

October 2009 Mavens Monthly

Greetings, Medela Mom Mavens!

As not-so-nutritious Halloween candy lines the shelves, you can give yourself a pat on the back for providing nature's perfect food—breastmilk—to your little one. This month, learn more about how to breastfeed successfully and who Medela is as a company. Read on for plenty of breastfeeding news items and contest opportunities, as well as answers to common nursing concerns from our resident lactation consultant.

MMM Updates

Mother's Milk for Baby Jaeli

Jaeli is a 4-month-old baby girl with a rare chromosomal disorder that makes her unable to tolerate formula. Because her state's Medicaid is not covering the banked milk, her mother must either feed Jaeli formula supplements she has been known to react severely to or go into debt to pay for banked milk. Mom bloggers and tweeters have been generously making donations to help keep Jaeli alive and healthy, and Jaeli's family friend credits social media with [saving Jaeli's life](#). Medela is donating a breastpump and providing an LC consultation to help Jaeli's mother continue to pump breastmilk for her daughter. [Click here](#) for more information on Jaeli's condition.

[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:

- "Crisriggins" at babycenter.com is due in March with her first baby and would like advice on breastfeeding. She asks, "Would you recommend buying a pump? If so, should I register for one or wait to see if I have any problems with breastfeeding?" Offer advice [here](#).



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

Did You Know?

About Medela

We know you're a fan of Medela products, but you may not be as familiar with the company behind those products.

Olle Larsson founded Medela in 1961 in Zug, Switzerland, and the company continues to grow under the ownership of the Larsson family. For nearly 30 years Medela's U.S. presence, McHenry, Ill.-based Medela, Inc., has supported moms' and babies' health through the live-giving benefits of breastmilk. To fulfill its mission, Medela works to provide innovative products, education and support to millions of breastfeeding and breastpumping mothers.



[Read more about Medela the company...](#)

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:

TIME.com: [Philippines Kicks Off Global Mass Breastfeeding](#) (10/2/2009)

- The Philippines is one of 18 countries that participated in Synchronized Breastfeeding Worldwide on Friday, Oct. 2. Read more about how this country is leading the pack when it comes to supporting a woman's right to breastfeed her baby.

[Read more headlines...](#)

Breastfeeding and Baby: Tips of the Trade

Properly collecting and storing breastmilk

Whether it's the return to work, school or a weekend trip to visit a friend, 90 percent of breastfeeding moms encounter a time when it's necessary to pump breastmilk. As any breastfeeding mom can attest, each drop is like liquid gold, and must be cared for accordingly. With these simple guidelines, the process of collecting and storing breastmilk is pretty straightforward—and only requires one container.

[Read more about the collection and storage of breastmilk...](#)

Expert Corner: Irene Zoppi

This month's expert **Irene Zoppi**, an international board certified lactation consultant and Medela clinical education specialist, answers your general breastfeeding and pumping questions. 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 health 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: Brenda Ijiwoye

Children's names and ages: Brenndan (4), Wrenwyck (3) and Trystan (1)

Hometown and occupation: I live in Peoria, Arizona near the Grand Canyon. I am a full-time nursing student.



Who is your parenting role model? My parenting role model would have to be my mom.

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

Contest Updates

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During Sunday, November 1st and Sunday, November 8th, [Mom Fuse](#) is giving one lucky mom the chance to win a Medela [Swing](#).



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



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National Prematurity Awareness Month Virtual Milk Contest

In honor of November's National Prematurity Awareness Month, Medela is hosting a virtual Mothers' Milk contest to help spread the word about how breastmilk can help protect premature infants from serious health complications. Starting on Monday, Nov. 2, visit www.medelapremieawareness.com to register and vote for your favorite NICU hospital. Four winning hospitals will benefit from \$5,000 each worth of Medela products for their NICUs.

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.

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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- “HeyMomma2B” at babyzone.com wants a Medela breastpump, but is having trouble deciding on which one to purchase. [Click here](#) to give her your suggestions.
- “dmansprincess” at iVillage.com is in the market for new nursing bras and asks for suggestions. [Click here](#) to offer recommendations.
- 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 provides nursing mothers around the world with research-based, superior-quality breastpumps; breastfeeding accessories; and maternity/nursing intimate apparel. Demonstrating its commitment to healthy moms and babies, Medela has always made all of its bottles, breastshields and breastpump kit components (everything that might contact the breast or milk) from polypropylene, a safe, durable plastic that is BPA-free.

