

May 2010 Mavens Monthly

Greetings, Medela Mom Mavens!

We hope you had a fantastic Mother's Day. In this month's newsletter, we cover Medela's corporate lactation resources and share how breastfeeding works. We also recap top breastfeeding questions asked during March's Live Chat and give you more opportunities to win Medela goodies.

MMM Updates

Win big for your little one!

Medela is partnering with Focus Features to support the new film *Babies* that premiered in theaters Mother's Day weekend. Enter our sweepstakes for a chance to win the grand prize, a VIP professional family photo shoot (valued at \$2,000) and one \$500 savings bond. Ten runners-up will receive \$500 savings bond prizes. The sweepstakes runs from April 10, 2010 through May 31, 2010. For more information and complete rules visit www.medelababiesbond.com.

[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:

- "05.:mommy.to.be.:10" at babycenter.com asks about her baby's eating and sleeping habits. Give her your advice [here](#).
- "Caro332_BZCL" at babyzone.com just returned to work and finds pumping at the office a challenge. Click [here](#) to offer some tips.



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

Did You Know?

Medela Helps Create Supportive Workplace Environment for Breastfeeding

This month, Medela announces the availability of resources to help employers create a supportive workplace for nursing moms. As you may know, the Patient Protection and Affordable Care Act signed by President Obama on March 23 includes a new requirement for corporations with more than 50 employees to provide nursing mothers reasonable breaks and private, non-bathroom spaces so they may express breastmilk. Medela

has resources and services available to help employers understand the new requirements, create corporate lactation programs and support moms returning to work. Visit www.medelacorporatelactation.com to share these resources with your employer and other working moms.

[Read more about Medela corporate lactation...](#)

In the News: This month in parenting and breastfeeding

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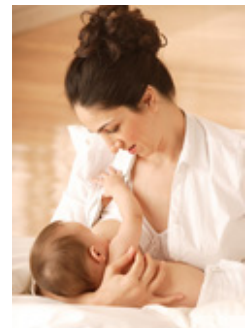
[Read more headlines...](#)

Breastfeeding and Baby: Tips of the Trade

How breastfeeding works

Although breastfeeding comes naturally for mom and baby, it takes a bit of learning on mom's part. Babies are born with reflexes that help them find the breast and begin nursing, but it's not as instinctive for mom. Unlike in the past, where little girls grew up watching experienced moms putting babies to breast, many of today's moms have never seen anyone breastfeed before someone hands them their own first baby.

During the first few weeks of nursing, mom must learn how to [position and latch](#) baby and will need help interpreting feeding cues and determining whether baby is feeding well. This initial stage can be somewhat challenging, but with support, mothers can enjoy the special intimacy and vital health [benefits](#) breastfeeding provides.

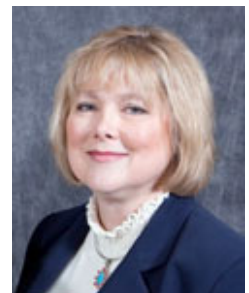


[Read more about how breastfeeding works...](#)

Expert Corner: Maria Sienkiewicz Lennon

This month, we're recapping some of the top questions asked during Medela's March [Live Chat](#) with **Maria Sienkiewicz Lennon** (RN, MSN, CNM, IBCLC and a Medela Clinical Education Specialist with a focus on WIC efforts).

Maria joined Medela in 2000 and has 30 years of clinical experience in maternal child health and lactation. She is a masters-prepared Certified Nurse-Midwife and has been continuously board certified as a Lactation Consultant since the first official exam in 1985. Maria began her career in North Carolina working in hospital, private practice and public health settings. She established one of the first in-hospital lactation centers, developed numerous breastfeeding education programs and worked with WIC and the North Carolina Department of Health to help organize local breastfeeding coalitions.



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

Maven Spotlight

Name: Crystal P.

Children's names and ages: Caden 6, Ryland 3, Ollie 1, adopting baby #4 this May

Hometown and occupation: Homemaker/Student/ Military wife

Who is your parenting role model? Michelle Duggar, not for the number of babies but for the patience and sweetness



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

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

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Stay Connected

Medela is now active on Twitter! Follow [@Medela_US](#) for daily Medela updates and breastfeeding tips.



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 Web site. 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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- "Lucky0611" at babyzone.com asks for pump recommendations. Click [here](#) to offer your suggestions.



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 for a list of message boards.



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- Are you prepared to breastfeed? These seven tips will help get you started.

Scientific American: [How Breastfeeding Benefits Mothers' Health](#) (4/30/2010)

- A look at how breastfeeding not only benefits baby — but also mom.

