



premieworld
support. educate. advocate.

BREASTFEEDING AWARENESS

for preemie parents it is about simply trying

August is **Breastfeeding Awareness Month**. For the parent of a preemie in the Neonatal Intensive Care Unit (NICU) breast milk is considered the baby's first medicine.

However, a baby born early can present challenges with breastfeeding itself as well as with the mother's milk supply. If you are that mother, this is normal and it is okay. Asking for help and support from the team (NICU nurse or a lactation consultant) can make a big difference.

Simply trying to pump and/or breastfeed warrants a standing ovation from your preemie community. We know how difficult this can be and we are proud of whatever you can do. With that in mind, August's PremieWorld freebie is **Liquid Gold: Every Drop Counts** which you can download and use here: <http://bit.ly/PremieFreebies>.

IN THIS ISSUE:

Premie Shower

We have a special preemie shower this month to celebrate preemies in the NICU with style.

Premie Genius: MyMilkID App

With it being Breastfeeding Awareness Month, we review an app devoted to keeping breast milk safe.

Premie Support: Doris Mollel Foundation

Learn all about this Tanzanian charity's ways of helping preemie families and raising awareness of premature birth.

Look for worldwide events

<https://premieworld.com/events/>



www.OnceUponAPremie.com

TO DO LIST:

- ✓ Check out our **Premie Wall Pages** on our website - <https://premieworld.com> and submit your pride, prayer, and/or angel today!
- ✓ **Premie Freebies:** We have all sorts of free, cool stuff from PremieWorld at <http://bit.ly/PremieFreebies> for parents in and out of the NICU and beyond.
- ✓ **Fragile Infant Feeding Institute (FIFI)**
August 21-25, 2017, Clearwater, Florida, USA
<http://www.cmc.hsc.usf.edu/fifi10/>
- ✓ **2nd Int'l Symposium on the Fetal Brain**
August 24-25, 2017, Washington, DC, USA
<http://www.fetalbrainsymposium.com>

CONNECT WITH US:

Have an event you want to share with our community? Visit <https://premieworld.com> or drop us a line at connect@premieworld.com!



@ www.facebook.com/PremieWorld



@ [PremieWorld](https://twitter.com/PremieWorld)



@ [PremieWorld](https://www.linkedin.com/company/premieworld)



@ www.instagram.com/premieworld

YOUR PREEMIE FREEBIE: EVERY DROP COUNTS

PremieWorld provides a number of free handouts to be used in the NICU and beyond on the "Freebies For You" page of our website. This month's freebie is: **Liquid Gold: Every Drop Counts**.

With it being Breastfeeding Awareness Month, PremieWorld joins in the celebration with a message meant to encourage mothers and celebrate each drop of milk.

To download this freebie, visit <http://bit.ly/PremieFreebies>



Premie Moms worldwide struggle with breastfeeding and with breastpumping. Just trying to do this deserves love and support and yes, celebration. Every drop counts. Every single drop.

~ Deb Discenza, PremieWorld



THIS MONTH'S TERM: BREASTFEEDING



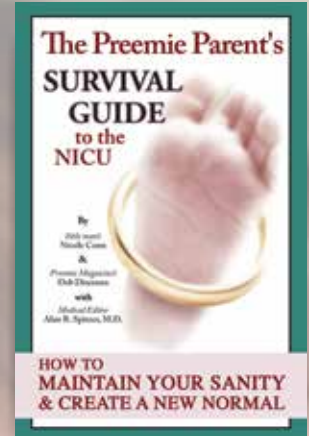
Breastfeeding:

Breast milk is one of the best possible medicines for your baby. It provides protection from all sorts of illnesses that formula can't, and helps in areas such as brain development and reducing infection. We cannot stress enough the importance of breastfeeding your baby or pumping breast milk and leaving it with the nurses. This is one of the main ways in which you can help your baby.

The Real Deal on Breastfeeding (Premie Parent Version):

- ✔ Breastfeeding is not as easy as it looks! It takes some training and the help of a Lactation Consultant (LC) in the NICU.
- ✔ Don't be afraid to ask for help. Be prepared for the LC to touch your breasts as you attempt to get the baby to latch on.
- ✔ Think of this in terms of practice at first. Every baby is different and patience is key. Keep pumping away if you can.
- ✔ Set short-term goals and change them as needed. For example, try to reach one week's worth of pumping and at one point try to attempt 3 days in a row of breastfeeding practice sessions (remember - it is *practice*, not perfection).

This excerpt is from The Premie Parent's Guide to Survival in the NICU, PremieWorld's widely circulated support book, on sale at <https://premieworld.com>. Get yours today!



