

Our 2010 Story...

Each year we highlight a story from one of our BRC families. This year we've chosen the Hendricks family. No one says it better than the family themselves, so please read Beth's account of her experience with us.

"Breastfeeding was an important goal for me. I struggled in the beginning, but I didn't want to give up. I knew I needed to get some help. Unfortunately, I was surrounded by friends and family who didn't know a lot about breastfeeding. Also many did not support my decision to breastfeed. I repeatedly heard that my baby wasn't getting enough milk and that he was crying because he was hungry. Several of my friends told me to just give him a bottle. I felt so incompetent as a mother. I was also terrified to leave the house with my breastfeeding baby. I couldn't imagine how I would nurse in public comfortably and discreetly.



"My husband was laid off one week before my son was born..."

I wanted help from someone who worked with breastfeeding moms on a regular basis and could give me the real answers. I was worried that seeing a lactation consultant would be expensive. My husband was laid off one week before our son was born, so money was really tight. I was so relieved to find

out that the BRC offered breastfeeding consultations on a sliding scale fee. My face-to-face meeting with Janice made a huge impact on my breastfeeding success.

Before going to the BRC, I had been nursing with some difficulty for several weeks. On my first visit, Janice reassured me that Tyler was gaining weight well. She weighed him before and after a feeding which showed me that he really WAS taking in plenty of milk. This was the confidence boost I needed. Whenever someone suggested that I supplement with formula, I knew I could say no with confidence!

Prior to meeting with Janice, I had to use a plastic nipple shield every time I nursed. I was so overwhelmed with being a new mom and with my difficulty nursing that I seldom left the house. Janice showed me how to latch without the shield. It was so freeing to know I wouldn't have to carry around that piece of plastic everywhere I went. Janice also gave me some practical tips about nursing in public and suggested my first outing be at one of their free weekly support group meetings. I met other nursing mothers at the center and formed lasting friendships. The supportive network provided by the BRC and my new mommy friends was amazing. I was actually enjoying breastfeeding and was genuinely surprised by the strong mother-child bond that was created from nursing my son.

"...free support groups helped me form lasting friendships."

I needed to return to work when my son was 4 months old. Anxiety crept in again. I worked so hard to establish breastfeeding. A long list of concerns and questions entered my mind. How was I going to be away from my baby all day and keep my supply up with a pump? Would I be able to reach my goal of nursing for one year? A BRC Back to Work planning session was exactly what I needed. Janice and I developed a plan and my confidence was boosted again.

I reached my goal of nursing for a little over one year and I will be forever grateful to the BRC. There were so many hurdles that may have caused me to quit but the BRC was there every step of the way. I'm so thankful they helped me to stick with it. I hope that in the future I can be a supportive voice for a new breastfeeding mom."

People often ask, "Why would anyone need a lactation consultant? Isn't breastfeeding natural?"

Well, before formula became the norm, breastfeeding mothers had family and friends to help them overcome obstacles. Now that we know formula feeding puts the baby at a higher risk of infections and illnesses, healthcare professionals are strongly encouraging mothers to nurse. Unfortunately, we've lost the "art" of breastfeeding along the way. In some cases, successful breastfeeding requires a specialist to help. There are many families, just like the Hendricks, who deserve to get the care they need. The BRC's sliding scale of payment makes help affordable for everyone. Join us in supporting healthy babies!

Board of Directors

Craig Barkan, MD, FAAP
Georgette Bartell, BSN, IBCLC
Sylvia Cavanaugh
Claire Hays
Bronwen Henry
Andrea Judge, IBCLC
Mary Kline, MD, FAAP
Tara Lauletta, RN
Sean Lavelle
Frank Lucard
Curt I. Parnes, MD, FAAP
Marissa Rogers, MD, MPH
DawnMarie Schulz, JD
Maya Sosnov, JD

Please donate today
to help keep the
BRC open!



Staff

Executive Director
Colette M. Acker, BS, IBCLC
Director of Development
Janice E. McPhelin, BS, IBCLC
Office Manager
Nancy Osborne
Staff
Louisa Brandenburger, IBCLC
HopeAllyson Dwiggin, IBCLC
Suzi Garrett, IBCLC
Andrea Judge, IBCLC
Jen McClure, IBCLC
Carol Tennierello, RN, IBCLC

Learn more about the BRC at www.BreastfeedingResourceCenter.org

The BRC is MOVING!

We've outgrown our current location. We are sad to leave the place where the BRC was born, but our new office will be more accessible to mothers that need our help. It gives us a more professional look, more space, and more parking! We hope to make the transition as smooth as possible so we don't have to close for any time period. **Moving costs will cut into general operating expenses, so please dig deep this year with a generous donation!**

As of January 1, 2011 visit us at:
1355 Old York Rd., Suite 101
Abington, PA 19001
Same phone number and website!



Yes, I want to support healthy mothers and babies with a contribution for:

- General Operating Expenses** *allows us to keep our doors open and help us with MOVING expenses!*
- Holly Program** *subsidizes care to low-income families*
- Pump It Up Project** *subsidizes cost of rental pumps for low-income families*
- Meeting/Education Room** *helps to continue our free support group meetings and Lunch and Learn programs*

Gift Given in Honor of: _____ May we acknowledge your gift publicly? YES NO

Mail donations to: **Breastfeeding Resource Center** Amount enclosed: _____

117 N. Easton Rd, Glenside, PA 19038 (we will have our mail forwarded!)

Credit Card: MasterCard, Visa, or Discover Only

Cardholders Name: _____

Card Number: _____ Exp Date: _____

Signature: _____

We will send you Name: _____

a receipt for tax Address: _____

purposes. _____

Email Address: _____(help us go green!)

Phone: _____

The BRC is a 501 (c)(3) charitable agency and is registered with the PA Bureau of Charitable Organizations

The BRC will NEVER sell or share your personal information with any other organization.