

August 2009 Mavens Monthly

Greetings, Medela Mom Mavens!

This month's World Breastfeeding Week's theme, "A Vital Emergency Response," underscored the protective benefits of breastmilk—especially during emergencies or in areas where clean water is scarce. As nature's perfect and safest source of food and fluid, we know that breastmilk serves as an important line of defense for all babies, regardless of circumstance.

This month, you'll find answers to common breastfeeding concerns, such as how to boost milk supply and what tools can help you breastpump while at work or away from baby. Don't forget to read on for an introduction to the lactation research that informs the design of Medela's pumps, message board posts that offer a chance to give advice to other nursing moms, and news and contest updates.

MMM Updates

Stay Connected

Looking for ways to get to know other Mom Mavens and breastfeeding moms and stay current on Medela news? Join our official [Medela](#) Facebook page and our [Medela Moms](#) group on Lilaguide. Not a Facebook or Lilaguide member yet? [Click here](#) to join Facebook, and [click here](#) to create a Lilaguide account.

Reporting Reminder

As always, when you have a breastfeeding conversation, online or offline, be sure to let us know through our reporting form at www.mommavens.com/report. Remember to identify yourself as a Medela Mom Maven during these conversations.

[Read more...](#)

Lighting up the Message Boards

This month we've tracked some breastfeeding conversations online, where your expert advice might come in handy. Here are some moms looking for breastfeeding suggestions on the message boards:

- "KTB13" at babycenter.com is expecting her first baby this October. She plans to breastfeed, but wants to know where to start. She asks, "How in the world do I know what all I need?" Share your breastfeeding tools and tips with her [here](#).

[Read more...](#)

Did You Know?

Medela's 2-Phase Expression

Most Medela breastpumps offer a technology called 2-Phase Expression: These include the [Symphony](#), [Freestyle](#), [Pump In Style Advanced](#), [Swing](#) and [Harmony](#).



Medela's 2-Phase Expression, originally developed for hospital-grade breastpumps, is the only research-based breastpump technology that mimics babies' nursing rhythms. 2-Phase Expression is proven to reduce the time to milk ejection, allowing moms to get more milk in less time.

[Read more...](#)

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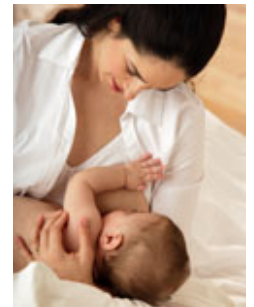
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Breastfeeding and Baby: Tips of the Trade

Establishing and maintaining milk supply

Moms worried about low milk supply can rest assured: Most women are physically capable of producing enough milk for their babies. Still, all moms should understand why they may encounter low milk supply and how to control their level of milk production.

A mom's milk supply can drop for a number of reasons. Certain medications, or maternal conditions, such as a long, stressful delivery or a cesarean delivery, may delay or affect the amount of early milk production. However, a mom's milk production will typically improve as her physical health improves.



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product development. Susan has three children who range in age from three to seven years old.

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Name: Sarah Ross

Children's names and ages: Joshua, 4 1/2 years and Sadie, 11 months

Hometown and occupation: Berkley, MI - full-time stay@home mom, and I've just started a part-time, nap-time @ home paralegal job

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Having a hard time remembering to report? E-mail us at medela@mommavens.com with “Weekly Reporting Reminder” in the subject line and we’ll send you a reminder every week.

Give Us Your Feedback

We hope to continue to deliver newsletter content that serves your needs, and we welcome your suggestions for improvement. Please e-mail us at medela@mommavens.com with the subject line “Newsletter Feedback” to share your thoughts.

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- "MommaLaBarr" at babyzone.com has never used a breastpump and is looking for suggestions. "What type of pump do you recommend and what types of bottles are the best to use when doing bottle and breast. TIA for any help!!!" [Click here](#) to share your breastpumping advice.
- "purplishtiger" at iVillage.com is the mom of a premature baby, and needs advice on how to breastfeed. She asks, "I just wanted to know if you all had any tips for building a good milk supply, maybe what I should expect when I attempt to breast feed or anything else." If you have any tips, [click here](#).

