

PLATYPUS POST

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World Breastfeeding Week Issue

Dia's Diary



Most people don't expect to have disaster befall them. But whether it's an act of war, environmental accident, natural disaster, or financial stress, numerous unfortunate realities can bring life as we know it to a halt.

Breastfeeding mothers in Afghanistan, Lebanon, and Haiti know the importance of their food supply during catastrophes, as do all the women right here in this country who have found themselves in unthinkable situations. Hurricane Katrina made headlines, but there is no shortage of crises and people all over the world are vulnerable.

No one hopes to find herself in a desperate situation, but knowing you can take care of your family when an emergency hits can help you survive. Breastfeeding moms know that breastmilk is clean, warm, abundantly available, and the perfect food during good times. But it can provide more than nutrition during hard times—it can be the difference between life and death.

Heidi Lunn, for example, knows the wonders of breastfeeding. Her Florida house was destroyed in Hurricane Andrew. She was nursing her three-month old baby when the storm hit. Living near the eye of the storm, her neighborhood and all the surrounding communities were destroyed. "We were trapped," Heidi recalls, "we had no water for a week, no fuel, debris covered everything. We couldn't have bought formula then had we wanted to. Thank God I was breastfeeding!"

Breastfeeding also saved the life of Jennifer Stolpa's son, Clayton. Jennifer

was stranded for 8 days in Nevada with her son and husband, who left his wife and five-month-old in a cave to seek help. Clayton is a thriving child today only because Jennifer chose to breastfeed. Jennifer melted snow in her mouth, held Clayton snugly, and breastfed him throughout the ordeal. The family survived with little more than frostbite and weight loss. Experts agree that breastfeeding saved Clayton's life.

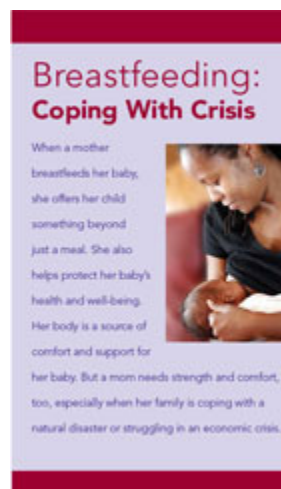
Platypus Media hopes that in today's increasingly uncertain world, survival stories such as these can replace the tales of tragedy that could be prevented with simple education and preparation. It is with this in mind that we present our new pamphlet, *Breastfeeding: Coping with Crisis*. This attractive, easy-to-read guide reassures new mothers and teaches them how to prepare for and deal with crises—without sacrificing care of their babies. The information in this pamphlet is crucial for all parents interested in protecting their families in dangerous times.

In honor of World Breastfeeding Week, we are making *Breastfeeding: Coping With Crisis* available to our readers for FREE!

Click [here](#) to request your free pamphlet!

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Books for Families, Teachers
and Parenting Professionals

We're Twittering!

Platypus Media is now on Twitter! Come on by and connect, share, tweet, follow, and, well...you know.



Platypus Media President Comments on Public Breastfeeding

Lactose Intolerant - Inventor Engineers Local Breastfeeding Coverup

By Amanda Hess, Washington City Paper, July 10, 2009

Ella Laseinde is accustomed to seeing strangers' breasts. "I'm a mammographer, so I'm with the breasts constantly," says Laseinde, 71, who spent 30 years in government service—including five at the National Institutes of Health screening women's chests. That's not to say she's interested in catching sight of stray bosoms outside the office. "I think in today's time, they need to cover," Laseinde says of nursing mothers. "There are so many people walking around who can catch a look."

In 1995, Laseinde patented a contraption to help women breast-feed in public without sacrificing modesty. Laseinde's Shield-Me-Baby Nursing Bib, inspired by the birth of a granddaughter, is a halter-style bib that attaches with Velcro around a woman's neck and fits over her breast.

Though Laseinde's 14-year patent on the bib expired last week, it's recently found new life courtesy of neighbor and public-relations mouthpiece Linda Jones, 55. Jones began helping Laseinde market the product a few months ago in order to address what she calls "the ongoing public breast-feeding controversy." Which side is Jones on? "I believe in covering," says Jones, who breast-fed her two children, now 36 and 26 years old. "I don't believe in showing my girls."

