



## How to Host a Great Canadian LLLatch-On (for Community Partners)

The **La Leche League Canada Great Canadian LLLatch-On** is a family-friendly activity that takes place during **Canadian Breastfeeding Week (October 1–7)**. Events celebrate the normalcy of breastfeeding, chestfeeding, and feeding human milk to babies and children, while also raising awareness of the importance of protecting and supporting lactation in our communities.

At the heart of the celebration is a community “latch-on,” where families gather so that as many babies as possible can nurse in the same place at the same time. It’s fun, welcoming, and a wonderful way for parents, supporters, and the public to connect. There are also prizes for participating groups!

### Getting Started

- **Connect with us:** If you’re a healthcare provider, community organization, or family resource centre, we encourage you to connect with a local La Leche League Canada (LLLC) Leader or Group. If there isn’t one nearby, don’t worry, you can adapt these suggestions for your own group or facility.
- **Form a team:** Gather a few volunteers or staff members and choose a contact person. This person will register your event with LLLC and receive the promotional materials and toolkit.
- **Pick a date and location:** Choose a time between **October 1–7, 2025**. Events can be in-person (library, park, community centre, farmers’ market, hospital, clinic, senior’s home, or even a café) or online.

## Promoting Your Event

- Use community bulletin boards, social media, local newspapers, and radio/TV community calendars.
- Post flyers in places families visit, such as grocery stores, clinics, and libraries.
- Share invitations with parent groups, healthcare providers, and local coalitions.
- Don't forget to include your event details on community Facebook pages or neighbourhood groups.

## On the Day

- **Welcome families and supporters:** A short greeting helps set the tone and creates a sense of celebration.
- **Create a warm atmosphere:** A banner, table with information, chairs or blankets for seating, toys for toddlers, and snacks (fruits, cheese, packaged baked goods, water) go a long way.
- **Celebrate support:** Recognize parents, babies, partners, grandparents, and others who came out. Invite supportive community members like IBCLCs, midwives, doulas, or even your mayor to attend.
- **The latch-on moment:** Gather families for a countdown (3-2-1-LATCH-ON!) and capture the moment with photos.
- **Keep track:** Note the number of nursing children, tandems/multiples, and the ages of the youngest and oldest nurslings and how many support people are in attendance.

## Ideas to Make It Special

- **Fundraiser:** Pair your event with a community fundraiser (e.g., donations, yard sale, sponsored walk, or craft table).
- **Social:** Create a picnic, tea party, or mocktail hour to make it fun.
- **Educational session:** Host a short talk or Q&A on breastfeeding, chestfeeding, and lactation support.
- **Community celebration:** Use this as a chance to highlight local services and partnerships that support families.

## Next Steps

- **Register your event:** Once you register with LLLC, you'll get access to our toolkit with posters, social media templates, and event-planning resources.

- **Capture memories:** Take photos (with permission) and share them with your community and with LLLC, we'd love to celebrate with you.
- **Follow-up:** After the event, we'll invite you to share feedback so we can make next year even better.