

November 2009 Mavens Monthly

Greetings, Medela Mom Mavens!

During this month's Prematurity Awareness Month, learn more about Medela's 2-Phase Expression breastpumps; breastfeeding and flu prevention; and how to nurse a premature baby successfully. Also, check out this month's expert for advice on how dads can support their breastfeeding wives and our contest updates for ways to win Medela products. As always, we take this time to give thanks for all that we have.

MMM Updates

Stay Connected

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](#) 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? 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.

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

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:

- "Pandot" at babycenter.com is expecting within the next two months and plans to breastfeed for a year. She'll be returning to work after six weeks maternity leave and is looking for feedback on the Pump In Style. Offer your thoughts [here](#).



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

Did You Know?

Medela's 2-Phase Breastpumps

Medela knows that every mom's breastfeeding experience is different. That's why its line of 2-Phase Expression pumps, featuring technology that mimics a baby's nursing rhythm to help moms get more milk in less time, offers a breastpump for every situation.



A stay-at-home mom, for example, may find Medela's manual breastpump — the Harmony — best suits her needs, while a working mom will find one of Medela's electric pumps — which offer superior speed and performance — a better fit.

[Read more about Medela's 2-Phase breastpumps...](#)

In the News: This month in parenting and breastfeeding

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[Read more headlines...](#)

Breastfeeding and Baby: Tips of the Trade

How to successfully provide breastmilk a premature baby

For premature babies, breastmilk serves as medicine, offering protection from a host of diseases. Breastmilk not only boosts baby's immune system, but it also helps protect premature infants against infections such as Necrotizing Enterocolitis, a serious intestinal infection. Premature babies' breathing rates and oxygen levels are also known to improve when breastfed.

Moms who deliver prematurely can expect some breastfeeding hurdles. They may be recovering from surgery or their own medical complications, or suffering from fatigue or stress, all of which can affect milk supply. Fortunately, there are a number of measures a mom can take, even before the baby is born, to help ensure success in providing "liquid gold" to her newborn.



[Read more about providing breastmilk for a premature baby...](#)

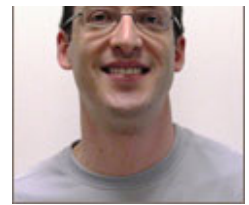
Expert Corner: Ryan Bauer

This month's expert, **Ryan Bauer**, a Medela engineer and father of three breastfed children (expecting #4!), answers your top questions on how husbands can help their



wives breastfeed/pump successfully.

Q: It seems that when a mother is breastfeeding, a lot of the childcare load falls to her. How do you support your wife, and lessen the "load" of childcare while she is breastfeeding?



A: After giving birth to twins my wife was too sore from her C-section to nurse both at once, so while one ate I was comforting the other (even during nighttime feedings). If you are breastfeeding and have older children dad should help by caring for siblings during your nursing sessions.

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

Maven Spotlight

Name: Natalie Robins

Children's names and ages: Sophia, 7 months

Hometown and occupation: Terre Haute, Indiana. I am a full time mom and nursing student.



Who is your parenting role model? My mom because she is a nurse and always calms me down when I'm worried, and my dad because he gives awesome advice from angles I don't always see.

[Read more about Natalie](#)

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During Wednesday, December 2nd and Wednesday, December 9th, visit [I Heart Heels](#) for the chance to win a Medela [Breast Care Gift Set](#). Medela's Breast Care Gift Set provides new nursing moms with the tools that will help them successfully breastfeed, especially during the first few weeks. The set includes Medela's Tender Care Hydrogel Pads and Lanolin for sore nipple relief, bra pads to protect against leaks, a Mother's Minder bracelet and a breastfeeding resource booklet.



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



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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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- “JAMPSA” at babyzone.com needs advice on which electric pump to purchase for her second baby. [Click here](#) to offer advice.
- “blue_baby_dust” at iVillage.com wonders whether she should breastfeed her fourth baby and is looking for breastfeeding advice and breastpump recommendations. [Click here](#) to offer 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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Medela knows that every mom's breastfeeding experience is different. That's why its line of 2-Phase Expression pumps, featuring technology that mimics a baby's nursing rhythm to help moms get more milk in less time, offers a breastpump for every situation.



A stay-at-home mom, for example, may find Medela's manual breastpump — the Harmony — best suits her needs, while a working mom will find one of Medela's electric pumps — which offer superior speed and performance — a better fit. Read on for descriptions of each Medela 2-Phase Expression pump to help you decide which pump is right for you:

Freestyle: Medela's first hands-free, double-electric personal-use breastpump, the Freestyle is a compact and portable pump. Designed specifically for today's active moms, it weighs less than a pound, runs on a rechargeable battery and is powerful enough for daily use as a mom's primary breastpump. Freestyle's programmable memory allows moms to record their preferred pumping pattern, and a one-touch let-down button allows for faster milk flow.