As a longtime champion of breastfeeding, Medela works with the world's leading lactation researchers to develop the most advanced and effective products to support nursing mothers and breastfeeding babies. Most recently, Medela introduced 2-Phase Expression, the only research-based breastpump technology that mimics a baby's nursing rhythm and is proven to achieve faster milk ejection and faster milk flow.

Beyond its investment in superior product development, Medela's work extends to supporting groups that help underprivileged moms breastfeed such as the Ronald McDonald House and Women, Infants and Children agencies, educating professionals in the NICU on how breastmilk is important medicine for premature infants, supporting the world's leading breastfeeding researchers and sponsoring breastfeeding conferences for healthcare professionals and moms.

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Tampa Bay Online: [Bill would make breastfeeding an excuse to skip jury duty](#) (10/6/2009)

- A new bill, if passed, would allow women who are breastfeeding a child up to 2 years old to opt out of jury duty. Twelve states, including California, Idaho and Virginia already have laws for excusing breastfeeding mothers from jury duty in place.

Reuters AlertNet: [Breast feeding key to reducing malnutrition in Latin America](#) (10/15/2009)

- Although exclusive breastfeeding for the first six months has life-saving potential for children likely to suffer from malnutrition in Latin America, this message isn't heard clearly enough by mothers and health officials.



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Breastfeeding and Baby: Tips of the Trade

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Safely Collect Your Milk

Wash your hands, bottles and breastpump parts that touch your breasts or the milk well with soap and water. Use hot, soapy water or a dishwasher for the bottles and breastpump parts (which should be sterilized once a day), and air dry them on a clean towel (If soap and water aren't available, [Medela Quick Clean products](#) are a good alternative).

Refer to the breastmilk storage chart (right) for breastmilk storage guidelines. If you're going back to work, you should wait until breastfeeding is well established (usually three to four weeks) before introducing bottles, and can begin to store milk one or two weeks before returning. At work, pump every three hours you are away from your baby (or as often as you can) in 10-minute pumping breaks (and a 15-minute pumping break at lunch). The milk you pump can be used for the next day's feedings (and Friday's milk can be refrigerated to use on Monday).

Freshly Expressed Breastmilk Storage Guidelines <i>(For Healthy Term Babies)</i>				
Room Temperature	Cooler with 3 Frozen Ice Packs	Refrigerator	Freezer	Thawed Breastmilk
4–6 hours at 66–78 °F (19–26 °C)	24 hours at 59 °F (15 °C)	3–8 days at 39 °F or lower (4 °C)	6–12 months 0–4 °F (-18–-20 °C)	use within 24 hrs

For more information, or to find a lactation consultant near you, call our Breastfeeding National Network (BNN) at 1-800-TELL YOU or visit www.medela.com

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References: www.BreastmilkGuidelines.com 1547514.8.2019

Safely Storing Your Milk

Once you've pumped your breastmilk, you may store it in the same bottle you'll feed with (see [Medela's BPA-free breastmilk collection bottles](#)). You may add small amounts of cooled breastmilk to the same refrigerated container throughout the day, but avoid adding warm milk to cooled milk. Pumped milk can also be added to frozen milk if it's first chilled, and if the quantity is less than what's frozen.

When freezing breastmilk, do so in two to five ounce portions, as small amounts will thaw more quickly. Remember to leave extra room at the top of the container so that the bottle or bag won't burst. Seal your containers tightly and use a piece of tape to label the bottle or bag with the date. When feeding baby, use the breastmilk labeled oldest first. If you don't plan to use the milk for a few days, freeze it immediately in the coldest section of your freezer (away from the freezer wall).

[Click here](#) for more information on the collection and storage of breastmilk.

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Expert Corner: Irene Zoppi

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This month's expert **Irene Zoppi**, an international board certified lactation consultant and Medela clinical education specialist, answers your general breastfeeding and pumping questions. 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 health professionals in the area of breastpump function and breastfeeding support. She is a mother of two breastfed children, now teenagers.



Q: I have successfully breastfed my son for a year but I am ready to day wean (I will continue to nurse at night). How should I approach weaning?

A: The best advice about any breastfeeding weaning is to take it slowly, remain positive about what you are doing and accept your infant's response to what is occurring. Some infants will wean easier than others.