Nowadays, many modern moms see no need to borrow baby's bib before a public breast-feeding session. **Dia Michels**, 50, a local breast-feeding advocate, spent a combined 15 years breast-feeding on Capitol Hill, no modesty device required. "The reason women are so freaked out about breast-feeding in public is because we have completely sexualized the breast," she says.

"The only way to make breast-feeding easier for women is to desensitize the public to breast exposure. If these devices allow women to hide what they're doing and cover it because it's shameful and because it's embarrassing, it's just perpetuating the sexualization of the breast. If your goal is to help a woman with her issues—if the bib allows her to get over the hurdle that's causing her discomfort—it becomes an empowering device," Michels says.

[Read full article](#)

Celebrate World Breastfeeding Week (WBW) August 1-7, 2009

Platypus Media is a proud Sponsor of this year's La Leche League USA event!



For more Info check out:
<http://www.llusa.org/wbw/>

Best for Babes Gets Bold



(PRWEB via *PRWebDirect*)--On May 25, the Best for Babes Foundation launched a clever and provocative new ad campaign designed to change the public perception of breastfeeding and expose the "booby traps"--the myriad cultural and institutional barriers that keep moms from succeeding. The ad debuts with an exclusive in the June/July issue of *Fit Pregnancy*.

The campaign has been endorsed by Dr. Joan Meek, Chair of the United States Breastfeeding Committee and celebrities Gabrielle Reece and Marilu Henner.

Best for Babes Co-Founders Bettina Forbes and Danielle Rigg were fueled to launch a new ad campaign by their deep dismay that the government's three-year, \$40 million "Babies Were Born to Be Breastfed" awareness campaign was derailed in 2004 under the influence of industry lobbyists.

The [DHHS/Ad Council](#) breastfeeding ads were diluted (the pro-bono ad agency quit in protest); formula advertising almost doubled to \$50 million annually; and a valuable study showing the links between breastfeeding and lower rates of disease was suppressed. As a result, breastfeeding rates actually went down.

Forbes and Rigg, who want to spare moms the unnecessary struggles they faced, aim to shift the focus off the "breast vs. bottle" debate and current backlash against breastfeeding, and on to the real issue: women are being urged to breastfeed but set up to fail. [Read full article](#)

Platypus Media's breastfeeding DVD's are now available on Amazon.com

Go Now

The Many Faces of *Breastfeeding Facts for Fathers*

We recently introduced a revised and expanded version of our *Breastfeeding Facts for Fathers* booklet. We were delighted at how strong interest was in this product. It became clear that we needed to create a number of versions in order to meet the unique demands of different market segments. The following chart details the different editions:

VERSION	PRODUCT CODE	COVER COLOR	DESCRIPTION	PAGES	PRICE*	ISBN	DISTRIBUTED BY:
Standard Booklet	BFFF-2	Red	Bestseller! Saddle-stitched booklet.	40	\$5.95	978-1-930775-12-1	PM / NBN***
Standard Booklet: Spanish**	BFFF-2S	Red	Same as above; in Spanish.	40	\$5.95	978-1-930775-42-8	PM / NBN
Gift Book	BFFF-G	Dark Green	Traditional book format w/spine—for retail market.	44	\$7.95	978-1-930775-49-7	PM / NBN
Hospital Edition	BFFF-H	Light Blue	All references to co-sleeping have been removed.	40	\$5.95	978-1-930775-28-2	PM
Hospital Edition: Spanish**	BFFF-HS	Light Blue	Same as above; in Spanish.	40	\$5.95	978-1-930775-55-8	PM
Abridged Booklet	BFFF-A	Teal	Designed for low-literacy readers.	16	\$2.95	978-1-930775-51-0	PM
Abridged Booklet: Spanish**	BFFF-AS	Teal	Same as above; in Spanish.	16	\$2.95	978-1-930775-54-1	PM

* Bulk discounts are available: 10+ books - 40%; 50+ books - 50%; 100+ plus books - 55%; 250+ books - 60%

** Available September 2009

*** National Book Network – www.NBNBooks.com

Announced Results of “Behind the Shower Curtain” Survey

What Men and Women Really Think About in the Shower



In the “Behind the Shower Curtain” survey, 1,000 Americans were asked how they spend their time in the bathroom, what they value most about their behind-the-curtain experience and explored the nuances between men and women’s bathroom behavior.

