

Breastfeeding & More!

MilkWorks offers a variety of classes for expectant and new parents. For a one time fee of \$30 (a \$40 value), you can attend all of the following classes:

Breastfeeding 101

Learn the basics of breastfeeding, including how to use a breast pump and when to get help. For expectant parents. Fee: \$20

Introducing Solids & Making Your Own Baby Food

Perfect for parents of babies who are 3 to 9 months old. Understand readiness tips, safety awareness and introducing new foods. Plus, learn how to make your own healthy baby food! Taught by a registered dietician. Fee: \$10

Milk Memos

Designed for moms who are returning to work outside the home while breastfeeding. Attend during your maternity leave, or when back at work or school. Fee: \$10

For more information about the classes at *MilkWorks*, check our web site www.milkworks.org or call 423-6402.

Parent Information Center

Visit our web site at www.milkworks.org for trustworthy information on all basic breastfeeding concerns.

Baby Weigh Station

Drop in and weigh your baby during our open hours seven days a week. No fee.



Upcoming Specials at babyworks

Check out *babyworks*, the boutique at *MilkWorks*. Enjoy savings on products you want, or find the perfect baby gifts for your friends. Remember, your purchase helps us create a healthier community by helping mothers breastfeed their babies.

October – Time to cuddle! Little Giraffe blankets and products 15% off all month.

November – Here come the holidays! 15% off toys all month.

December – Save 15% storewide* December 4-18.

*The only exceptions are breast pumps and Petunia Pickle Bottom.

Gift registry and baby showers

The *babyworks* gift registry helps your family and friends share in your joy. Plus, our Gathering Space is perfect for a baby shower. Call or stop in for more details.

Join us on Facebook

Visit our web site, www.milkworks.org, or become a *MilkWorks* and *babyworks* fan on Facebook to keep up-to-date with the newest events, products and sales.



SNUG as a bug in a rug!

We have a great selection
of sleep products!

Woombie • Swaddle Blankets •
Sleep Bags • Snuggle Nest •
Arm's Reach Co-Sleeper •
and even the bedtime story!



Diaper bags so
stylish your
non-mom friends
will want one too!

Petunia Pickle Bottom
• Diaper Dude • JJ Cole
• Skip Hop • Reese Li •
Ju-Ju-Be



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Milk matters

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An Important Decision to Make

Infant Nutrition

By Ann Seacrest, RN, IBCLC
Executive Director of MilkWorks

Let's be honest. Pregnancy means the pressure is on. Gain enough weight – but not too much. Select a wonderful baby name. Buy a safe car seat – and figure out how to install it. Then comes that biggie: Choose what you should feed your baby.

Seventy-five years ago, your great-grandmother would not have given infant feeding a second thought. There was no choice. Babies were fed human milk.

Parents are in the middle of two opposing forces. Open any popular parent's magazine and the glossiest, cutest ads are selling infant formula. But the articles in the same magazines are full of breastfeeding tips from the American Academy of Pediatrics and the U.S. Surgeon General.

Then, in one ear, you have family members saying, "You were fed formula and you turned out great!" In the other ear, your healthcare provider chimes in with, "Breastfeed your baby."

What's a new parent to do? Research has proven that human milk is the best for human babies. Complex metabolic processes related to insulin balance and blood pressure, as well as the immune system and brain, work best with food that is intricately designed just for humans. In addition, the physical contact of breastfeeding appears to calm babies and help them mature.

The bottom line is your baby's health.

Many new parents are intimidated by breastfeeding. It is one more thing to master. And though it is all about feeding your baby, unfortunately, it means getting past the word "breast" in order to do that.

Parents hear horror stories related to milk supply, physical discomfort or returning to work or school. You don't know if you are going to be the mom who can't wait to nurse and then has problems, or the mom who is very hesitant, then sails through without a single concern.

You are lucky to live in a community that supports breastfeeding women. Lactation help costs little



Photo courtesy of Images for a Lifetime by Erica Thompson ©2011

**You want to give your baby the world.
Start with the best nutrition.**

compared to the \$2,000 or more it costs to feed your baby formula for the first year of life.

The reality is that some human milk is better than none and more is better than less. The goal is not to be perfect. The goal is to use community resources to help make breastfeeding work for you and your family.

Breastfeeding Assistance:

MilkWorks

5930 South 58th in the Trade Center
423-6402 • milkworks@windstream.net
www.milkworks.org

Open daily

MilkWorks provides a variety of services to help mothers breastfeed their babies, including education, support, consultations, pump rentals and breastfeeding supplies.

Expert Care

Dr. Kathy Leeper
Breastfeeding Medicine Specialist
Medical Director, MilkWorks



Dr. Kathy Leeper is both a pediatrician and a board certified lactation consultant. She has joined a small but growing number of physicians across the country with a specialty in breastfeeding medicine and is the first Breastfeeding Medicine Specialist in the state of Nebraska.

Unlike pediatricians who see babies for well-child checks or illness, Dr. Leeper exclusively works with mothers whose babies have unique breastfeeding challenges, including ankyloglossia (also known as tongue tie), prematurity and food sensitivities. She also sees mothers for nipple or breast infections

We are pleased to announce that Dr. Leeper was recently inducted as a Fellow in the Academy of Breastfeeding Medicine.

