

Breastfeeding Cafe

Connect, facilitate, nurture and empower

(Vol 12. Dec, 2017)

Hello,

It's almost the end of the year. The holidays are here, and we hope everyone is getting a bit cozier during this magical time of the year. It's been quite a busy year for all of us at Breastfeeding Cafe. Started as a newsletter service, just to put this idea out in front of a group of friends, we are now a thriving community of parents, helping each other and taking this project to the next stage.

There are few things that we wanted to share. We are starting our year with two events on the 5th and 6th of January in Santa Cruz. Event details are following, Please helps us spread the word!

When - Friday, January 5, 2018 at 10 AM - 12 PM

Where - Java Junction at Twin Lakes Beach, 2222 E Cliff Dr, Santa Cruz

These details are also available online

- [5th Jan](#)
- [6th Jan](#)

The event that we were supposed to conduct in December in Los Altos got cancelled unfortunately, owing to the holiday rush and a few pending permissions from the property owners. Hopefully, we will be able to come up with a new date for that event soon.

As we have discussed previously in our last newsletter, we are looking for parents to help us with their skills (for instance, clay modeling, painting, art activities, storytelling, photography or anything else that might keep children engaged for a few minutes).

Instead of hiring professionals, we are trying to collaborate with parents who are passionate about what they do and are great with kids. That way, parents get to relax for a few hours, doing what they love. The best part is that parents can bring in their kids along, and the working time gets accumulated in an account, which can be used later to unwind or focus at Breastfeeding Cafe. At the moment, we are looking for parents/grandparents in Los Altos, Santa Cruz, Palo Alto, and Stanford.

Please contact us for more details. We have a Facebook page, the link to which is given below:

<https://www.facebook.com/bfcafebayarea/>

Breastfeeding Cafe is becoming “The Parent’s Nook”

After a lot of discussions with many parents and well-wishers, we are changing the name of Breastfeeding Cafe to “The Parent’s Nook” with the tagline – “Wisdom begins in wonder”. It’s a quote by Socrates. As we all might be knowing already, “Without a sense of wonder and appreciation, the capacity for lifelong learning begins to be muted”. We are trying to provide that “wondering” time, both to the parents and their kids. We feel it’s a practice that is much required for a healthier society. It might still take us some time to complete all the formalities, but we will be called “The Parent’s Nook” from today onwards. We will still be the same, supporting parents in their breastfeeding journey along with everything else. But, there will be incorporating a few changes such as providing breastfeeding moms the tools they need to feel comfortable (It can be a pumping station, a lactation expert to answer her queries, or just few moments of blissful nursing with her baby). But, all these services will be provided on demand. So, stay tuned as we keep making this project a significant tool for next generation parenting.

We request all the parents to kindly join us in our endeavour in making parenting a little less stressful and more fun.

Spotlight

This newsletter we are featuring Milk Stork, founded by an amazing mama Kate Torgersen. Milk Stork delivers breastmilk home when you are away on a business trip.

Milk Stork (<https://www.milkstork.com/>)

How it got started?

“In 2014, I had to take a business trip, and I have twins and an older kid. And the twins were 8 months old. We had survived an adventure when it came to breastfeeding. I was very committed to giving them breast milk like I had with my first, which is quite a feat with twins. By the time the business trip came around, it felt like I was committed to keeping that promise to them. At the time, I was producing about a gallon every two days. A four day business trip meant I would need to pump two extra gallons on top of my regular milk supply. And then I would have to manage two gallons of milk in a hotel mini fridge. It wasn’t the most important trip, but after having twins, I had a neon sign over my head, and I really wanted to be all-in on my work and be all-in on my kids. It was a huge pain point. I ended up doing all of the pumping, and so I did all the pumping before I left, and then when I was away, I brought Nalgene bottles and a soft cooler. It’s hard to keep it cold in transit. I got ziplocs full of ice and put them in the cooler and took all of that through TSA. I ended up dumping all of the ice out on the curb and then I had to explain all of the breast milk.”

What problem is it solving?

“You have more working moms, short maternity leaves and breastfeeding rates are on the rise. This comes at the end of an intense time (being pregnant and giving birth). And then going back

to work, you only get 4 months to deal with this identity transition. Everything from before matters, but there's something fundamentally important to you. It's emotional and professional and personal. I don't know that there's many bigger transitions. That's why I don't think moms should have to apologize for that being a priority in your life. More women are breastfeeding longer. Millennials have high expectations for workplace and how they will parent their children. We have 77 clients on our platform currently and approximately 10 more by end of year. All of those companies have come to us because moms came to them and asked. Moms found Milk Stork, used it and asked their companies to reimburse them. Then companies were excited.

Businesses can support these working moms because

1. It's a really easy way to support high value employees. It's not crazy expensive but has high ROI
2. Companies are looking for ways to address that millennial thing I was saying. It's difficult for companies to expand maternity leaves
3. Some companies bring us on for gender diversity and some for demand"

Few lines for employers and employees:

"Working moms are assets to companies, and I think that's something that companies are learning. Working moms are seen as more of a liability. Working moms are productive, efficient and they have a lot at stake. They still face the motherhood penalty. We already know about the gender pay gap, but it's worse for working moms. There are still some endemic problems."

Happy Holidays from each one of us here. We wish each one of you warm, cozy, restful, and healthy days ahead.

Warm regards,
Tanaya
Founder, Breastfeeding Cafe
<http://breastfeeding.cafe/>