

Rules for the Big Latch On

The aim of the Big Latch On is to set the record for the most women breastfeeding simultaneously at 10:30 a.m. local time on Saturday August 6, 2011. In order to qualify please ensure the following rules are met:

1. All locations for the Big Latch On must comply with the WHO Code of Marketing of Breastmilk Substitutes. http://www.who.int/nutrition/publications/code_english.pdf
2. Participant registration must be done on the day of the event. All participants must sign the **Big Latch On Event Sign In and Waiver form** with name & address, located at: <http://www.llusa.org/wbw/BigLatchOn.php>. This information will not be used other than to verify the count (it will not be sold or passed to anyone outside of the LLLUSA and Big Latch On).
3. The participants must be counted by raising their hands when the babies latch on (or if already latched on) at 10:30 a.m. and breastfeed for one minute. A 5-minute countdown to 10:30 a.m. will help achieve the most babies being latched on. Please synchronize your time with <http://www.timeanddate.com/worldclock/city.html?n=202> to ensure state (or beyond) wide simultaneous latch on.
4. There must be enough official witnesses (non-participants) designated to count the participants at 10:30 a.m. A ratio of 1 witness:10-15 mothers is recommended, minimum of two. 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. You may assign witnesses to count specific people to make it easier.
5. Witnesses must sign the Big Latch On Witness Statements and each sheet of the Big Latch On Event Sign In and Waiver forms.
6. Independent verification of the event for each location is needed. This can be in the form of media cuttings, video footage, radio reports, and photos. If mothers do not wish to be photographed, please refer to the FAQ's for instructions.
7. To be counted as **Big Latch On** participants, all sites must report their participant numbers before 12:30 p.m. local time, by emailing their numbers to count@biglatchon.org. It is important that the following information is included in the email:
 - Location name and address
 - The number of mothers who attended
 - The number of mothers (not babies) who were latched on for the count.
 - A contact name and phone number.

After the event the organizer at each venue needs to:

Submit original paperwork to the Big Latch On Coordinator by Friday, August 13th, 2011.

Please send to: La Leche League, PO Box 4652, Greenwich, CT 06831.

- the signed and witnessed Big Latch On Event Sign In and Waiver forms
- one Witness Statement from each witness (2 witnesses per sheet)
- Evaluation form
- any photo and/or media coverage of the event.

Photos can be emailed to count@biglatchon.org along with location name and address. Keep copies of all paperwork for verification.

All public event locations will be listed on <http://llusa.org/wbw/BigLatchOn.php#Events> as soon as they are known and unofficial numbers of participants will be listed as soon as possible after the event.

Gratefully adapted from Big Latch On, Women's Health Action New Zealand