors to cover your costs, as long as your sponsors do not violate the WHO Code of Marketing of Breastmilk Substitutes.

Is insurance required? What is the cost?

No, only if the owner of the event location requires a certificate. Most public places, businesses and homeowners have their own liability insurance. Insurance is free for LLL Leaders only, visit <http://www.llusa.org/wbw/kit.php> and look under "Forms" for more information.

How long does the Big Latch On last?

All breastfeeding mothers will be timed for one minute on August 6, from 10:30 to 10:31am local time but your event can be part of a picnic, playdate, fair or other activity of your choosing. Participants should arrive at least 30 minutes in advance to sign in. Large groups can use a signal bell or horn to announce the beginning and end of the timed minute, as long as it does not frighten or distract the babies from their job. Mothers should latch on and raise their hand to be counted.

What does 10:30am local time mean?

Similar to the celebration of New Year, every hour in succession for a 6-hour period, states in one time zone will breastfeed simultaneously. Whenever it is 10:30am on August 6 in your time zone, it is time to latch on. Everyone on the east coast will nurse together at 10:30am EDT, an hour later everyone in the Central Time Zone will nurse when it is 10:30am for them, and so on, until Hawaii mothers nurse at 10:30am in their time zone.

How do we make sure that our clocks are synchronized and we are simultaneously breastfeeding with everyone else in our local time?

Please set your clocks and watches on the morning of the event to <http://www.timeanddate.com/worldclock/city.html?n=202>

What if some mothers have not had time to fill in the official registration form before 10:30am?

They can still take part and be counted. BUT please ensure that all women have filled in the official registration after the 10:30am breastfeed. In fact, we suggest all registration stop at 10:20am so that mothers and children can be settled and ready for the 10:30am latch on.

What do you consider 'latched on' or 'breastfeeding' in order to be counted at 10:30am?

Breastfeeding means a child's mouth latched on around mother's nipple, attached and sustained for one minute. As long as the mother and child/children are breastfeeding during that time, they can be counted.

What if the mother is twin or tandem feeding – does this count as 1 or 2?

As we are counting only mothers breastfeeding for this record, it counts as 1 (but a big cheer for the MUM!).

What if the child does not want to breastfeed at this time?

We respect our breastfed children to make that choice, women not actually breastfeeding during this time are not to be included in the count, but we would like them to register.

What if a mother does not wish to be photographed?

Mothers who do not wish to be photographed should be separated from others so they will not inadvertently appear in a photographer's field. Photographers and videographers should be made aware of their preferences. A separate release may be signed in which the highlighted photographic release sentence may be crossed out.

How many witnesses do we need for our event?

A minimum of 2 witnesses are needed. If you expect more than 10-15 mothers, add one extra witness for every 10 additional mothers. (Ex: 25 people, 3 witnesses; 40 people 4 witnesses,

etc.) If you are in different rooms, have a minimum of 2 witnesses for each room of 10-15 mothers. If there are more than 15 nursing mothers per room, add extra witnesses as above.

What is required of the official witnesses?

At least two non-breastfeeding adults need to observe the event, sign the witness statement and fill in the number of nursing mothers counted on the official registration form.

What is the best way to count participants?

If you have a large group, you can assign witnesses to count specific people to make it easier. For example, there are 10 names on each sign in sheet. As mothers on one sheet sign in, group them in the same area of the room and assign a witness to count that group. Mothers should raise their hand when latched on between 10:30-10:31am to be counted. A neighboring witness (who may have her own group of 10 to count) can check the count, then they both sign off on the sheet and vice versa.

How do I report my numbers immediately after the Big Latch On?

Email: count@biglatchon.org by 12:30pm local time on August 6, 2011.

It is important that the following information is included in the email:

- Venue name
- The number of mamas who attended
- The number of mamas who were latched on for the count.
- A contact name and phone number.

What should I do with the photos of the event?

Electronic pictures can be sent to: count@biglatchon.org with your specific location name, not just your city (ie, Dickinson Park, Portland, OR) in the subject line. Photos may also be printed and sent by mail with the forms below.

What forms must I send in after the event?

Please send all originals of

- Witnessed Event Sign In and Waiver forms
- Witness Statements
- Big Latch On evaluation form
- Media verifications (newspaper clippings, photos, etc)

in an envelope to La Leche League, PO Box 4652, Greenwich, CT 06831 by August 13th, 2011.

Make copies to keep for verification.

When is the postmark deadline for the Big Latch On paperwork?

August 13th, 2011.

Please note that Big Latch On paperwork is separate from WBW paperwork. If you have registered your event as a WBWC fundraiser or other event as well as a Big Latch On, then you must send in an additional form to your state WBWC Coordinator by October 17, 2011.

What paperwork is required if we hold a combined Big Latch On/La Leche League fundraiser?

Big Latch On paperwork listed above is due on August 13, 2011. La Leche League paperwork is due to your state WBWC Coordinator by October 17, 2011. View the required WBWC Accounting/Prize Eligibility/Evaluation form at <http://www.llusa.org/wbw/kit.php> State/Area WBWC Coordinators are listed at <http://www.llusa.org/wbw/awc.php>

Can Big Latch On participants win the gift cards, books and Kindles from La Leche League?

IF you fundraise for La Leche League and turn in the Accounting/Prize Eligibility/Evaluation form by October 17, 2011, you are eligible for the prizes listed on the Prize Page at <http://www.llusa.org/wbw/kit.php>