



How to Host a Great Canadian Latch-On Event (For LLLC Leaders)

The La Leche League Canada (LLLC) **Great Canadian Latch-On** will take place during Canadian Breastfeeding Week, October 1 to 7. It's a family activity designed to celebrate the normalcy of breastfeeding, chestfeeding, and feeding human milk to babies and children, while raising awareness of the importance of supporting lactation in communities across Canada.

The highlight is the **community "latch-on"**, a fun challenge where as many babies as possible nurse in the same location (and approximately the same time). This creates connection, raises visibility, and encourages conversations about breastfeeding.

Groups are also eligible to win *The Art of Breastfeeding* plus 10 bookmarks for your group for 6 different categories.

Getting Started

- **Form your team.** Connect with other Leaders in your Group or Area. You may want to invite volunteers, retired Leaders, or family supporters to help with logistics.
- **Choose your date and location.** Select a time between October 1 and 7, 2025 (or a day or two before or after). Multiple activities in one town are welcome!
 - Locations could include libraries, EarlyON/family resource centres, toy libraries, shopping centres, markets, or outdoor spaces (with backup in case of weather).
 - Consider creative options: a visit to a senior's centre, NICU family spaces, hospitals, or a community walk leading to your latch-on spot.
- **Register with LLLC.** Once registered, you'll get access to toolkits, templates, and promotional resources.

Promoting Your Event

- Share widely on **LLLC Group social media**, community event listings, neighbourhood websites, and with local hospitals, clinics, and libraries.
- Send **personal invitations** to current and former meeting attendees, family supporters, BFI coalition members, and retired Leaders.
- Always include **your Group contact info** so families know how to stay connected after the event.

Setting Up

- Display **LLLC banners or posters** and a table with flyers and info sheets.
- Create a family-friendly space with:
 - A few rocking chairs or comfy seats
 - A blanket and toys for babies and toddlers
 - A children's colouring table
 - A microphone, if needed, for larger groups

Running the Event

1. **Welcome message** from Leaders, highlighting your Group's presence in the community.
2. **Recognition moment**: cheer for nursing families, multiples, tandem nursers, and supporters.
3. **Acknowledge special guests** (e.g., IBCLCs, midwives, doulas, community leaders).
4. **Countdown and latch-on cheer** (3-2-1-LATCH-ON!). Follow with a group photo.
5. **Head count** of babies latched (or attempting), including youngest, oldest, multiples, and tandem nursers.
6. **Photos and screenshots**: consider assigning an official photographer to respect waivers and capture the spirit of the event.
7. **Thank you message** to close, celebrating families and supporters.
8. **Snacks and mingling**: simple, low-allergy foods, water, and time for families to connect.

Optional Additions

- **Fundraiser**: Add a yard sale, QR code donation, craft class, or sponsored walk.
- **Social gathering**: Host a picnic, tea party, or mocktail hour.

- **Information session:** Offer a *Breastfeeding 101*, prenatal info talk, or share LLLC flyers.
- **Series Meeting:** Use the event as an opportunity to welcome families into your Group.

After the Event

- **Submit your numbers and photos** to LLLC.
- **Thank participants personally** and invite them to future meetings.
- **Complete the follow-up survey** (required within 2 weeks).