

Press Release – Mother of 7, Inc.

Dallas Mother Promotes Breastfeeding Worldwide

Dallas, TX – With new breastfeeding facts, findings, and stories making national headlines on a daily basis, it is no wonder that Stephanie Scholz Neurohr, a mother of seven breastfed children and *Mother of 7: Birth and Breastfeeding Videos* are in the spotlight, as well.

Neurohr is a published author, film producer, and founder of Mother of 7, Inc. - a motherhood company specializing in educational products for the expectant, new mother, and breastfeeding family. *Mother of 7 Breastfeeding Technique* (approx. 20 min.), *Breastfeeding Basics* (approx. 40 min.), *Breastfeeding Comprehensive* (approx. 135 min.), and *Breastfeeding: The Ultimate Guide* (approx. 150 min.) are the first four videos in the series receiving global attention. They will be available worldwide – Fall 2005. See www.breastfeedingvideo.com and www.motherof7.com for more information.

Breastfeeding Technique is a 20-minute “How-to” VHS/DVD (\$19.95) – emphasizing proper positioning, latching-on, suckling technique, let-down, and how to get off to the right start. This easy-to-use breastfeeding video is perfect for health care providers, educators, and individual at home use.

Breastfeeding Basics is a 40-minute (two 20-minute segments) VHS/DVD (\$29.95). In addition to everything in *Breastfeeding Technique*, World-renowned Dr. Peter Hartmann, Professor of Biochemistry and Molecular Biology from Western Australia, describes how the breast makes milk, discussing his recently published study - *Anatomy of the Lactating Human Breast Redefined with Ultrasound Imaging* (Journal of Anatomy; 2005; volume 206, pp 525 – 534). Colostrum to mature milk, foremilk and hindmilk, preparation before delivery, breastfeeding cues, signs baby is getting enough milk, problems and solutions, and expert advice is also covered.

Breastfeeding Comprehensive is a 135-minute VHS/DVD (\$59.95) complete video tool for mothers who want to know everything about breastfeeding – and more. In addition to everything in *Breastfeeding Basics*, topics include why exclusive breastfeeding is best for both mother and child, the risks of not breastfeeding, World Health/UNICEF recommendations for how long to breastfeed, medications and the breastfeeding mother, mother’s milk vs. formula, how new mothers can get off to the right start with singletons, multiples, special need infants and adopted babies, teen breastfeeding, breastfeeding while pregnant, tandem nursing, breastfeeding after breast cancer, augmentation and reduction. Other segments include how to continue breastfeeding after returning to work, the father’s role, where you can find help and support groups, postpartum exercise and nutrition, advantages of nursing beyond two years, weaning, challenges of the 21st century, and more.

Breastfeeding: The Ultimate Guide is a special 2-disc set, 155-minute VHS/DVD (\$79.95), including everything in *Breastfeeding Comprehensive* as well as “Ask the Experts.” World Health Organization Scientist Randa Saadeh, UNICEF Dr. Miriam Labbok, Pediatricians Dr. William Sears, Dr. Jay Gordon, and Dr. Paul Fleiss, Neonatologist Dr. Nancy Wright, Professors Dr. Tom Hale and Dr. Peter Hartmann, Lactation Consultants Chele Marmet and Veronica Schaedler, P.T. Certified Doula Penny Simkin, Certified Nurse Midwives Jean sala, Tina Garzero, and Cherie Boettcher, U.S. Dept. of Health and Human services Dr. Suzanne Haynes, African-American Breastfeeding Alliance Kathi Barber, La Leche League founder and co-founder Marian Tompson and Edwina Froehlich, and Post-partum Support International President Dr. Shoshana Bennett, PLUS an overview of the latest medical research and finds on breastfeeding!

Neurohr’s research includes interviews with world experts, studies from the latest medical journals, stories and tips from experienced mothers, and videotaped sessions with leading lactation consultants coaching new mothers.

The first copies of *Breastfeeding Comprehensive* and *Breastfeeding Technique* will be presented to the La Leche League U.S.A. Global Breastfeeding Winner, a competition held during Global Breastfeeding Week - August 1-8 - to promote and celebrate the myriad of health benefits of breastfeeding to both mother and child.

A mother’s milk contains live antibodies, resulting in fewer illnesses of the baby; and many diseases and cancers are greatly reduced when the mother breastfeeds. In fact, the American Academy of Pediatrics recommends that human milk be the solid source of food for a new infant for at least the first 6 months of life and the main source of nutrition for the first year.