If you think a mom might benefit from speaking with a lactation consultant, remember to invite her to visit our [Ask the LC](#) service. You can always start your own breastfeeding conversation on the Web, as well. To help get you started go to www.mommavens.com/links.html for a list of message boards.

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2-Phase Expression is based on research by Peter Hartmann, Ph.D., professor of biochemistry at the University of Western Australia, Perth. Hartmann found that a breastpump cycling in two distinct phases is more effective than conventional single-cycling breastpumps, which utilize just one suction and release combination.

The technology uses two distinct cycles to imitate babies' nursing rhythms more effectively. During the "Stimulation" cycle, the pump mimics a breastfeeding baby's initial rapid sucking action, which stimulates the milk ejection reflex (MER) and quickly begins milk flow, or let-down. After two minutes the pump automatically switches to the second cycle called "Expression," which imitates the infant's longer feeding cycle and slower, deeper sucking that helps to maximize milk flow in a shorter period of time.

This pumping pattern creates a comfortable and efficient pumping experience because it feels more like baby.

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Orlando Sentinel: [Taking steps to help women balance motherhood with their jobs](#) (8/3/2009)

- Business columnist Beth Kassab explains how supporting nursing moms in the workplace is a low-cost way for employers to keep families healthy and happy, and improve the company's bottom line.

NY Post: [Moms Rally for Breastfeeding](#) (8/8/2009)

- Moms demonstrated their right to breastfeed in public by nursing their babies on the A train in New York during World Breastfeeding Week. Members of the Breastfeeding Promotion Leadership Committee gather for this cause each year to make known that breastfeeding in public is natural—and legal. And if the “Breastfeeding Bill of Rights,” which has passed through the state Assembly and Senate, becomes law, it will give new moms a card to carry in public that lists these rights.

Atlanta Journal Constitution: [It's Time for More Moms to Breast-Feed, U.S. Officials Say](#) (8/13/2009)

- By mid-2010, the U.S. Centers for Disease Control and Prevention and the Office of Women's Health will issue a “Call to Action” outlining policies and activities intended to help more women breastfeed.



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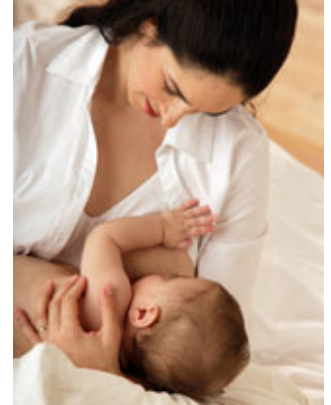
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Low milk supply can also occur if a baby is too weak or small to properly stimulate the breast, or is not latched on well. If a baby is uninterested in breastfeeding because of a temporary low supply or because he is too weak, mom should double pump for 15 minutes at least 8 times every 24 hours to increase supply. This protects the supply and demand process. Also, a hospital-grade breastpump, such as Medela's [Symphony](#) with 2-Phase Expression Technology, has been clinically proven to get more milk in less time by imitating a baby's natural nursing pattern.

A pumping mom may experience low milk supply if she doesn't empty her breasts frequently and thoroughly. If she is using a used personal-use pump this may be part of the problem. With a used pump a mom doesn't have a baseline to compare pump performance against, so she won't know if the pump is underperforming. Instead she may unnecessarily blame herself for low supply.

A mom experiencing low milk supply should also seek professional advice from a lactation consultant. With improved lactation management, a mom can typically boost her milk supply.

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**I exclusively pump and work full-time. What's the best way to clean pump parts, especially the connectors, on the go?**

Keeping your pump parts clean on the go can be a challenge. I recommend two things – first invest in an extra set of parts. That way you always have extra pieces and parts on hand. Second – use Quick Clean bags and wipes. The Quick Clean bags clean your products in just a few minutes in the microwave and also serve as a convenient way to keep your parts organized while in transport. The Quick Clean wipes are great on the go when you don't have access to soap and water (like in the airport!).

How long is it safe to store breast milk in the Medela cooler with the Medela ice pack while I'm at work?

The Medela coolers and ice packs were designed to keep milk cool for up to 12 hours. It's a great solution for a mom who doesn't have access to a refrigerator at work or who wants to keep her milk close at hand. The cooler bag is also a convenient way to transport milk to/from work, to the babysitter's house or even day-care.

