Medela Announces 2011 Breastfeeding Hall of Excellence Inductees

Inductees Honored During Kick-off of World Breastfeeding Week

Medela is proud to announce the 2011 Breastfeeding Hall of Excellence Inductees, nominated by their colleagues and chosen through an independent panel of judges.

“Breastfeeding initiation and duration rates continue to grow and it is through the collaborative efforts of IBCLCs, health care professionals and community advocates who have committed their careers, precious free-time and their passion to promoting breastfeeding,” said Medela President Carolin Archibald. “We are thrilled to be able to honor this year’s inductees for what amounts to a lifetime dedication to educate and support breastfeeding mothers.”

In the Lactation Consultant category:
Kathleen Moren RN, BSN, IBCLC

“My mission is to help mothers achieve success in their breastfeeding goals by providing them with the information and assistance they need to be confident in their ability to breastfeed and care for their children. I am passionate about making sure access to breastfeeding support is available to all who need it.”
- Kathy Moren, RN, BSN, IBCLC

In the Professional Breastfeeding Advocate category:
Madeleine Sigman-Grant PhD, RD

It has been a long journey since those days when few mothers were breastfeeding. Much progress has been made and I feel blessed to have been a small part of this change. There is still much work to be done, with mothers, their families and health care professionals. Combined with ongoing research into human milk and the myriad of benefits to mothers and babies, I am encouraged that new moms will find the support they need to nurture and nourish their infants. I am honored to have been nominated by my peers for this award and more importantly, to have worked with so many passionate and committed mothers.”
- Madeleine Sigman-Grant, PhD, RD
Medela Names Carolin Archibald President

Carolin Archibald, most recently Medela’s vice president of its professional business (which focuses on Medela’s hospital customers), took the reigns as company president in mid-July. The move comes as a result of the retirement of long-time president Carr Lane Quackenbush.

“We are thrilled to be able to promote such an accomplished professional. Carolin has demonstrated incredible leadership during her nine year tenure here. She was instrumental in strengthening our marketing capabilities. Since joining us in 2002 Carolin has served in several roles in which she swiftly developed both the position and helped grow the business tremendously,” said Quackenbush.

Archibald joined Medela as vice president of marketing and then served as vice president of Medela’s retail business. Prior to joining Medela, Archibald held numerous leadership positions including: director of marketing and business development for VideoShare, Inc., director, international brand marketing at the Rockport Company, product marketing manager at the Timberland Company and regional manager, EF Educational Foundation for Foreign Study.

Archibald holds a bachelor’s degree in international economics and political science from Middlebury College and a master’s degree in business administration from Harvard Business School. She lives in Libertyville, IL with her husband and two children.

“I am honored to have the opportunity to lead a company with such a critically important mission, one that is as important to me as it is to each of our employees. I am looking forward to leading this team to continue to do everything we can to promote breastfeeding and to help enhance mother and baby health through the life-giving benefits of breastmilk.”

Carolin Archibald

Best Wishes!
Carr Lane
Congratulations!
Carolin
In the Lactation Consultant category:
Kathleen Moren RN, BSN, IBCLC

An IBCLC in private practice for 11 years, Kathy Moren has a career-long history of supporting breastfeeding. Kathy is the Past Chair of the Rhode Island Breastfeeding Coalition (RIBC) and received the RIBC Crème de la Crème award and the Rhode Island Birth Network Award for Extraordinary Service. In 2010, she started a WIC pump program that provides hospital grade pumps to exclusively breastfeeding moms returning to work or school. This work will undoubtedly affect the initiation and duration rates of a population that might otherwise need to abandon breastfeeding or not even initiate it, because of the need to return to work. This year she was appointed to the Rhode Island Governors Healthcare Reform Commission and is working to incorporate the lactation support required by the passage of the Patient Protection and Affordable Care Act of 2010 into Rhode Island Healthcare, as well as obtain licensing for IBCLCs in Rhode Island so that they can be reimbursed by insurance for their services.

Kathy worked to secure a federal grant to distribute the Business Case for Breastfeeding Toolkit to Rhode Island employers needing assistance to start or enhance their lactation programs. Through it she partnered with the ADVANCE Program at the University of Rhode Island to showcase their lactation program to other universities as a model of excellence in workplace breastfeeding support. She also worked to assist physician mothers throughout the state in finding places to pump at local hospitals and has made that information available to those who need it. She was invited by the Department of Health and Human Services to be part of two expert panels regarding university and hospital lactation support and traveled to DC to present her work. In addition, she manages the Breastfeeding Friendly Workplace Award for the Department of Health and awards mini-grants to employers seeking funds to help their organization develop a lactation program.

