

Breastfeeding USA

Horizons

Dear Member,

Welcome to the second issue of Breastfeeding USA Horizons!
Breastfeeding USA is springing ahead thanks to the efforts of many dedicated volunteers. Special thanks also to our members and donors.

Welcome from BRAID

By [Sharon Knorr](#), BSMT(ASCP), IBCLC, RLC
Chairperson, BRAID

Breastfeeding USA considers it vital for the success of our Breastfeeding Counselors that they have easy access to evidence-based information to use in helping mothers understand breastfeeding and work through any challenges that arise. The **Breastfeeding Resource and Information Department** (BRAID) is responsible for doing just that. Our goals include:

- Staying on top of the latest breastfeeding research.
- Providing continuing education for our BCs in various formats in conjunction with our Education Department.
- Helping BCs with outreach to health professionals to promote networking in support of nursing mothers.
- Writing articles for our website and newsletters as well as reviewing material from other sources before it is used in Breastfeeding USA publications or online.
- Assisting BCs evaluate other resources so that they can be sure they are providing the best information for the mothers and babies they are helping.
- Developing materials that will be shared directly with mothers and others looking for current breastfeeding information.

[!\[\]\(17413706fd4997a1a4bdf85c6864eee1_img.jpg\) Friend on Facebook](#)

[!\[\]\(faf942dc3e59ce8eb64b4ac481eca7e0_img.jpg\) Follow on Twitter](#)

[!\[\]\(cf531ed27e91483460120fcc057b3901_img.jpg\) Forward to a Friend](#)



April 2011
Issue 1, Volume 2

In This Issue

- Welcome from BRAID
- Show Me the Money
- Helping Babies to Breastfeed
- Diabetic Mothers Who Breastfeed Cut Their Babies' Risk

We are building a strong department that will serve the needs of Breastfeeding USA and everyone it touches. Anyone interested in becoming a member of BRAID and helping us achieve our goals, please contact: sharon.knorr@breastfeedingusa.org

Show Me the Money

By [Patty Jacobs](#)

Board Treasurer

Finance Committee Chair

You can imagine that, as a new non-profit, telling you that money is tight is a major understatement. So, where is our money to operate coming from and how is it being used?

Not only do our volunteers donate their time, home computers, cell phones, long distance minutes, stamps, and office supplies, but they have donated their family money as well. There is no behind-the-scenes major donor or benefactor of Breastfeeding USA. We are grateful to the many generous members who are giving what they can. \$5 or \$500. Even one at \$1000!

One of our most extensive cost savings and donations of time has been with our website. It was built using open source software called Drupal. A very dedicated member, **Cathy Theys**, has been the primary builder. She has been teaching many of us how to update and edit content, manage our member and donor databases, and even do backups so we don't lose precious information. This is a cost savings of tens of thousands of dollars. There are no paid consultants on this project.

Because we have little to no overhead costs, our larger expenses directly relate to training and support for Breastfeeding Counselors. There are also costs to allow us to function as a legal non-profit in every state throughout the USA. Major expenses are liability insurance for volunteers as well as filing for the federal non-profit status and the individual state's filing of a charitable status.

It takes time to develop the confidence in a prospective donor that their money will be well spent, and for the purposes promised in the organization mission statement. Our goal is to be transparent with our finances and our budget. It is written into our bylaws and in our financial policies. We know that transparency builds that confidence.

Selecione "View in Browser" en el rincón superior derecho de la pantalla para acceder a una traducción al español con el enlace "translate."

Birthday

Wishes from *Amy*

Briggs, Administrator for the Online [Mothering Magazine](#) Community

"Breastfeeding USA looks like a really cool breastfeeding organization that I'd not heard of before. I love to see mothers helping mothers, and this looks like an additional organization in the US to help support breastfeeding. How exciting!

I love the little breastfeeding info blurbs at the bottom of the website page such as:

- *A baby uses 22 different muscles to breastfeed.*
- *"If 90% of US families could comply with medical recommendations to breastfeed exclusively for 6 months, the United States would save \$13 billion per year and prevent an excess 911 deaths, nearly all of which would be in infants."*
- *Breastmilk provides all the water your*

All of our current members are donors extraordinaire! We didn't send you a tote bag or magazine subscription when you joined, but we are hopeful that you will notice our progress with a financial contribution to our efforts to bring evidence-based breastfeeding support to mothers.

A little money goes a long way in Breastfeeding USA. Here are your donations at work:

- **\$20** sponsors the education fee for a Breastfeeding Counselor candidate
- **\$60** funds one copy of the lactation text for loan to a volunteer training to become a Breastfeeding Counselor
- **\$80** purchases one copy of the primary resource text that helps Breastfeeding Counselors provide evidence-based support
- **\$100** funds hosting of the Breastfeeding USA website for six months
- **\$250** covers subscription fees for a technical lactation journal referenced when assisting mothers with unusual breastfeeding situations
- **\$1000** funds the annual costs for software to support online breastfeeding education and training and mother-to-mother support

Your [donation](#) will help Breastfeeding USA grow and establish programs and services that promote breastfeeding as the biological and cultural norm.