Pump In Style Advanced: A double-electric personal-use breastpump with 2-Phase Expression technology perfect for daily use as a mom's primary breastpump. Pump In Style Advanced has a manual one-touch "let-down" button, battery pack and one-knob adjustable speed and vacuum control. It is available in a stylish shoulder bag, messenger bag or backpack.

Swing: A single-electric personal-use breastpump which adapts to the daily routine of active moms. Swing is easily portable and quiet, comes with a massaging SoftFit breastshield, and is ideal for either occasional or frequent pumping. Swing also is an excellent back-up pump for the office or for travel.

Harmony: A manual breastpump designed for faster let-down and milk flow. Harmony is comfortable and lightweight with an ergonomic swivel handle, a massaging SoftFit breastshield, and fewer pieces to assemble and clean than other manual pumps currently on the market.

Symphony: A hospital-grade pump with unique external software in the form of a microchip "smart card" that allows for the future development of customized program cards, so each mother could have a program designed to meet her needs. The manual one-touch "let-down" button allows mothers to easily switch from the "Stimulation" mode to the "Expression" mode if she experiences an early letdown, providing the most efficient results on an individual basis.

Still not sure which Medela pump is best for you? [Click here](#) to find a match based on your circumstances.

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In the News: This month in parenting and breastfeeding

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- We know that breastfeeding offers multiple health benefits to baby, and flu prevention — especially this season — is one of them, according to the CDC.

New York Times: [Breast-Feed the Baby. Love the Calorie Burn](#) (11/11/2009)

- It's been said that nursing can help new moms lose their baby weight sooner. Here we get a closer look at how breastfeeding affects a mom's weight loss.

Atlanta Journal Constitution: [Breast-Feeding Benefits Moms and Babies: Report](#) (11/6/2009)

- An updated position paper from the [American Dietetic Association](#) states that breastfeeding provides optimal health benefits for mom and baby.



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Breastfeeding and Baby: Tips of the Trade

How to successfully provide breastmilk a premature baby

For premature babies, breastmilk serves as medicine, offering protection from a host of diseases. Breastmilk not only boosts baby's immune system, but it also helps protect premature infants against infections such as Necrotizing Enterocolitis, a serious intestinal infection. Premature babies' breathing rates and oxygen levels are also known to improve when breastfed.



Moms who deliver prematurely can expect some breastfeeding hurdles. They may be recovering from surgery or their own medical complications, or suffering from fatigue or stress, all of which can affect milk supply. Fortunately, there are a number of measures a mom can take, even before the baby is born, to help ensure success in providing "liquid gold" to her newborn. Here are a few:

Prepare in advance. In some cases, a mom can anticipate the risk of preterm birth (for example, if she's carrying multiples). Extra homework before the birth, such as taking a class on breastfeeding, speaking with a lactation consultant, or joining a support group, will help mom get off on the right start in the event her baby is born premature.

Choose the right breastpump. Moms with preterm babies who are unable to nurse should use a hospital-grade breastpump such as [Medela's Symphony](#) with 2-Phase Expression Technology. A hospital-grade pump helps stimulate the release of prolactin, the milk-making hormone, and 2-Phase Expression Technology helps moms get more milk in less time by imitating a baby's nursing pattern. It's recommended that moms continue to use a hospital-grade pump after being discharged from the hospital and until the baby is home, breastfeeding well and gaining weight.

Establish and maintain milk supply. Many premature babies aren't ready to feed directly from the breast after birth, as they are born before all of their organs are fully developed for life outside the womb. That's why moms should use a hospital-grade electric breastpump immediately to establish the milk supply they'll need when baby is ready to breastfeed. This means that within six to 12 hours after birth, moms should start pumping as often as a baby would feed (every three to four hours), even if baby isn't yet breastfeeding. By the end of the second week of pumping, moms should be producing at least 500 mil (or two cups) of milk per day, which is the amount a premature baby requires by the time he is ready to leave the hospital. Once baby is home and breastfeeding successfully, moms can choose to either breastfeed exclusively or combine feedings at the breast with pumped breastmilk using a personal-use breastpump for times when mom is separated from baby or as she plans to return to work.