The survey found, for example, that while women use shower time to contemplate chores, problems and weight, men spend their shower time thinking about work, sex and day dreams.

Men and women did agree that low water pressure is the No. 1 bathroom pet peeve, beating other common annoyances such as tooth paste gobs in the sink, toilet seats left up and hair in the drain, and both agreed that they would rather pay bills than clean the shower.

The Water Pik survey also uncovered unique bathroom behavior patterns of parents – underscoring the importance

of the shower for moms especially, fifty percent of whom use the shower as “a time to escape” compared to twenty-eight percent of dads.

Men vs. Women

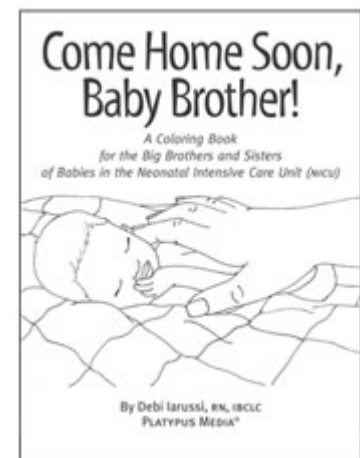
Once behind that locked bathroom door, a gender divide emerges.

- While popular opinion is women spend more time in the shower, survey findings show that men shower an average of only 2 minutes less than women (14 minutes for women vs. 12 minutes for men)
- The survey revealed that 64 percent of women think about their to-do lists in the shower, compared with 48 percent of men
- 66 percent of men admit to showering with another adult for intimacy compared to 55 percent of women who admit to having an intimate shower

We’re Pleased to Announce!

Come Home Soon, Baby Brother, our coloring book for the big brothers and sisters of babies in the Neonatal Intensive Care Unit (NICU) can now be found on one of the top-ranked preemie support websites!

Prematurity.org offers extensive information and resources.



Available September 2009 in Spanish



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Upcoming Conferences:

**Academy of
Breastfeeding Medicine
International Meeting**
November 5-8, 2009
Williamsburg, VA

**U.S. Breastfeeding
Committee Conference**
January 23-25, 2010
Arlington, VA

Looking for articles
or handouts on
breastfeeding?
Find some [here!](#)

Summer Special

We are offering a FREE copy of our new pamphlet, *Breastfeeding: Coping with Crisis*, to *Platypus Post* readers.

Easy ordering: simply send an email to Info@PlatypusMedia.com to request a copy. Be sure to include your mailing address, and this new pamphlet will be sent to you.

Remember, it will soon be available in Spanish, also!

Offer expires September 1, 2009.

Breastfeeding: Coping With Crisis

When a mother breastfeeds her baby, she offers her child something beyond just a meal. She also helps protect her baby's health and well-being. Her body is a source of comfort and support for her baby. But a mom needs strength and comfort, too, especially when her family is coping with a natural disaster or struggling in an economic crisis.



ONE MILLION CAMPAIGN ONE MILLION PEOPLE RAISE THEIR VOICES for ONE ACTION - TO SUPPORT WOMEN TO BREASTFEED

About 10 million of the world's children die every year before they reach their fifth birthday. That is, over 27,000 per day, or over 1100 per hour. Of these, over a third - more than 450 - are less than a month old. Evidence tells us that good breastfeeding practices can save thousands of these babies.

Unfortunately, not even half the women of the world can carry out adequate breastfeeding. 135 Million, babies are born every year. Only 64 million women can initiate timely breastfeeding. Only 48 million women can practice exclusive breastfeeding for six months.

ONE MILLION CAMPAIGN Support Women to Breastfeed gives you the chance to make your voice heard to support women to breastfeed - to make a difference. Become a vital part of the Wave of Change. **Become one of the ONE MILLION.** [Sign the petition now](#)

Dad Knows Best!

He's been called the "the superdad's superdad" by *Time* magazine. Armin Brott, of MrDad.com, is the author of six bestselling books on fatherhood, he's helped millions of men around the world become the fathers they want to be—and that their children need them to be. So, we're kind of psyched that he's included *Breastfeeding Facts for Fathers* on his [Fatherhood Links](#) page.

NEWSLETTER INFORMATION

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Do you have parenting or breastfeeding questions or comments? Subjects you would like to see addressed in future issues? Write to us at PlatypusPost@PlatypusMedia.com.

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