

January 2009 Mavens Monthly

Happy New Year, Medela Mom Mavens!

We're bringing in the New Year with a new look and ways for you to learn more about Medela, and share and connect with one another. Read on to see what's new for Medela Mom Mavens.

New Year, New Design!

Our recent survey showed your preference for a newsletter format in lieu of regular e-mail updates, so we're excited to unveil our inaugural Medela Mom Mavens monthly newsletter this month. Here you'll find parenting tips and news, Medela product and breastfeeding information, contest updates and ways to meet other Mom Mavens in one tidy package.

Have a suggestion for improving our newsletter? We value your feedback. Please e-mail us at medela@mommavens.com to share your thoughts.

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Did You Know

The Cost-Saving Benefit of Breastfeeding

Nursing moms looking to stretch their dollar in the New Year are in luck: While most moms are familiar with the health benefits of breastfeeding, they may overlook its economic benefit.



[Read more...](#)

In the News: This month in parenting and breastfeeding

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- **The New York Times Bits Blog: [Facebook Won't Budge on Breastfeeding Photos](#)** (1/2/2009)
Jenna Wortham writes: *"Facebook is standing firm on a policy that has led to the removal of some photos posted by women that show breastfeeding. The deletions have spurred Facebook members to stage protests both online and offline."* If you discuss this controversy, remember there are several ways to support moms who chronicle their breastfeeding experience through nursing photos on their Facebook profiles:
 - Encourage moms on Facebook to join the breastfeeding group "[Hey, Facebook, breastfeeding is not](#)

[obscene!](#)" (currently at about 170,000 members)

- Become a [Medela](#) fan on Facebook and discuss the issue.

[Read more...](#)

Breastfeeding and Baby: Tips of the Trade

A Germ-Free Winter

Winter is the perfect time to cozy up indoors with family and friends, but staying cooped up inside and sharing recycled air also makes you and your family susceptible to airborne illnesses, like a cold or the flu. Help keep your little one — and you — healthy this season with these simple tips...



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Ask the Expert

You know that breastfeeding creates a unique bond between mom and baby, but the many rewards of nursing can come with a few snags. If you're encountering a breastfeeding obstacle or simply have a burning question about the subject, ask our February expert, Irene Zoppi, an international board certified lactation consultant and Medela clinical education specialist. We'll select the top questions for Irene to answer in our February newsletter. Please use "Ask The Expert" as your subject line and submit to medela@mommavens.com no later than **Friday, February 6th**.



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Maven Spotlight

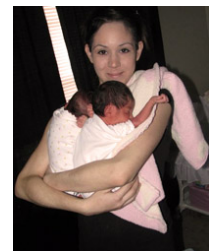
Name: Meagan Corniel

Children's names and ages: Micaela and Jaeda Urias, 5 months

Hometown and occupation (optional): Hurst, Tex., Homemaker

What item could you currently not survive without? My breastpump

How did you overcome a breastfeeding hurdle? (Or if you haven't had any hurdles, what advice would you give to a struggling nursing mom?) Like I said my breastpump was a lifesaver! And the strongest advice I could give would be Don't Give Up!



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Take a break and watch this tot's stump speech (or tub speech, as it were) in "[A Political Party Broadcast on behalf of the Toddler Party](#)"

Found a parenting video that cracked you up? E-mail us at medela@mommavens.com with "Parenting Video" in the subject line.



We hope your New Year is off to a fantastic start!

Best Regards,
The Medela Mom Mavens Team



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Connect with other Medela Mom Mavens and Nursing Moms

Medela is calling all Mom Mavens on Facebook to become fans of our official [Medela](#) page. Meet other Medela fans, trade tips and opinions on the message boards, and keep updated on Medela happenings. Not a Facebook member yet? [Click here](#) to set up an account.

As a reminder, our [Medela Moms](#) group on [Lilaguide](#) is another way to stay current on all things Medela and make friends with other Mavens and breastfeeding moms. If you're not already a Lilaguide member, [click here](#) to create a Lilaguide account.

New Additions to the Medela Mom Maven Family

If you're expecting in the month of January or February and would like to announce your baby's birth to the Mom Maven community, send your newborn's name, birth date and photo to medela@mommavens.com and he or she may be featured in February's newsletter. Please use "February Baby" as your subject line and submit no later than **Friday, February 6th**.

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/reporting. Remember to identify yourself as a Medela Mom Maven during these conversations.

Did You Know

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The Cost-Saving Benefit of Breastfeeding

Nursing moms looking to stretch their dollar in the New Year are in luck: While most moms are familiar with the health benefits of breastfeeding, they may overlook its economic benefit.

In fact, formula can cost about \$1,200 per year, according to askdrsears.com. And because breastfed babies are less vulnerable to infections, parents save money on doctor's visits and potential time off work. In a down economy, providing nature's perfect food to your baby can help offset some of the expenses associated with caring for a new child.



Medela offers a variety of personal-use breastpumps to help moms express breastmilk for their babies. While there are Medela pumps for every budget (a mom on a smaller budget might consider a manual or single-electric pump, or renting a pump if she's unsure how long she'll breastfeed), the cost of formula and additional doctor's visits over the long-term can dwarf the cost of even the most expensive breastpump. Plus, a pump is an investment that can last through multiple children.

To explore Medela's breastpump offerings, [click here](#).

