

HOSTED BY

JENNA ELFMAN KELLY PRESTON AND LAILA ALI

APRIL 14, 2012

SPECIAL THANKS

to the following companies for making this event possible:



NURSING & FULL FIGURE INTIMATES

Leading Lady is a premiere nursing intimate apparel company dedicated to creating comfortably functional, remarkably affordable, stylish and easy-to-wear bras, camis and sleepwear for new and expectant moms. Leading Lady is dedicated to outfitting new moms with quality lingerie and the support they need to nurture their babies through breastfeeding. Family owned and operated since 1939, Leading Lady is proud to celebrate "Leading Ladies" everywhere through its products, programs and philanthropic activities.



Ameda provides the highest quality breastfeeding products and education. Ameda introduced the first modern, electric breast pump in Sweden in 1942, and has been trusted by moms and lactation consultants ever since. Ameda's mission is to help empower mothers to meet their breastfeeding goals by providing products that make breastfeeding more comfortable and breast pumping easier. Ameda has a passion for breastfeeding and helping moms and babies. Ameda knows how much breastfeeding matters.

THANK YOU FOR COMING

to the first-ever event to raise awareness of the barriers to breastfeeding (and how to succeed!) as well as the benefits of toxin-free living in raising healthy children.



I am hosting this party to educate and inspire mothers, fathers and families that everybody can do *something* to make our kid's lives more healthy and less toxic, laying the foundation for a healthier and better quality of life for us all. New parents are inundated with information and choices, and sometimes it's hard to know what to do first. But we all have to start somewhere and education and awareness are always the first steps.

Today we hope you'll learn about the amazing, lifetime health benefits of breastfeeding (www.bestforbabes.org) and also learn about the barriers that keep moms from achieving their personal goals, and how to navigate those barriers successfully. I experienced my own challenges with it and ultimately overcame them with the help of some simple but

great breastfeeding education. I'm excited to pass on the best tools and resources I found for breastfeeding and donor milk, which is invaluable for moms who can't breastfeed. You'll also learn about the super easy ways to start making your home environment healthier for the whole family. I had no idea about all the potential toxins in my household (and that there were alternative baby and household products to choose from) until I personally attended a Healthy Child Healthy World party in 2007 (www.healthychild.org). I am forever grateful for what I learned in one short afternoon; it changed my life and opened the door to much healthier living for my family.

I hope you'll treat the stations throughout my home as a learning lab, and explore and ask questions. I also hope you'll enjoy the food and company and share information about what works for you! Just remember, no one can do everything, but everyone *can do something*, and every step, every action, **COUNTS!**

xxoo Jenna



THANK YOU

for joining us today. I love nothing more than being a mom, and as moms we are fiercely protective of our kids. I know I would do ANYTHING to ensure the health of my children. That started from day one, twenty years ago, with that first connection I had with my son the first time I breast fed him. Not only did I feel this amazing bond between he and I, but I knew that I was giving him something that nothing else on earth could. Mother's milk is loaded with so much vital protection that your child will never get anywhere else.

During that time, I also learned that everything we put into our bodies affects

them in some way. If you have a glass of wine, so does your baby, same with anything else that you ingest. Even though your doctor, your midwife, your mom may say it is "okay," only YOU can really determine what is okay for your baby or not. The only thing I would hope is that you do your own research, both pro and con, and make an informed choice from that, not because someone — even me — says it's okay.

When I first had my son 20 years ago and learned that he had special needs, I discovered that his health was directly related to the toxins and chemicals in our environment. From that point on, I vowed to learn everything I could about these hidden dangers. Years of research has given me invaluable tools and information I use every day to protect my family. From my early days as the national spokesperson for HCHW (formerly Children's Health Environmental Coalition) I feel that public awareness has increased, but we still have a long way to go.

By adding your voice to ours, I invite you to be a part of this grass roots movement that will protect our future generations and provide a cleaner, better way of life for us all.