Neurohr’s breastfeeding all seven of her children has been a positive experience. “It was good for them, and good for me,” says Neurohr. Breastfeeding is “a bonding experience with my children that cannot be replaced,” says Neurohr. Recent studies published in *The Lancet* and the *American Journal of Epidemiology* reveal that breastfeeding helps prevent breast cancer. Breastfeeding also gives mothers many short-term benefits. One advantage in particular alleviates a concern many new moms have – weight loss. Marina Peregrino, a Sunnyvale, California La Leche League Leader, points out that breastfeeding burns 500 to 800 calories a day, helping new moms lose weight gained during pregnancy.

Neurohr’s interest in the subject of feeding is a personal story of a mother’s desire to give her children the best. “My mother and grandmother did not breastfeed, but I was curious so I chose to breastfeed my first child,” says Neurohr. “I’ve been through every issue with seven children. Neurohr’s third child was breastfed while she was meeting a deadline in the writing of “Deep in the Heart of Texas: The Real Story of the Dallas Cowboys Cheerleaders (St. Martin’s Press). “Working mothers can still breastfeed,” says Neurohr, “I’m proof of that.” Neurohr’s fifth and sixth children were twins, presenting

another set of challenges. “I want to tell mothers of twins and multiples that it is not only possible to breastfeed, but it is best to breastfeed. And if the multiples are premature, breastmilk is especially critical for health, growth and development.” Dr. Jay Gordon, pediatrician comments, “Breastmilk in Neonatal ICUs can literally save lives, when used properly.”

Neurohr’s seventh child, Autumn, was a special needs baby. *Autumn’s Story*, a highly acclaimed documentary film shown on the Discovery Health Channel, is about the miracle of birth and horrifying aftermath of a baby’s struggle for survival in the Neonatal ICU. Autumn was born with a rare medical condition, tracheo-esophageal fistula and esophageal atresia, where the lower part of the esophagus and trachea were abnormally joined together; and the upper part of the esophagus formed a pouch in the throat, not extending down to the stomach. Autumn’s left vocal cord was also paralyzed, creating a condition called “silent aspiration,” a potentially life threatening situation in which liquids slipped into her lungs without a trace of a cough. Autumn was fed breast milk through feeding tubes for her first four months. When her swallow study showed signs of strength, she latched on to the breast for the first time. “From that moment, the bonding, security and closeness we shared was the key to her continued health. Autumn has never had even one ear infection, allergies or asthma, and she almost never gets a virus. In a house with seven children, that’s a miracle,” she says. See www.autumnsstory.com.

Neurohr’s interest in this subject goes beyond the scope of her own family. “Estimates are that over 400,000 babies die each year in South America because mom’s mix formula with bad water. If those mother’s breastfed, those babies would not only be alive, but would be healthier,” says Neurohr. According to the World Health Organization, “world-wide about 30% of children under five are stunted as a consequence of poor feeding and repeated infections.” Neurohr says, “part of the solution is education, and my video seeks to teach mothers around the world the benefits of breastfeeding.” According to UNICEF, if every baby were exclusively fed from birth to six months, an estimated 1.3 million additional lives would be saved and millions more enhanced every year.

“There is nothing on the market like the *Mother of 7: Birth and Breastfeeding Series*,” says Neurohr, who has privately funded the project with her husband, Plastic Surgeon Dr. Hunt Neurohr. “All footage meets the ‘WHO code’ – meaning no funding or promotion from formula/pharmaceutical companies. Babies deserve to be exclusively breastfed for six months. Mothers should think of breastfeeding for a minimum of two years, or longer, as desired by both mother and child. Breastfeeding is ‘dose-related’ – the longer you breastfeed, the greater the benefits. I also advocate a much longer maternity leave in the United States. Sweden and Norway top the list for ‘maternal and paternal leave.’ Almost all mothers desire to breastfeed their baby, or babies, if they just have proper education and support. The *Mother of 7* videos will both show and tell you how.”

Scientist Randa Saadeh, director of the World Health Organization and policy maker of the Baby Friendly Hospital, distinguishes Stephanie as “a mother making a difference.” Neurohr concludes, “With proper pre-natal education, women will be inspired to take an active role in pregnancy, birth, and breastfeeding. *The Mother of 7: Birth and*

Breastfeeding Series empowers a mother to make the right decisions for the health and wellbeing of her baby and herself.”