Helping Babies to Breastfeed

By [Norma Ritter](#), IBCLC, RLC

There has been much discussion over the years about what constitutes the best position when holding a baby at the breast in order to help him latch on to nurse. Most mothers are surprised to learn that there is no "best" way.

We are all made differently. If you compare any two mothers who are the same height and weight, they will differ in shape. Even our breasts come in different shapes and sizes. Just see how much they

baby needs, even in hot and dry climates."

Messages from Our Facebook Page

What are the best gifts breastfeeding has given to your family?

"Breastfeeding gave me myself as a mother. It was a guide to mothering that I desperately needed, and it never steered me wrong. I learned to listen to my child, listen to my heart, and do what was right for my family
Margaret Bickmore

"A path out of post-partum depression and anxiety. Something I could cling to, and know that even though I (mistakenly) firmly believed that I was the worst possible mother, I was doing this one thing right, and it was something no one else could do for my child."
Ingrid

Mothers often find themselves eating one-handed while nursing. What are your favorite 'one-handed' snacks?

"You know how to identify a breastfed baby? They usually have crumbs in their hair!"
~ via *Esther Grunis*

can vary on this fascinating website: [Normal Breasts Photos Gallery](#)

The same thing applies to babies. Many a second- or third-time mother has found that what worked for her previous baby does not necessarily work for the latest one, because each baby is unique, not only in shape and size, but also in personality and needs.

Until quite recently, mothers were most commonly taught to hold their babies in a cradle, cross-cradle, or a clutch position. The underlying assumption was that breastfeeding was a mother-directed activity. However, now the pendulum has swung in the other direction, towards baby-led breastfeeding. We now know that breastfeeding is an instinctual behavior for newborns. Learning a baby's cues and working with his natural instincts not only makes sense, but eliminates a lot of the frustration often associated with the newborn period. You can read more about this "laid-back" style of nursing here: [Biological Nurturing](#)

While laid-back nursing is a good thing, we also need to remember that there are sometimes special circumstances which may benefit from a little more mother-directed help. For example, a premature baby, or one which has low muscle tone, may find it easier to nurse when held in a cross-cradle position.

It is interesting to note that while babies are born to breastfeed, it is a learned behavior for their mothers. Women who have grown up in a society where breastfeeding is considered to be a normal, everyday activity, will invariably learn the basics simply by watching others nurse. That is why mothers who attend breastfeeding support groups tend to nurse for much longer than those who have not had that opportunity.

There are very few rules when it comes to breastfeeding. The first, and most important one, is to feed the baby. And that is what Breastfeeding USA is all about - helping mothers to help their babies to breastfeed, one mother and one baby at a time. You can help us reach our goal of creating a breastfeeding society by volunteering your time and talents, and of course donations are always welcome. Click on the "[Get Involved](#)" and "[Join/Donate](#)" links on our website for more information: www.BreastfeedingUSA.org

Member Features

BFUSA members can join a Yahoo! chat group and [view past issues](#) of Breastfeeding USA Horizons on the website.

From the Editor's Desk

Breastfeeding USA

Horizons aims to be a source of:

- Inspiration for members
- Information about breastfeeding throughout the United States
- Updates on breastfeeding research throughout the globe

To share comments or ideas for articles, please email editor@breastfeedingusa.org
Kathy Kerr, Editor

The mission of Breastfeeding USA is to provide evidence-based breastfeeding information and support, and to promote breastfeeding as the biological and cultural norm.

Learn more about [Breastfeeding USA](#).

Diabetic Mothers Who Breastfeed Cut Their Babies' Risk

By [*Jolie Black Bear*](#), IBCLC

A study that was recently published in *Diabetes Care* finds that babies who are born to mothers with gestational diabetes and are breastfed for six months or more may have reduced risk of obesity later in life. The study reviewed children of diabetic mothers up to the age of 10, and found that children who were *not* breastfed at least six months had much higher body mass indexes, thicker waists, and stored more fat in their abdomens than children who were breastfed at least six months.

Mothers with gestational diabetes benefit from breastfeeding, too, including decreased risk for type 2 diabetes later in life.

Study Abstract:

[Long-Term Impact of Neonatal Breastfeeding on Childhood Adiposity and Fat Distribution Among Children Exposed to Diabetes In Utero](#)

More info:

[Breastfeeding by Diabetic Moms Cuts Babies' Obesity Risk—Experts Say Breastfeeding Also Benefits Moms by Helping Them Recover From Gestational Diabetes](#)

[Breastfeeding Reduces Obesity Risk for Babies of Moms with Gestational Diabetes](#)

Help Breastfeeding USA [grow](#).

VISIT OUR WEBSITE

Donate

Copyright © 2011 Breastfeeding USA, All rights reserved.

[unsubscribe from this list](#) | [update subscription preferences](#)