Love, Kelly



WHEN I BECAME A MOM,

When I became a mom, I learned that most of the products being sold to us are poisonous and harmful to all human beings and our environment. I want to protect my children and our world from harm. When I first started educating myself about taking care of my baby, I learned how important it is to breastfeed; the bonding with the baby, the nutrition, the immune protection. I realized, this is something I have to do,

whether I wanted to or not. I knew it wasn't going to be easy, I had heard some negative stories, but I felt like since there are many women out there who have been able to do it and be successful, then so can I.

That's what made me decide that I wanted to breastfeed. I think we all have more strength and power within us than we know, and we need to tap in to that; to advocate for ourselves, for our friends, our daughters, our sisters. I remind myself how many women have overcome challenges, and know that I can overcome any that come my way, too. Together, we can make people aware of ways to empower themselves by learning that there are healthy living options. We must educate ourselves on how to create safe living environments for our families which will help change the future of our world as well. This is a fight that I had to be a part of!

Laila



DID YOU KNOW...

- 86% of 4.2 million expecting moms annually want to breastfeed. Only 14% are able to make it to the recommended 6 months of exclusive breastfeeding, 60% don't meet their own personal goals, and it is not their fault.
- Breastfeeding protects against dangerous infections, viruses, asthma, SIDS, diabetes, obesity, cancer, and heart disease.

 Like exercise, it is one of the most highly effective preventive measures a mother can take to protect the health of her infant and herself.
- Only 4% of U.S. hospitals follow a proper breastfeeding protocol. The CDC found that the average hospital scores 63 out of 100...That's a "D"! Too many babies are unnecessarily supplemented with formula or sugar water, causing breastfeeding and health problems, increased costs and decreased breastfeeding duration.
- 70% of hospitals market free formula in "breastfeeding gift bags." Physicians, nurses, maternity stores and baby registries are targeted to peddle formula samples, coupons and literature to breastfeeding moms, a serious conflict of interest shown to undermine breastfeeding and lower rates.
- OB-GYNs & pediatricians learn little about lactation management, referral or support in medical school. Imagine having heart disease and not be referred to a cardiologist!
- Harassment for nursing in public, even discreetly, undermines confidence, milk supply and continuation. Although workplace policies are slowly improving, women are still being discriminated against, harassed and humiliated.
- Moms who can't breastfeed or are struggling are not getting enough access to screened, safe donor milk. Donor human milk is vastly superior to formula. Preemies and sick babies need it desperately, as do mothers who are breast cancer survivors, take certain medications or have insufficient glandular tissue. Not enough doctors and hospitals request it or store it, and there is a chronic shortage.
- The U.S. is the only industrialized country without a paid parental leave policy.

 Despite recent advancements, moms face tremendous barriers at work, which decreases motivation for initiating breastfeeding and curtails continuation.
- Best for Babes is breaking down these barriers and cheering on all moms to achieve their personal feeding goals. www.bestforbabes.org

BEAT THE BOOBY TRAPS

TOP 5 TIPS

GET YOUR BEST BREASTFEEDING GAME ON!

- 1) Get your best game on, girlfriend! Treat breastfeeding like planning a wedding, or interviewing for a job. Pregnancy lasts nine months, the benefits of breastfeeding last a lifetime for you AND your babe. Take a good breastfeeding class, and find an excellent lactation counselor (IBCLC), and put their number in your speed dial.
- 2) Get inspired. Watch a mom nurse and ask questions. Find out what motivates you that special connection, fewer dishes, fewer illnesses or more sleep (yes!). Psych yourself up you can do it!
- 3) Be prepared: Avoid the "booby traps"— myths and misinformation that create unnecessary breastfeeding problems. Assemble an A-team now: your ob-gyn, hospital and pediatrician should be trained, not just giving you "breast is best" lip service ask about their breastfeeding success rate. Find local resources and get your partner, friends and family to be your cheering squad so you can reach your personal best. Remind naysayers that we know more now, just like seatbelts and sunscreen! Almost all women can breastfeed successfully, and 95% of problems are easily solved with the right help.
- 4) Hit the ground running: Aim for a good latch within an hour of birth and get a pro (like an IBCLC) to help you. Your baby is programmed to go from birth to the boob, both for comfort and colostrum so weighing, tests, and relatives can wait. Snuggle up: skin-to-skin contact boosts your supply and cues baby to feed. Demand pasteurized, screened donor milk if a supplement is required or if you can't nurse. Remember, the first few days and weeks are a learning curve, but like riding a bike, you'll get the hang of it soon.
- 5) Make it work: Ask friends and family to bring a meal or hold the baby while you nap. Hang out with other nursing moms and scope out spots to nurse so you can get out of the house. Make sure your employer understands that breastfeeding equals greater productivity and accommodates your return to work. You and your baby are worth it, Babe!