MilkWorks' Lactation Consultants

The Lactation Consultants at MilkWorks have more than 50 years combined experience helping mothers breastfeed their babies. With backgrounds as nurses, doulas, childbirth educators and La Leche League leaders, they work together at MilkWorks to provide an expert level of lactation care.

Ann Seacrest, BA, BSN, RN, IBCLC
Suzy Meyers, IBCLC, LLLL
Kaye Lidoph, BSN, RN, IBCLC

Only at MilkWorks

Weigh your baby for peace of mind

One of the many services that MilkWorks provides new parents is a Baby Weigh Station. Seven days a week, whenever MilkWorks is open, parents may stop in and weigh their baby on a digital scale. This is often very reassuring for mothers who are breastfeeding and want to make sure that their baby is gaining well.

What is typical weight gain for a breastfed baby?

- Full term newborns weigh usually six to ten pounds.
- Babies often lose 5-7% of their birth weight in the first 3 days of life.
- After day 4, babies should gain weight and reach birth weight by two weeks of age.
- Normal gain is about .5 to 1 ounce per day (4 to 8 ounces per week or 1 to 2 pounds per month).
- Weight gain slows after 4 months of age, dropping to about 1 to 1.5 pounds per month.
- From 6 to 12 months of age, gain is about .5 to 1 pound per month.
- Most healthy term babies will double their birth weight by 4 1/2 months of age.

Infants will have varying heights and weights, based upon their family background. However, all infants will consistently gain weight and increase in length.

Moms who are concerned that their baby isn't getting enough breastmilk can weigh their baby before and after a feeding to find out how much their baby consumed. If the results are concerning, mom can schedule an appointment with a lactation consultant.

Stop in and weigh your baby at MilkWorks. There is no charge for this service and you are welcome to come in as often as you'd like.

Breastfeeding mom: Surround yourself with support!

Rachel was excited to breastfeed her first son, Isaac. Her mother had breastfed Rachel and her sister and had shared both her struggles and successes with her daughters as they became mothers. So when Rachel had some problems breastfeeding her first son, she kept seeking out information and support to make it work.

The biggest challenge for Rachel was actually producing too much milk. Until she figured out how to decrease her supply, she found it hard to leave the house without her baby or her pump!

Breastfeeding her second son, Ian, has been much easier. As Rachel says, "I have had much more confidence second time around. When Ian was born I literally nursed right on the recovery table after my Cesarean. It was amazing - as if we both knew exactly what to do. I am also much more comfortable nursing in public and feel like I respond to his cues, rather than a clock."

Because Rachel returned to work while breastfeeding, she found that support from her husband was especially important. Ron attended a breastfeeding class at MilkWorks with Rachel and made sure that he knew how to help. He would bring their baby to Rachel for late night or early morning feeds and wash bottles and bag pumped milk for the next day.

"I am thrilled about the new federal provision that



Ron, Isaac, Rachel and Ian

supports moms in the work place," comments Rachel. "It is so important to have a quiet place to go to pump. I found that using a bustier for hands free pumping and keeping photos of my kids nearby helped me to pump more milk."

What would Rachel say to a mom getting ready to breastfeed for the first time? Concerns can be eliminated by SUPPORT! Rachel was amazed at how reassured she felt whenever she attended a class at MilkWorks, or spent time talking to her mom, her sister or other breastfeeding moms. Her final words of wisdom? Surround yourself with positive support!

FAQ – MILK SUPPLY

My mother did not have enough milk to breastfeed me. Will I have enough milk to feed my baby?

Many women 20 to 30 years ago did not make enough milk because they didn't know it is necessary to remove milk frequently and thoroughly in order to make more milk. Doctors at the time weren't trained to assist with breastfeeding and often assumed it would be easier for moms to formula feed. In rare cases, a mother and her daughter may share a physical inability to make sufficient milk, but for the most part, there isn't a familial connection. Women usually can make milk if they remove it early and frequently.

How will I be able to tell that my baby is getting enough milk?

With a full term, vigorous baby, there are some basic guidelines to know that your baby is getting enough. By day four, your baby should be nursing for 10 to 30 minutes at least 8 times a day. He or she should be waking to feed and may fall asleep or have a quiet alert period after eating. All this nursing should produce at least 6 wet diapers and 3 dirty diapers in 24 hours. Early babies or babies with jaundice may be sleepy and need to be woken for feeds. Any time you are concerned about whether your baby is getting enough milk, feel free to stop in to MilkWorks and weigh your baby.

What type of breastfeeding help is available at MilkWorks?

MilkWorks is a breastfeeding center that has been providing expert clinical care to mothers for more than 10 years. We have Breastfeeding Educators, Lactation Consultants and a Breastfeeding Medicine Specialist on staff to meet your unique needs. Parents will also find breastfeeding classes, free weight checks, mother's groups, breast pump rentals and sales, and quality breastfeeding supplies at MilkWorks.



Medela® Pump In Style® Advanced Backpack with 2-Phase Expression® technology.



Comfort Bra



MilkWorks

Lincoln's largest supplier of quality breast pumps – with expert advice included in the price!

- hospital-grade breast pumps
- portable, double-electric pumps
- hand-held pumps for occasional use
- milk storage accessories
- Medela® Intimate Apparel

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