

June 2010 Mavens Monthly

Greetings, Medela Mom Mavens!

Wondering how to clean your breastpump and its accessories? Or when to use a nipple shield? Read on for product recommendations, nursing tips and another expert Q&A from March's Live Chat with IBCLC Irene Zoppi. Plus, get the latest breastfeeding news and contest updates.

MMM Updates

I'm a Mom Maven!

[Click here](#) to download our new "I'm a Medela Mom Maven" button for use on your blog or in your message board signature.

[Read more MMM Updates...](#)

Lighting up the Message Boards

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

- "MattsBride87" at babycenter.com shares some of the endearing and funny things her son does while breastfeeding. Chime in with your experience [here](#).
- "Mimi Leigh" at babyzone.com asks for tips on how and when to wean. [Click here](#) to share your tips.



[Read more about where to contribute to online conversations...](#)

Did You Know?

Medela's cleaning products

Just like any item that's used frequently, your breastpump needs to be clean and germ-free. Medela's cleaning products make it easy for you to keep your breastpump and accessories in mint condition:

[Cavicide® Germicidal Cleaner](#): This germicidal surface cleaner is intended for non-porous surfaces. It's ideal for use on plastics, stainless steel, chrome, glass, Plexiglass, hard



rubbers and painted surfaces.

[Read more about Medela's cleaning products...](#)

In the News: This month in parenting and breastfeeding

Topics concerning parents make headlines every day, whether it's a new study about the benefits of breastfeeding or a health concern such as BPA. We're constantly monitoring for news that affects moms like you. Here's a recap of this month's news:

Reuters.com: [Breast-fed babies less feverish after immunization](#) (5/19/2010)

- A new study in the journal *Pediatrics* suggests that breastfed babies are less likely to run a fever after being vaccinated.

[Read more headlines...](#)

Breastfeeding and Baby: Tips of the Trade

Using a Nipple Shield

The initial stages of breastfeeding require a bit of practice, so don't be discouraged if your baby has trouble latching onto the breast during the first few feedings. If a latch-on problem persists, however, breastfeeding experts may recommend temporarily using a nipple shield. A nipple shield is made of thin, soft silicone that's worn during breastfeeding and doesn't interfere with nipple stimulation. Holes at the tip allow milk to flow to baby.



Be sure to consult a lactation professional to determine whether it's best for you to use a nipple shield and for appropriate sizing. Also note that you may need to more closely monitor your baby's weight while using a nipple shield.

[Read more...](#)

Expert Corner: Irene Zoppi

This month, we're recapping some of the top questions asked during [Medela's March Live Chat](#) with **Irene Zoppi**, an International Board Certified Lactation Consultant and Medela Clinical Education Specialist.

Irene is an experienced clinician caring for new families in antenatal, labor and delivery, postpartum and NICU settings. Irene also has written many continuing educational programs for healthcare professionals in the area of breastpump function and breastfeeding support. She is a mother of two breastfed children, now teenagers.



[Read more answers from Irene...](#)

Maven Spotlight

Name: Maryleigh Miller

Children's names and ages: Madalynn 10 Makayden 5 Maxson 6wks

Hometown and occupation: Clovis Ca, Homemaker, Army Wife

Who is your parenting role model? My mother

[Read more about Maryleigh...](#)



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[Read more opportunities to win...](#)



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Stay Connected

Follow Medela on Twitter! Get daily updates and breastfeeding tips from [@Medela_US](#).



If you'd like to find other Mom Mavens on [Twitter](#) — and want them to find you — we're collecting Twitter handles (also known as user names) and posting them in the [Networking section](#) of the Mom Mavens website. Just send your handle to us at medela@mommavens.com and use “Twitter” as the subject line. Check the [Networking section](#) or the [MMM Twitter list](#) to see which Mom Mavens are Tweeting and begin following them. Not familiar with Twitter? [Click here](#) to see what it's all about.

Looking for other ways to get to know Mom Mavens and breastfeeding moms and stay current on Medela news? Medela recently relaunched its [Facebook page](#) to offer more frequent content updates. Not a Facebook member yet? [Click here](#) to join Facebook.

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.

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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- “Mimi Leigh” at babyzone.com asks for tips on how and when to wean. [Click here to share your tips.](#)
- “mccray33” at babyzone.com is searching for the right breastpump. [Click here to make a recommendation.](#)



If you think a mom might benefit from speaking with a lactation consultant, remember to invite her to visit our free [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 for a list of message boards.



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[Quick Clean™ Breastpump & Accessory Wipes](#): These wipes allow for easy and convenient cleaning without soap and water. Just one wipe cleans both breastshields as well as valves and membranes. It can also be used to wipe down changing tables, high chairs, cribs, countertops, toys and other hard surfaces. They are available in a [pack of 24](#) and as individually wrapped singles in packs of [40](#) and [100](#).