When should I introduce a bottle to my baby so that when I go back to work he will still be able to feed breastmilk?

Before you introduce a bottle to your baby make sure that breastfeeding has been well established. If you are planning to return to work, give your baby a couple of weeks to get used to drinking from a bottle. All babies are different and some may not accept the first bottle they are offered – so be patient. You may also want to let someone else (babysitter, husband) introduce the bottle to your baby.

I'm only able to pump at work during lunch. How can I get the most out of my only pumping break?

Pumping at work can be a challenge. Most moms need to pump every three to four hours. So ideally that means two or three pumping breaks. To make the most of any pump session I recommend the following: 1) Reserve the time – plan ahead by blocking your calendar, 2) Make sure you have a comfortable and private place to pump, 3) Have all of your parts clean and ready to go, which can save you set-up time, and 4) Relax – thinking about your baby (have a picture or a piece of clothing in your pump bag!) or listening to music may help.

Next month, we'll recap some of the top questions asked during Medela's World Breastfeeding Week Live Chats with International Board Certified Lactation Consultant Kathleen Bruce.

Kathleen is an RN IBCLC at her local hospital and works with breastfeeding mothers locally in a private lactation practice in Vermont, as well as online with the Medela clients who write in via the [Ask the LC](#) service. Additionally, Kathleen has been an LLL Leader since 1988. Kathleen volunteers online as the leader of a professional list called LACTNET, which is a free networking list for professionals who support breastfeeding families. She has three daughters, all of whom were breastfed.



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Maven Spotlight

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Name: Sarah Ross

Children's names and ages: Joshua, 4 1/2 years and Sadie, 11 months

Hometown and occupation: Berkley, MI - full-time stay@home mom, and I've just started a part-time, nap-time @ home paralegal job



Who is your parenting role model? My friend Lori – she's shown me the way with her son Jacob who is 3 years older than my son

What calms you down? Frank Sinatra. Every time.

If you were a Sesame Street character which one would you be? Probably Grover...although my husband would probably think I'm Oscar

What's the strangest thing you've recently found in your purse/pockets? Binkies - Not so much strange in and of itself, but because there were 5 in one pocket!

What's the last song you listened to? A whole Chet Baker album

What's the last book/magazine you read? Book: Loving Our Kids on Purpose by Danny Silk (FANTASTIC BOOK!!!). Magazine: This Old House

What mommy blog or parenting message board do you recommend? I love Babycenter for information, All & Sundry for comic relief

What did you want to be when you were little? Either president (that one didn't work out) or a mom (that one I pulled off!)

What item could you currently not survive without? My Polkadot Papoose sling.

How did you overcome a breastfeeding hurdle? We had some pretty major issues this time around - my daughter would latch well but couldn't transfer any milk. I went through 3 lactation consultations and occupational therapy, but by 3 months old we had corrected the problem. In the interim I pumped 4-6 times a day. The thought of pumping then bottle-feeding for a whole year was totally overwhelming to me, so I just kept committing to short-term goals - keep pumping for one week, then one more week, etc. That made it much more manageable. Now she's 11 months old and still nursing strong, and hasn't had a bottle in 8 months.

What is the fondest breastfeeding moment you've had with your baby? I love the little monkey hands that pet me while she's nursing.

Interested in being featured in next month's "Maven Spotlight?" If you haven't already submitted your answers, e-mail them to the above survey (try to answer in one sentence or less per question, please) along with a photo of you and/or your baby to medela@mommavens.com and we'll select one Medela Mom Maven at random. Put "Maven Spotlight" in the subject line. To be eligible for September's newsletter, entries must be received no later than Friday, September 11th.



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Looking for breast care items? Check out [My Four Monkeys](#) from Tuesday, August 25th to Tuesday, September 1st for a chance to win a 2-ounce tube of [Tender Care Lanolin](#) and [Tender Care Hydrogel Pads](#). Both help provide relief for moms experiencing sore, tender or cracked nipples.

Additionally, Medela is still seeking entries for its Mom of the Month contest. Enter to win a Freestyle [here](#), by sharing your answers to one of the following questions

- What activities would you do if you could pump hands-free?
- What is your funniest pumping experience, and how would Freestyle change this in the future?
- What would you do as a new mom with an extra 20 minutes in your day?