FoxNews.com: [Substance Found in Breast Milk Kills 40 Types of Cancer Cells](#) (4/20/2010)

- A Swedish study suggests that a substance found in breastmilk — only recently tested on humans — may have the ability to kill cancer cells.



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Breastfeeding and Baby: Tips of the Trade

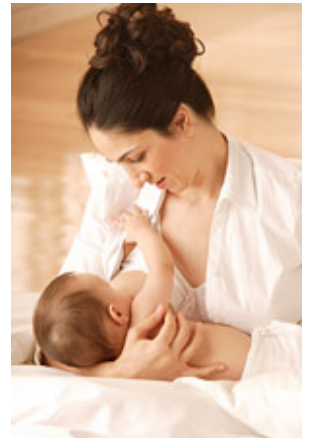
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During the first few weeks of nursing, mom must learn how to [position and latch](#) baby and will need help interpreting feeding cues and determining whether baby is feeding well. This initial stage can be somewhat challenging, but with support, mothers can enjoy the special intimacy and vital health [benefits](#) breastfeeding provides.

Also, remember that a certified lactation consultant or Medela's free [Ask the LC](#) service can help you overcome a breastfeeding hiccup. Visit Medela's [Breastfeeding National Network](#) to search for "breastfeeding specialists" in your area.

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Q: How do I know if my child is getting enough milk?

A: The biggest determining factor is weight gain. If you're concerned about whether your baby is getting enough milk, visit your pediatrician for a weight check. As long as your baby is gaining weight, she's fine.

Q: How can I prepare in advance to switch from breastfeeding to a pumping regimen?

A: Advanced preparation is the best thing you can possibly do. First, make sure you have a good electric breastpump that is both efficient and comfortable. I recommend the [Medela Pump In Style Advanced](#), especially if you're going back to work full-time. A couple of weeks before you're scheduled to return to work, practice pumping small amounts each day and store the milk in the freezer — the more milk you can store up, the better. When you're nursing your baby on one breast, you can pump the other side. Then put the baby back on the side you pumped to finish it off. This way, baby will still get a full feed, but you'll have a little extra milk to put in your freezer. If possible, return to work in the middle of the week rather than on a Monday. Try to find a good place to pump — sometimes you can even pump in your car. It will take a couple of weeks to get comfortable in a routine, but with time, your body will adapt to your new schedule. Also, you may find that when you're home with your baby at night or on the weekends, baby wants to nurse more. That will help keep up your supply for during the week when you're not able to be as flexible with pumping.

Q: Are my breasts too big for breastfeeding?

A: That's a good question. Rest assured, mothers with breasts of ALL sizes have been able to breastfeed successfully. However, it may be a bit more challenging for "generously endowed" mothers to find a position to breastfeed that's comfortable for both mom and baby. Placing a rolled-up towel or small pillow under your breast can help support your breast while breastfeeding. Even though it may seem awkward in the first few days, you and your baby will soon get the hang of it and it will become much easier with practice.

Next month, we'll recap 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.

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Who is your parenting role model? Michelle Duggar, not for the number of babies but for the patience and sweetness

What calms you down? Just counting my blessings

If you were a Sesame Street character which one would you be? I'm not sure, maybe Zoe? I haven't watched it lately but I remember loving her as a child.

What's the strangest thing you've recently found in your purse/pockets? A dandelion strung through a pearl, compliments of my daughter's beautiful creativity

What's the last song you listened to? Tonight, Toby Mac

What's the last book/magazine you read? Practicing Hospitality, Patricia Ennis

What mommy blog or parenting message board do you recommend? www.prudentbaby.blogspot.com for creative mamas everywhere!

What did you want to be when you were little? A superhero mommy

What item could you currently not survive without? Cell phone and Internet are tied while my hubby is deployed.

How did you overcome a breastfeeding hurdle? I constantly had thrush (me and the baby) while first nursing Ollie that left me with bleeding, very deep wounds. I just pumped until they healed and took meds and kept up my supply in order to nurse him. We're still nursing now and it's a year later.

What is the fondest breastfeeding moment you've had with your baby? Ollie will nurse and he'll quit eating for a moment to giggle at me, it melts my heart to bits.



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 June's newsletter, entries must be received

no later than by Friday, June 11th.



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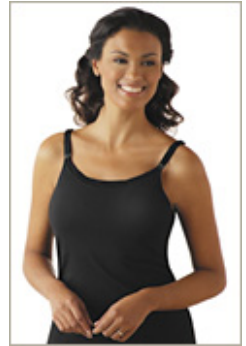
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Additionally, Medela is still seeking entries for its Mom of the Month contest. Enter to win a Freestyle [here](#), by sharing your answers to the following question:

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

Good luck!