Find support. First and foremost, moms should get support and encouragement from friends and family who can help them adjust to caring for a premature baby. Secondly, they should seek advice from other moms who are going through a similar experience. Organizations such as [La Leche League International](#) (LLL) and the [Nursing Mothers Council](#) are good starting points to connect with other moms and are both committed to helping moms breastfeed successfully. Finally, moms should visit a lactation consultant to make sure they're doing everything necessary to get the most out of their nursing experience and to provide enough milk for their

babies.

For more information on nursing a premature baby, [click here](#).

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Expert Corner: Ryan Bauer

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This month's expert, **Ryan Bauer**, a Medela engineer and father of three breastfed children (expecting #4!), answers your top questions on how husbands can help their wives breastfeed/pump successfully.



Q: It seems that when a mother is breastfeeding, a lot of the childcare load falls to her. How do you support your wife, and lessen the "load" of childcare while she is breastfeeding?

A: After giving birth to twins my wife was too sore from her C-section to nurse both at once, so while one ate I was comforting the other (even during nighttime feedings). If you are breastfeeding and have older children dad should help by caring for siblings during your nursing sessions.

In addition to sharing childcare duties, there is plenty he can do to help his wife during this stage. Before baby is even born, dad can support mom by learning about the benefits (health and otherwise) of breastfeeding. He can also help pack the hospital ready bag with a breastpump, nursing bra, bra pads, lanolin and cleaning accessories to make sure mom has everything she needs after delivery. In the hospital, a nurse or LC can provide instruction on how to properly breastfeed and pump, and I encourage dads to listen intently and take notes. Once at home, dad can help mom simply by doing more chores around the house, which allows her to take breaks to enjoy a nap, the company of friends or time for herself. Even offering to clean the pump parts, label and appropriately store breastmilk, and keep track of mom's breastmilk stash can give mom a breather when she needs.

Q: Do dads bond as well as moms when they help feed?

A: Once breastfeeding is well established, dad can enjoy the bond of feeding time by offering baby an occasional bottle of pumped breastmilk (which also lets mom take a break). Other ways a dad can share special moments with his newborn include being present during feedings, engaging in skin-to-skin and eye-to-eye contact with baby as often as possible and talking to baby.

Q: What is it like to be the husband of a breastfeeding wife?

A: I really have a great sense of pride that my wife was able to successfully breastfeed our children. Just like everything else with a new baby and being first time parents – it was a bit strange at the beginning for both of us. The only one who thought they knew what they were doing was our baby! My wife persevered through the challenges of learning this new relationship and the results are amazing. It brings out every paternal instinct of pride, protection and bonding. It's not always easy at the beginning since there may be pain, discomfort and plenty of frustration for both mom and baby, but that's where the dad's role really steps in. Any encouragement and assistance he can provide helps keep things on track. It is often the dad that needs to provide the protective environment that leads to success. Once mom and baby have settled in to a good nursing relationship you can see on their faces that it is the most natural thing in the world. It is immensely satisfying for all involved.

Next month, **Maria Sienkiewicz Lennon** (RN, MSN, CNM, IBCLC), a Medela Clinical Education Specialist with a focus on WIC efforts, will answer your questions on how to successfully nurse multiples and premature infants. 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. To submit your questions, e-mail medela@mommavens.com with “Expert Corner” in the subject line by Friday, December 11th.



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Maven Spotlight

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Name: Natalie Robins

Children's names and ages: Sophia, 7 months

Hometown and occupation: Terre Haute, Indiana. I am a full time mom and nursing student.



Who is your parenting role model? My mom because she is a nurse and always calms me down when I'm worried, and my dad because he gives awesome advice from angles I don't always see.

What calms you down? Reading, a massage, or nursing my baby.

If you were a Sesame Street character which one would you be? Elmo because I love the color red and he always has a good time!

What's the strangest thing you've recently found in your purse/pockets? I found wipes stuffed in my wallet the other day actually.

What's the last song you listened to? A song from Playhouse Disney.

What's the last book/magazine you read? BabyTalk

What mommy blog or parenting message board do you recommend? [BabyCenter](#) and [BabyFit](#).

What did you want to be when you were little? I've wanted to be everything you can think of, but I always come back to being a nurse so that's what I'm going to be!

What item could you currently not survive without? My cell phone and my Medela breastpump!

How did you overcome a breastfeeding hurdle? My baby was almost four weeks early so her suck reflex wasn't mature at birth which caused some latch issues. After a lactation visit and some great encouragement from my husband and family, I stuck it out and now have a very well exclusively breastfed baby girl!

What is the fondest breastfeeding moment you've had with your baby? Oh my gosh there are so many! I love when she stares at me and with her eyes says thank you Mommy. It's so precious.

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 December's newsletter, entries must be received no later than by Friday, December 11th.

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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?

Good luck!



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