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 - Encourage moms on Facebook to join the breastfeeding group "[Hey, Facebook, breastfeeding is not obscene!](#)" (currently at about 170,000 members)
 - Become a [Medela](#) fan on Facebook and discuss the issue.
- **MSNBC Health: [Better lungs for kids fed from breast, not bottle](#)** (1/2/2009)
Reuters reports: *"Children who are breast-fed for at least 4 months may have better lung function than children who are breast-fed for shorter periods of time and children who are bottle fed, a new study suggests."* Keep this study in mind as you discuss the health benefits of breastfeeding with other moms.
- **The Wall Street Journal Juggle Blog: [How Nursing-Friendly Is Your Workplace?](#)** (1/7/2009)
Sue Shellenbarger writes: *"Employees who know a co-worker who has breastfed or used a breast pump at work are more likely than others to favor workplace policies supporting breastfeeding, says a study published recently in the [International Breastfeeding Journal](#)."* As you follow this issue, remember that Medela offers many breastfeeding solutions to help moms transition back to work, such as the hands-free [Medela Freestyle](#) breastpump.
- **The Daily Green: [How to Choose a Safer Baby Bottle](#)** (1/10/2009)
The editors of E/The Environmental Magazine write: *"A 2008 report by American and Canadian environmental researchers entitled 'Baby's Toxic Bottle' found that plastic polycarbonate baby bottles leach dangerous levels of bisphenol-A (BPA), a synthetic chemical that mimics natural hormones and can send bodily processes into disarray, when heated ... So what's a concerned parent to do?"* If you have BPA-related conversations this month, remember that all Medela products that come into contact with breastmilk are and have always been BPA-free. Medela also recently launched its Glass Breastmilk Bottle Set in 4- and 8-ounce sets. [Click here](#) for more information on Medela's breastmilk feeding and storage bottles.

What do you think? Send your reactions to these headlines to medela@mommavens.com with "In the news" as your subject line by **Friday, February 6th**, and your response may be included in next month's newsletter.

Breastfeeding and Baby: Tips of the Trade

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A Germ-Free Winter

Winter is the perfect time to cozy up indoors with family and friends, but staying cooped up inside and sharing recycled air also makes you and your family susceptible to airborne illnesses, like a cold or the flu. Help keep your little one — and you — healthy this season with these simple tips:



- **Surround yourself with healthy people.** Avoid close contact with others who may be sick. For example, indoor playlots may seem like a good cold weather alternative to outdoor parks, but they can be ripe with germs. Instead consider structured playdates with those you know are healthy, or bundle up, make a snow angel and enjoy some fresh air.
- **Wash. Dry. Repeat.** Everyone knows that frequent hand washing is one of the best ways to help prevent the spread of germs and respiratory viruses. And when you're out and about, people often use hand sanitizers as a stand-in for a sink and soap. What parents may not know, however, is that The New England Journal of Medicine found that alcohol-based hand sanitizers pose a [danger to toddlers](#) if ingested. If you can't stick to traditional soap and water while on an outing, make sure the anti-bacterial hand sanitizers or disposable wipes in your bag are alcohol-free.
- **Keep your nose and mouth covered.** Help reduce the chance of getting others sick by using a tissue each time you cough or sneeze. Throw it away immediately after use and then wash your hands.
- **Breastfeed to boost your baby's immunity.** Remember that breastfeeding already gives your baby an advantage by providing antibodies that can protect her from bacterial and viral infections.

Visit the [CDC](#) for more information on how to stay healthy this winter.



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Ask the Expert

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Additionally, remember that as part of Medela's commitment to supporting nursing mothers, our Web site offers one-on-one email consulting with our Board-Certified Lactation Consultants. To use this service visit <http://www.medelabreastfeedingus.com/for-expectant-mothers/ask-the-lc>.



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Maven Spotlight

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Name: Meagan Corniel

Children's names and ages: Micaela and Jaeda Urias, 5 months

Hometown and occupation (optional): Hurst, Tex., Homemaker

Who is your parenting role model? My friend Michelle Miller

What calms you down? Peaceful music, candles and a warm bath.

If you were a Sesame Street character which one would you be? Oscar the Grouch lol.

What's the strangest thing you've recently found in your purse/pockets?
Money!

What's the last song you listened to? A song on the babies sit and step

What's the last book/magazine you read? Parenting Magazine

What mommy blog or parenting message board do you recommend? Mothers of Multiples (MOM) for those with multiples and Cafe mom.

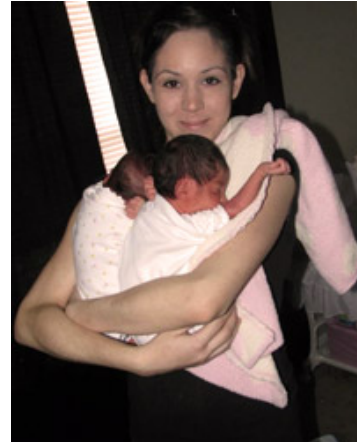
What did you want to be when you were little? A veterinarian or famous

What item could you currently not survive without? My breastpump

How did you overcome a breastfeeding hurdle? (Or if you haven't had any hurdles, what advice would you give to a struggling nursing mom?) Like I said my breastpump was a lifesaver! And the strongest advice I could give would be Don't Give Up!

What is the fondest breastfeeding moment you've had with your baby? When I just look down at them and they both look up at me and grin so sweet.

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 February's newsletter, entries must be received no later than **Friday, February 6th**.



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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?

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