[Quick Clean™ Micro-Steam™ Bags](#): These eliminate 99.9 percent of the most common bacteria and germs in about three minutes using only a microwave and water. Micro-steam bags are perfect for cleaning breastpumps, breastshields, accessories, breastmilk bottles, nipples, pacifiers and cups. Each bag can be used up to 20 times and can store pump parts between pumping sessions.

For more information about Medela's cleaning products, [click here](#).

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About.com Breastfeeding Blog: [How Partners Can Support Breastfeeding Mothers](#) (6/15/2010)

- Dad might feel a little left out when it comes to breastfeeding, but there are many ways he can get involved and help.

CafeMom's The Stir: [Breastfeeding and Thrush For Mom and Baby](#) (6/4/2010)

- Learn the signs and treatment of thrush — a yeast infection found in a baby's mouth that can affect a breastfeeding mom's nipples.



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Breastfeeding and Baby: Tips of the Trade

Using a Nipple Shield

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Be sure to consult a lactation professional to determine whether it's best for you to use a nipple shield and for appropriate sizing. Also note that you may need to more closely monitor your baby's weight while using a nipple shield.

A nipple shield may help if:

Your baby is premature, ill or small. Research shows that the milk intake of premature infants increases when a nipple shield is used. How? Suction inside the nipple shield holds the nipple in an extended position, allowing baby to pause without losing the nipple. Milk pools in the tip of the shield and flows when baby resumes suckling. Once baby gains weight and matures, the shield is no longer necessary.

You have flat or inverted nipples. If it's difficult for baby to draw in your nipple, he may pull away, cry or fall asleep. [Medela's nipple shield](#) stimulates baby to keep sucking until the milk begins to flow. In time, your nipples will become more pliable and you won't need the shield to trigger the sucking reflex.

Your baby has had many bottles. A baby who has been bottle-fed many times may begin to refuse the breast. A nipple shield feels similar to a bottle nipple and can help a reluctant baby accept the breast again. Some babies will only need a few sessions with the nipple shield; others will need more. Once baby becomes more comfortable with breastfeeding again, you will find you can decrease or eliminate bottle-feedings.

For more information on how to use (and when to wean baby off) the nipple shield, [Click here](#).

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Irene is an experienced clinician caring for new families in antenatal, labor and delivery, postpartum and NICU settings. Irene also has written many continuing educational programs for healthcare professionals in the area of breastpump function and breastfeeding support. She is a mother of two breastfed children, now teenagers.

Q: How long are antibodies present in breastmilk?

A: You continue to offer your baby the protective benefits of breastmilk for as long as you breastfeed. There is a host of protective agents in human milk, such as anti-immune properties and growth factors, which will always be there.

Q: Is it normal for my son to nurse more often as he gets older?

A: Oftentimes babies will go through a period when they need extra calories — some call this a growth spurt. We see that babies appear to be hungrier and want to nurse more often, and moms' milk volume will naturally increase to meet babies' need for these additional calories.

Q: Does exercise have any effect on the taste or the amount of lactic acid in breastmilk?

A: There is some thought that moms may have an increase in lactic acid in breastmilk after exercising, but there isn't any evidence that shows a noticeable increase after moderate exercise. It may increase with intensity of exhaustive exercise, but with moderate exercise it's not harmful to baby.

Next month, we'll recap some of the top questions asked during Medela's May Live Chat with Mrs. Nashville, Julie Hamilton, a lactation counselor and mother of three young breastfed children.

Julie Hamilton recently earned her certificate in lactation counseling and is a mother of three breastfed children, including 21-month-old twins who are still nursing. Experienced in breastfeeding and pumping (at home and at work), Julie works in her community to help other mothers successfully breastfeed. As Mrs. Nashville, Julie works to spread the message of breastfeeding preparedness and is dedicated to helping moms and babies have successful breastfeeding experiences.

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Maven Spotlight

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Name: Maryleigh Miller

Children's names and ages: Madalynn 10 Makayden 5 Maxson 6wks

Hometown and occupation: Clovis Ca, Homemaker, Army Wife

Who is your parenting role model? My mother

What calms you down? Watching The Flintstones and The Jetsons @1am on the Boom Channel

If you were a Sesame Street character which one would you be? Abby Cadabby (she's pink, spunky and girlie)

What's the strangest thing you've recently found in your purse/pockets? A piece of my daughter's broken tooth

What's the last song you listened to? Tik-Tok by Ke\$ha

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

What mommy blog or parenting message board do you recommend? I belong to Army Wives Forums

What did you want to be when you were little? Mary Lou Retton

What item could you currently not survive without? Laptop

How did you overcome a breastfeeding hurdle? Lactation Consultant/Nipple Shield

What is the fondest breastfeeding moment you've had with your baby? Just the other day.. my little guy was waking up to eat and had his mouth touching and open but not latched or eating.. and he smiled once he realized where he was!

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 July's newsletter, entries must be received no later than by Monday, July 12th.

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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 the following question:

- What are your favorite features of Freestyle and how would each of them change your pumping experience?

Good luck!