SUPPORT: DORIS MOLLEL FOUNDATION

In Tanzania, where around 213,000 babies are born prematurely annually, with 9,000 of them will end up dying from complications of their preterm birth. The **Doris Mollel Foundation** seeks to raise public awareness of premature birth and it envisions a "barrier-free, inclusive, diverse world that values each individual and their voice" and where "all people with disabilities as well as preterm infants enjoy the power of equal rights and opportunities, dignity, choice, independence and freedom from abuse, neglect and discrimination."

Outreach Via Media

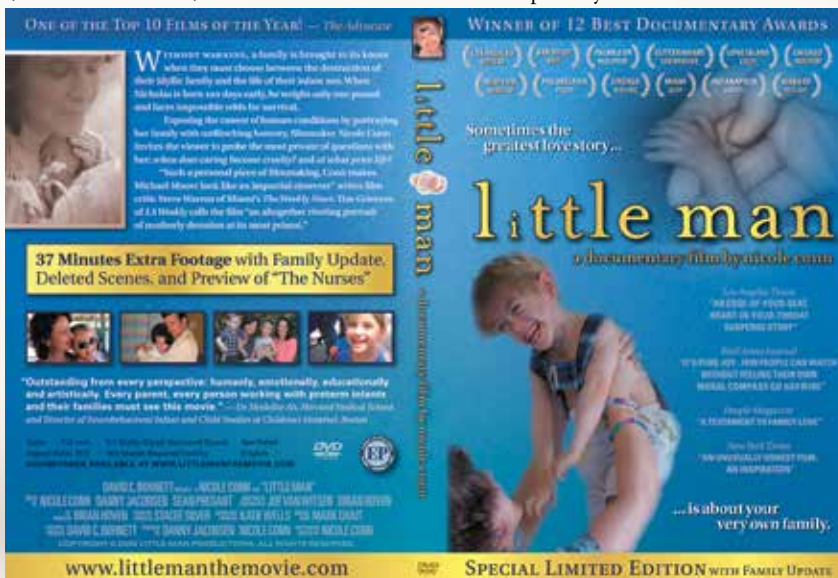
The organization reaches out through the various media outlets in Tanzania to spread awareness around prematurity and to spread hope for those who were born prematurely. The organization does this surrounding its various activities including World Prematurity Day and a charity walk.

Visit <http://dorismollel.com> for more info

Established: February 2015
Website: www.dorismollel.com
Focus: Promote public awareness about prematurity.
Outreach: Tanzania, Africa

Programs & Activities

Ramadan basket donations in Bagamoyo, Zanzibar and Tanga; launch of a premature equipped ard at Sekoutore Hospital - Mwanza; celebrating and recognition of Kangaroo Care Awareness Day with media outreach and the donation of 20 dresses for mothers who are in the premie ward in Temeke Hospital Dar-es Salaam; Workshop on prematurity prevention and lifesaving to train nurses across all regions in Tanzania as well as an equipment donation; organizing a special cleaning project for premie wards in recognition of International Women's Day along with the donation of equipment; large equipment donation to various hospitals throughout Tanzania through Vodacom; blood drives, donation of books, uniforms and blankets to Hadzabe primary school students.



"little man" is every premie parent's story



www.littlemanthemovie.com

MYMilkID APPS SAVE PARENTS & PROS

Breast milk management in the NICU just got easier and safer for both parents and pros thanks to MYMilkID.

MYMilkID has come out with not one but two slick apps (MYMilkID for parents and MYMilkID Pro for hospital team members/daycare pros) to properly manage breast milk so that there are no mix-ups and easy electronic communication can happen between the various parties. Mom starts the tracking process at home with unique auto-generated labels for each vial that can be printed at home or at the hospital or even be ordered through the app (for a fee). After depositing the marked vial at the hospital she can then follow each vial of milk from receipt by the hospital to use for the baby and also knowing when the milk is expired for use. Alternately, providers have their side of the tracking as well which includes the option for it to be integrated into the hospital electronic medical record. Once the baby is home, daycare providers can continue the same process in their facility. MYMilkID has done an incredible job thinking out thought out the entire process in each setting and boiling it down into down to easy-to-navigate buttons on the apps. For the busy Mom and the busy pro, this allows for the ultimate safety for the baby.



MYMilkID is the first all mobile breast milk management tool designed specifically for busy Moms.