Through this work, Kathy has encouraged employers to provide lactation accommodations in the workplace so that mothers can pump privately and maintain their milk supplies when away from their infants.

Kathy was nominated by Julie Taylor, MD, who says “Kathy is a very talented breastfeeding clinician, teacher and academic who has worked tirelessly to improve the health of countless mothers and infants in Rhode Island as a clinician, educator and advocate. She has also made significant contributions to the medical education of the next generation of physicians.” Dr. Taylor further notes what Kathy has meant to breastfeeding mothers. “A leading advocate for breastfeeding in Rhode Island for close to a decade, she has positively influenced the lives of breastfeeding mothers in many ways. She has worked tirelessly to fight for access to breastfeeding support and equipment for mothers that need it.”

Kathy is the first author of a statement-in-development for the Academy of Breastfeeding Medicine (ABM) entitled “Breastfeeding Support for Working Mothers.” This statement will be showcased at ABM’s upcoming Annual International Meeting in Miami this November. She has also co-authored an article regarding state-wide support for physician-mothers who are breastfeeding that will be published this fall in Medicine & Health Rhode Island.

Kathy is hopeful that her advocacy efforts on the state level will make lactation support a covered insurance benefit that provides all Rhode Island mothers with access to this important care. Most importantly, on a daily basis, Kathy is able to work with breastfeeding mothers to get them off to a good start breastfeeding, address any concerns that arise and instill confidence in them and their ability to breastfeed their babies.
In the Professional Breastfeeding Advocate category:
Madeleine Sigman-Grant PhD, RD

A leader in the breastfeeding community, for decades, Madeleine is currently heavily involved in the Nevada statewide breastfeeding coalition. She works with University of Nevada, Reno Medical School residents, OB/GYN offices and local hospitals in promoting human milk as the first choice for infant nutrition. She is also a member of the Maternal Child Health Coalition of Nevada and was just recently awarded the Nevada Outstanding Dietitian award for 2011.

Madeleine was instrumental in establishing the Statewide Breastfeeding Taskforce of Nevada nearly 10 years ago. The Taskforce has been at the forefront of lactation and education for health professionals in Nevada and has been a key advocate for breastfeeding support and promotion in the state working with hospitals, community groups, coalitions, the Nevada AAP and at the State of Nevada Health Division’s WIC program.

Previously serving as the President and Vice President of the Taskforce, she now serves as a Member-at-Large in an advisory role. She is also currently working with the WIC program to establish a lactation center in Las Vegas that will serve low to moderate income families needing out-patient lactation support. Madeleine is extensively published with articles appearing in Journal on Human Lactation, Pediatrics and the Journal of Nutritional Education and Behavior.

Madeleine was nominated by Key James, a WIC colleague who says, “Madeleine has been key in helping to improve lactation education for health professionals in Nevada, and in improving breastfeeding support in the entire State of Nevada. She has long been one of the state’s foremost advocate for improved lactation education and community support for families in the state.

With her professional training in MCH nutrition, she willingly volunteers her time, and lends her skills to causes in Las Vegas and around Nevada that seek to improve lactation management of patients, education of healthcare professionals and community support for breastfeeding.

I like to call Madeleine a gatekeeper for breastfeeding in Nevada because she has and continues to be one of the state’s leading breastfeeding advocate. She is the State Health Division’s go-to breastfeeding expert and a real motivator for change and growth on lactation in a state that has the least number of IBCLC professionals and lactation support systems.

I have worked extensively with Mrs. Sigman-Grant over the last 4 years in my role as the President of the Breastfeeding Taskforce of Nevada. During this time I breastfed two children up to age 2 years old. Undoubtedly my commitment to breastfeed long term was influenced by my close association with Madeleine. She always encouraged me, and has served as my mentor in my role as the President of the Taskforce and WIC employee.

Oftentimes the work of those involved in research, programming and policy is overshadowed by the work of those on the frontlines but I maintain that breastfeeding advocacy is multi-faceted and requires the work of many, and Madeleine is just such one of those persons. She has worked tirelessly as an educator, researcher and advocate to improve breastfeeding support and lactation education of health professionals in Nevada.”
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Breastfeeding Advocacy News

IOM Recommendations - A Tremendous Step Forward For Breastfeeding

The Institute on Medicine’s recently released Preventative Services for Women Coverage Recommendations call for coverage of lactation services and rental breastfeeding equipment. Medela applauds the IOM for including lactation services and breastfeeding rental equipment in its recently released coverage recommendations on preventative services for women.