You may find the following techniques helpful:

- Eliminate the breastfeed your son shows the least interest in. You will need to wait several days or even a week before eliminating the next least desired breastfeed. This gradual process allows your body and your infant to adjust.
- Distracting your son with a healthy snack, playing his favorite game or reading a much-loved book at the expected feeding time may be helpful. You may find altering your daily routines will be enough distraction. If you normally spend your day inside, try going for a walk with other mothers. Remember to continue to offer your son the emotional closeness he's accustomed to.
- Have another caregiver offer a substitute food, snack or drink. If dad is around, have him step in to offer the snack or other activity that may distract your son.
- Be attentive to your son's response to weaning. If he appears upset, weaning may be going too fast for him. Each infant will respond to weaning in his own unique way. Consult with experienced breastfeeding mothers or a local La Leche League International chapter for additional assistance and support.

Q: If I just pumped, how long do my breasts need in order to "fill back up" for a feeding?

A: Many mothers mistakenly think that their breasts are completely emptied and require a waiting time after feeding or pumping to "fill back up." The reality is that the breast is never empty; breastmilk is being produced all the time. In fact, milk production increases when breasts are frequently drained by the sucking of a healthy baby or a quality breastpump. There is no set amount of time to wait before feeding your baby. Waiting for your breasts to fill and delaying feeding your baby may actually decrease your milk supply. Research from the University of Western Australia indicates that more fully draining the breasts increases the rate of milk production.

Q: My baby is now starting on solids. Would breastmilk be compatible with most fruits and veggies?

A: Breastmilk has a sweet taste and will enhance the flavor of infant cereals when introduced to the infant's diet. So, go ahead and mix your breastmilk right into your baby's cereal.

There is no need to limit or restrict any foods from an infant's diet, including fruits. Still, make sure you discuss any family history of food intolerances, sensitivities and allergies with your baby's doctor.

Q: My left breast produces a few more ounces of milk than my right. Why are they so different and is there any way to increase the right one?

A: Most breastfeeding mothers notice a difference in milk volumes between breasts. This is quite normal and common. Research from the University of Western Australia has concluded that the left and right breasts rarely produce the same amount of milk and should pose no problem for breastfeeding. Their research confirmed that the right breast is usually more productive than the left. This difference was not related to being right or left handed nor was it related to the mother offering this favored breast before the other.

The reason for overproduction in one breast may also be due to normal variations in anatomical structures within the breast or because the baby prefers one breast over the other. If your infant favors one breast and feeds from this side first, you may be producing more milk due to his increased stimulation of this breast. You may be able to increase production in your right breast by pumping the breast after your infant feeds. You can also try feeding from your right side first for several days. Babies suck more vigorously when they are hungry; offering the right side first may increase the stimulation to the breast by his stronger suck. But there is nothing different or special you need to do if your baby is breastfeeding and growing normally.

Next month, **Ryan Bauer**, a Medela engineer and father of three breastfed children (expecting #4!), will answer your questions on how husbands can help their wives breastfeed/pump successfully. To submit your questions e-mail medela@mommavens.com with "Expert Corner" in the subject line by Monday, November 9th.



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Maven Spotlight

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Name: Brenda Ijiwoye

Children's names and ages: Brenndan (4), Wrenwyck (3) and Trystan (1)

Hometown and occupation: I live in Peoria, Arizona near the Grand Canyon. I am a full-time nursing student.



Who is your parenting role model? My parenting role model would have to be my mom.

What calms you down? Music or a nice hot bubble bath.

If you were a Sesame Street character which one would you be? I love the Sesame Street show. If I were to be a character I would say Big Bird because I have been told that I am such a sunshine to people, and yellow is the color of the sun.

What's the strangest thing you've recently found in your purse/pockets? The strangest thing I found in my pocket book the other day was the clamp for the cord of my newborn's belly button.

What's the last song you listened to? Independent Woman by Ne-Yo

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

What mommy blog or parenting message board do you recommend? BabyCenter

What did you want to be when you were little? I wanted to be a lawyer because I used to love to talk and argue my case with friends and family until I made them see where I was coming from with my point.

What item could you currently not survive without? I honestly cannot survive without my BlackBerry.

How did you overcome a breastfeeding hurdle? I had a hard time getting any milk. He would suck and suck and sometimes I was not sure if he was getting enough. My mom suggested I massage my breast with a hot wash cloth and this allowed the milk to flow better.

What is the fondest breastfeeding moment you've had with your baby? The fondest breastfeeding moment I have had with my son is laying down with him breastfeeding while he stares at me without a blink, almost like he is trying to study my face.

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 November's newsletter, entries must be

received no later than by Monday, November 9th.



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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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