~ MYMilkID



MYMilkID (Parent)

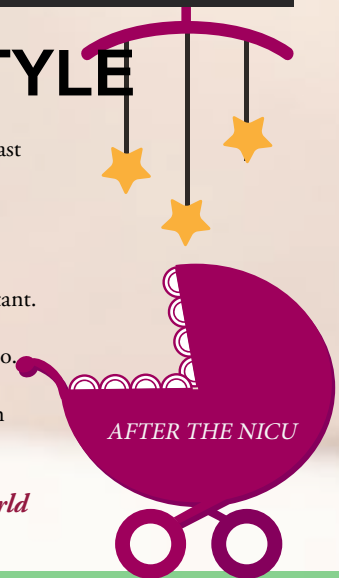
PARENTS - download the free app off AppStore or on Google play. PROVIDERS (hospitals and daycare pros), your free app is also on these platforms with an Android version coming soon.

BREASTFEEDING GOALS, PREEMIE-STYLE

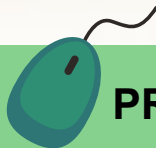
When one thinks about breastfeeding goals, there is this sense that milk will come in and that you will feed that baby from the breast without a problem for months or years. But with the preemie mom, life is different and sometimes goals need to be tweaked.

- ✓ Focus on the moment - attempt pumping for a day, attempt a practice breastfeeding session when the baby is ready.
- ✓ Then, think about pumping for a week and attempt more breastfeeding practice sessions guided by a lactation consultant.
- ✓ Then try pumping for one month and plan a breastfeeding practice for each day when the baby is well enough to do so.
- ✓ And Know that being a mother first is most important and is not based on breastfeeding. Do what you think you can and know that guilt has no place in the NICU or post-NICU. *You are doing an amazing job just by trying, period.*

Struggle with pumping and/or breastfeeding in the NICU? Tell us on social media with the hash tag #premieworld



AFTER THE NICU



PREEMIE FAMILY ONLINE

Inspire Preemie Community- Parents, Grandparents, Adults and High-Risk Pregnancies

Help your families connect with **over 38,000 parents of preemies** worldwide! This close-knit forum is **moderated by our own Deb Discenza**. The community connects families in the NICU, at home, into the school years, adult preemies and women with high-risk pregnancies.

<http://preemie.inspire.com>

PreemieWorld on Twitter

<http://bit.ly/PreemieTweets>

PreemieWorld on Facebook

<http://preemie.us/PreemieFB>

PreemieWorld on LinkedIn

<http://bit.ly/PWLinkedIN>




PREEMIE SHOWER: LANSINOH

PreemieWorld continues its monthly Premie Shower! This edition, our friends at Lansinoh www.Lansinoh.com will be donating **50 Lansinoh Starter Sets** to a **single NICU** that includes everything mom needs to successfully start and continue breastfeeding. This set is perfect for a new mom and will help her to address common breastfeeding challenges. Includes best-selling Lansinoh® HPA® Lanolin, recommended by lactation consultants and doctors in the USA. Also includes best-selling Lansinoh® Nursing Pads, Therapearl® 3-in-1 Breast Therapy packs, and Latch Assist™ Nipple Everter. **To enter, a professional from a NICU must sign up as a new subscriber on our “Premie Family for Pros” list by 8/22/17. Enter: <http://bit.ly/PremieFam4Pros>**



On social media, tell us what you'd like in a future shower at [#premieshower](https://twitter.com/premieshower)
And congrats to July's Premie Shower winner: Adriana Park!

FEATURED PREEMIE PRIDE:

So strong, awesome and doing great from the start - my 33 weeker.
 - KeyaraMarie 

We welcome your submissions for this section of Premie Pride, Premie Angel, and Premie Prayer at <https://PremieWorld.com>



Prolonged, effective, safe, and hands-free Kangaroo Care sessions. Guaranteed.




www.nurturedbydesign.com

SNEAK PEEK

In next month's issue.....

New Premie Shower

We are gearing up for a new Premie Shower for one lucky NICU. Will it be yours?

Premie Genius

We are reviewing a new preemie children's book. Don't miss it!

And More!

Have you subscribed to Premie Family yet? It's free!
<http://bit.ly/preemie1>

JOIN THE CONVERSATION

“ You are the expert of your child, period. ”
 ~ Deb Discenza, PremieWorld

f @ www.facebook.com/PremieWorld
 @ [Premie Parent's Survival Guide to the NICU](#)

t @ [PremieWorld](#)

in @ [PremieWorld](#)
 @ [NICU Professionals](#)
 @ [Early Intervention Professionals](#)
 @ [Premie Parent Support Group](#)
 @ [Leaders](#)
 @ [Premie Parents](#)

ig @ www.instagram.com/premieworld



NICU Hope Beads

COMMEMORATE & SHARE

Your NICU journey through jewelry...

facebook.com/NICUHopeBeads | 979.635.0825



Premie Tags
 Honor the Journey