For more inspiration, preparation and empowerment, see www.bestforbabes.org.





CHEMICALS IN YOUR CHILD'S WORLD: DID YOU KNOW...

- Babies are born pre-polluted. Today, babies are born with as many as 200 industrial chemicals in their bodies from pre-natal exposure.
- 80,000 industrial chemicals none tested for safety. There are more than 80,000 registered with the EPA for commercial use and none have been tested for children's safety.
- More children are getting sick. Today, millions of America's children face a historically unprecedented rise in chronic disease and illness. One out of every 88 American children is now diagnosed with autism, asthma is now the most common chronic childhood disorder and pediatric cancer is now the leading disease killer of children.
- Chemicals and contaminants may be the reason. Credible scientific evidence points to chemicals and contaminants in our everyday products as causing and contributing to many of these diseases.
- It's better to be safe than sorry. Parents take steps every day to prevent harm to their children. We use car seats, bike helmets and electrical cover outlets, just to name a few. It just makes sense to protect our kids from unnecessary chemical exposures, too.
- In 2010, the President's Cancer Panel released a report that advised President Obama "to use the power of your office to remove the carcinogens and other toxins from our food, water, and air that needlessly increase health care costs, cripple our nation's productivity, and devastate American lives."
- Until these toxic chemicals are eliminated, Healthy Child Healthy World is an essential resource for parents to access critical, consolidated information that can help them better protect their children, inspire healthier homes and communities and, in essence, create a healthier world. www.healthychild.org.

Discover the SEASY to a healthy world www.healthychild.org

- Step 1: Avoid Pesticides

 Pesticides have been linked to a range of health problems, including asthma, hyperactivity and behavior problems, cancer, learning disabilities, reproductive disorders and compromised brain development. Non-toxic solutions are safer and just as effective.
- Step 2: Use Non-Toxic Products

 Many chemicals used in conventional cleaning products, personal care products and furnishings are linked to negative health impacts. Often, what's in them ends up in you. Fortunately, there are many safer alternatives.
- Step 3: Clean Up Indoor Air People in the U.S. spend about 90 percent of their time indoors. It might seem safer and cleaner, but indoor air is typically more polluted than outdoor air. Luckily, it's typically very easy to improve indoor air quality.
- Step 4: Eat Healthy
 Today's modern diet is grown, processed and
 packaged using toxic materials. Pesticides, bacteria,
 industrial chemicals and food additives all find
 their way into children's foods, often at levels that
 can be harmful for them. Shifting to healthier
 foods is easy, and can even save you money!
- Step 5: Be Wise With Plastics

 Plastics are everywhere. In most cases, they are affordable and convenient. But increasingly, scientists are finding that the hidden cost may be our health. Many common plastics release harmful chemicals into our what we eat, drink and breathe.



Creating Healthy Environments for Children

SPECIAL THANKS

to the following companies for making this event possible:

LEADING SPONSORS



CONTRIBUTORS

Bébé au Lait • Earth Mama Angel Baby • Humanity Organics

Milkies Milksavers • Quick Brown Fox • Stokke • Wean Green



STYLISHLY COMFORTABLE NURSING BRAS, CAMIS & SLEEPWEAR

Quality lingerie designed especially for new and expectant moms

We suggest:

3 Nursing Bras

One to wear, one in the wash, one in the drawer

1 Nursing Cami

1 Sleep Chemise