“This is groundbreaking news for breastfeeding mothers and their infants nationwide. We know that it isn’t always easy for moms to breastfeed. Moms often need support and unfortunately cost can be a barrier to getting the support they need. We are encouraged by this news and fully believe it will have a monumental impact on improving the health of future generations,” said Medela President Carolin Archibald.

The recommendations come as a result of the Patient Protection and Affordable Care Act (ACA) under which the U.S. Department of Health and Human Services charged the IOM (Institute of Medicine) with researching, defining and reporting on recommendations for Preventative Health Care Services.

The recommendation for coverage states:
Recommendation 5.6: Comprehensive lactation support and counseling and costs of renting breastfeeding equipment. A trained provider should provide counseling services to all pregnant women and to those in the postpartum period to ensure the successful initiation and duration of breastfeeding. (The ACA ensures that breastfeeding counseling is covered; however, the committee recognizes that interpretation of this varies.)

For more information on the IOM recommendations Click here

World Breastfeeding Week Promotion

In honor of World Breastfeeding Week, Medela is offering promotional items to our health care customers. So far, Medela customers have received more than 50,000 World Breastfeeding Week brochures which include breastfeeding benefits as well as a sample of Tender Care™ Lanolin attached to each brochure. The promotion runs through August 5 while supplies last!

A Win for Nursing Mothers!
Since the February 2011 announcement that the IRS reversed its previous ruling, which denied breastfeeding-related supplies from being covered as a health expense, Medela spoke with officials at the IRS for further clarification.

The decision to include it as an allowable health expense is a major milestone for nursing moms, as breastpumps and supplies that assist breastfeeding are now considered “medical care” and tax deductible. This means that moms and families can now use their pre-tax dollars from their flexible spending accounts (FSA) and health savings accounts (HSA) to cover the cost of lactation supplies.

Following our conversation with the IRS, here is what you should know:

- The IRS guidance is broadly interpreted and covers any supplies that “assist lactation.”
- FSA/HSA benefits providers may differ slightly in what they may cover. For example, some may define a breastpump as an allowable expense, but not other supplies.
- It is important for mothers to contact their employer’s benefits provider to determine what is covered under their specific FSA/HSA and the steps needed for reimbursement.
- If a mother does not have a FSA/HSA account, she may be able to deduct breastfeeding costs if her total unreimbursed medical expenses exceed 7.5 percent of her adjusted gross income, and if she itemizes her tax returns.

FSA/HSA plans are one of two ways mothers can explore reimbursement for a breastpump. In addition, some health insurance providers will reimburse the cost of a breastpump. Medela has additional resources regarding insurance reimbursement available here: http://www.medelabreastfeedingus.com/breastfeeding-insurance.

$ Health flexible spending account (FSA):
a type of tax-advantaged financial account that can be set up through an employer in the United States. An FSA allows an employee to set aside a portion of her pre-tax earnings to pay for qualified medical expenses as established in the plan.

$ Health savings account (HSA):
a tax-advantaged medical savings account available to taxpayers who are enrolled in a high deductible health plan (HDHP).

For more information on the IRS announcement, please visit: http://www.irs.gov/irb/2011-09_IRB/ar11.html#d0e1701, or contact Amy Wei of the IRS Office of Associate Chief Counsel (Income Tax and Accounting) at (202) 622-7900, or call the IRS Telephone Assistance Line at (800) 829-1040.
Breastfeeding Advocacy News

Building Confidence and Fostering Commitment to Breastfeeding

Medela had an opportunity to sit down with Suzanne Haynes, PhD, Senior Science Advisor and Ursuline Singleton, MPH, RD, Public Health Analyst of the U.S. Department of Health & Human Services’ (HHS) Office on Women’s Health (OWH) to discuss breastfeeding in the United States.

It is no secret that breastfeeding is one of the best things moms can do to give their babies a healthy start to life. In addition to the nutrition and immune advantages it provides infants, breastfeeding also offers health benefits for moms as well. However, these benefits weren’t always well understood. Today, while most moms signal their intent to breastfeed early on, statistics show that there continues to be low national breastfeeding rates at three, six and 12 months.

Developing the First National Policy to Normalize Breastfeeding

Dr. Haynes, a 19-year veteran of OWH, recalls one of the first federal efforts on breastfeeding. Over 10 years ago, HHS convened a subcommittee of the Federal Interagency Working Group on Women’s Health and the Environment to really look at breastfeeding. At the time, there were some experts examining breastfeeding from a risk perspective. “What medications or toxins could potentially get into breastmilk?” There were a lot of misconceptions and there was a need for clarity and guidance on breastfeeding... and a need to change the conversation.

