

Nurse-in / Protest Event Organisation

Events may seem easy enough to organise, but may demand more of your time than expected. Please try to be realistic and accept help from other people. If you are aware of organisations or regular breastfeeding groups in your area, then why not ask them to join you and combine your efforts? If you are not aware of local activity, do a bit of research before you start and you may find that there is already a local breastfeeding support network that you could team up with.

Depending on circumstances and the reason for the nurse-in you may want to make it more of a fun event. One relatively easy to organise event idea may be a picnic – although be mindful of the weather and have an indoor back-up plan. Just holding a Breastfeeding Party is a great way to organise a fairly simple event.

Start to organise your event as early as possible to secure the date and give enough time to invite people.

Please note that Breastfeeding Community accepts no responsibility for any consequences arising from any events that have not been directly organised by Breastfeeding Community.

PLAN OF ACTION

- Enlist help.
- Make a decision as to what you will be doing.
- Decide on location.
- Fix a time.
- Have a contingency plan (eg: for wet weather)
- Start spreading the word.
- Contact the press.
- Keep spreading the word.
- Double check all arrangements.
- Do it.

PERMISSIONS

The requirements will differ from country to country and also between regions. Check with your local council and the police. Although you know it will be a peaceful event, the police may need to be informed about groups gathering and will need to know where the event is being held, when and how many people approx that you will expect to attend the event. Make a courtesy call to the local council to make sure they are clear about what you are organising.

Promoting the Event

You need to promote your event as much as possible and this section gives some ideas on how to go about doing this.

Posters

Can be put up (almost) anywhere, with permission, and below is a template for you to just print off and add your own details. Ask local shops, clinics, surgeries, childcare nurseries, hospitals and halls and anywhere else relevant to your area, to display the posters.

Local Groups

It is a good idea to approach all relevant groups such as antenatal classes or breastfeeding groups and organisations for. There is a flyer below, with space for your event details, to be given to groups.

Internet

Don't forget to 'milk' your contacts, especially online forums or message boards. Don't forget to 'bump' any messages a couple of days prior to the event to remind people.

Local Media

Contact the local media in your area, daily and weekly newspapers, radio stations, TV stations. Don't forget the Nationals – if it is of international interest or a quiet news week, they may be interested. A press release template is added below, which you can adapt or you can write your own. The press release is suitable for sending to media organisations, but also think about WHY you are helping to organise this event. Try to include why people need to be aware that breastfeeding is not obscene. Also try to estimate how many people may attend your event. Most journalists will want to interview either you, or someone who has been affected by the issue. This will add a human interest angle to their story so you should be ready with details you can pass on of somebody who doesn't mind talking and or being photographed breastfeeding. Don't forget to request a photographer to come along during your event. They often work separately from the journalist, so this can be an important point.

You can never guarantee that a journalist will be able to cover your story until you see it in print, but there are ways to give yourself the best chance of securing coverage. Journalists need to be contacted well in advance of the event to ensure they can schedule in some editorial or visit your event. Usually they will require at least a week's notice. Try to establish contact with the appropriate journalist by phone first and then ask if you can send through some information regarding your event and then either fax or email the press release through. Call again the day before to remind them and to see if they need any more information or are likely to be covering the event. Don't be disheartened if they can't cover the actual event – ask if they will do a follow up piece on what a success the event was.

(DATE OF ISSUE)

PRESS RELEASE

For Immediate Release

MILC-ING IT!

Mothers International Lactation Campaign is organising a protest against Facebook! The administration of Facebook has been removing pictures that mums have posted of themselves breastfeeding their babies on the grounds that they are 'obscene'. Considering the pornographic and pro-ana pictures that abound on Facebook, and the fact that breastfeeding is not an obscene or lewd act, many mothers are outraged. The online petition group "Hey Facebook, breastfeeding is not obscene" has in excess of 50,000 members.

There will be international action taking place on 27th December 2009. Various nurse-in protests have been arranged, one to take place in front of Facebook headquarters in California. In addition, there will be an online protest on the same day. The aim is to raise awareness of breastfeeding and to try to persuade the Facebook administration to re-think and to cease their actions.

(PLACE QUOTE HERE – to follow later)

(NAME OF ORGANISER) has organised an (NAME OF EVENT)

This will take place at (TIME) on 27th December 2009.

Venue:

Contact & Number:

ENDS

Press Contacts: (ORGANISER & NUMBER)

For further information about MILC -

Mothers International Lactation Campaign, please contact

(NAME) on (TELEPHONE NUMBER) or by

Email using ([EMAIL](#) ADDY) or visit the Facebook Group:

Hey, Facebook, breastfeeding is not obscene!(Official petition to Facebook)

Mothers International Lactation Campaign

EVENT:

TIME & DATE:

VENUE:

CONTACT & NUMBER:.....

.....

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MILC

Mothers International Lactation Campaign

EVENT:

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TIME & DATE:

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VENUE:

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CONTACT & NUMBER:

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