The research showed that there were many benefits of breastfeeding for both women and infant health that were being overshadowed by breastfeeding myths. Under U.S. Surgeon General Dr. David Satcher’s leadership, HHS released the 2000 HHS Blueprint for Action on Breastfeeding, to help address these issues.

“I think having the Surgeon General’s leadership was one of the biggest steps we took to begin normalizing breastfeeding. It brought everyone together.”

Dr. Haynes

The efforts to improve breastfeeding rates across the nation continue today, with the 2011 launch of The Surgeon General’s Call to Action to Support Breastfeeding. This renewed initiative calls upon healthcare professionals, employers, family members and friends to support breastfeeding moms so that they can continue to nurse for as long as they choose.

Taking a Look at Barriers

“it’s not just a matter of the ‘breast is best’ information—moms now know that. The challenge is actually getting beyond that and identifying the kind of support they need in order to actually make breastfeeding work in their lives.”

Ursuline Singleton

Many mothers intend to breastfeed, but are sometimes unable to do so successfully because they may not have the right tools and community support, or life circumstances may prevent them from doing so easily. While natural, breastfeeding is a learned skill and can be hard at times, and moms may become frustrated if they are unsure of what to do—especially within the first two weeks of giving birth.
Breastfeeding Advocacy News

Building Confidence and Fostering Commitment to Breastfeeding (cont’d)

“There are all kinds of support for moms you can provide to help her make it through the ‘mind traps,’ I’ll call them. And there are many of them,” said Dr. Haynes.

Mothers face societal and environmental obstacles. According to Dr. Haynes, the usual barriers include lack of instruction or resources, perceived pain of breastfeeding, moms thinking they won’t have enough milk, lack of support from the family, or lack of support for breastfeeding when going back to work.

Fortunately, the Affordable Care Act now requires employers to help support breastfeeding by providing working mothers a private place and time to pump, so that they can express breast milk and maintain their supply.

Instilling Confidence and Encouraging Commitment
Although there are many aspects to successful breastfeeding, there are two main components.

“Confidence and commitment—getting moms the confidence they need to do it, despite the barriers, and then the commitment to be able to do it exclusively for the first six months.”
—Dr. Haynes

It’s important that moms receive support and information during prenatal care. Emphasizing the benefits of breast milk, discussing challenges moms may face and how they can address them, setting realistic expectations, and providing guidance and encouragement early on will help give them the confidence they need. Another aspect to consider is to help moms reframe their approach from I’ll “try” to breastfeed to I “will” breastfeed.

This encouragement and instruction “needs to start before a mother gets to the hospital and continue afterward,” said Singleton. She notes that it should be an integral part of maternity care and recommends that a lactation consultant, a doula, or a trained healthcare professional teach a mom the breastfeeding skills she needs. Moms should also be able to go home with a number they can call in case they run into any problems.

“Sometimes it’s that voice on the other end of the line that says, ‘It’s OK. You’re doing fine,’ that makes the difference between success and giving up,” said Singleton.

Serving as a Resource and Providing Support
As part of the breastfeeding Call to Action, healthcare institutions are encouraged to look into incorporating the Baby-Friendly Hospital Initiative and also provide breastfeeding education to their staff. To further support mothers, healthcare professionals can participate in breastfeeding training through existing mechanisms, such as a CME program or a seminar.

Another way to be supportive of moms is to empower their choice to breastfeed and confirm their preference over formula. In doing so, healthcare professionals can support mothers’ wishes by not supplying formula to an infant when breastfeeding is preferred and possible.

As leaders on the front line of public health, healthcare professionals are important breastfeeding advocates and supporters of families. Having support cannot be underestimated. “It’s a huge ‘S.’ Support really means a lot, especially from everybody,” said Dr. Haynes. “We want to back that mom up so that if she has made that choice, then she can follow through with it successfully.”

For additional information and breastfeeding resources from the Office on Women’s Health, please visit http://www.womenshealth.gov/breastfeeding/index.cfm or call the National Breastfeeding Helpline: 800-994-9662 (TDD 888-220-5446).
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The Use of Human Milk and Breastfeeding Education for the NICU Nurse  
Date: October 24, 2011  
Location: Baltimore, MD

Click on the city or state for more information about programs already scheduled through December 2011.