

PREGNANCY AWARENESS month

May 2010

EDUCATION

EXERCISE

NUTRITION &
WELLNESS

NURTURE



Brought to you by

pregnancy

(May 2010)



welcome to PREGNANCY AWARENESS MONTH

FROM THE FOUNDERS : ALISA DONNER

Being pregnant and becoming a mom

has certainly been one of life's amazing rides. I went from being a novice to an expert in a matter of months. My ability to connect to my inner strength and build confidence through all of it has been completely supported by key relationships with other women having similar experiences, and the wonderful community of women and mothers that I tapped into. My friendship and business partnership with Anna has been a vital part of this growth. We were both pregnant at the same time, and the trail of our projects reflects the journey of early motherhood, which absolutely begins when you are pregnant.



Welcome!

When I was pregnant, I expected the changes to my body to be huge, and they were, in so many ways. What was surprising was that the bigger changes occurring were in my thinking and my capacity to love. It was during that time I initiated my quest that continues today, which is to learn all there is to know about being a mom and to share it. So, it is with that intention I declared PAM. Motherhood begins now, let's celebrate and share.

Anna Gettly

“What I know from my experience as a pregnant woman, mom, and teacher is that talking, community, and mutual support is essential.” —Alisa Donner

Our friendship expanded into a mini mommy-to-be network. Anna would send me links to organic and non-toxic pregnancy-related products. We lent each other books that we found inspirational.

This mutual support continued after our daughters were born. Somehow we always found time to chat on the phone and send encouragement and tips to each other. This community that we formed within our friendship was also extending into a larger network that we were creating with other new moms and pregnant women in our Los Angeles circle.

We decided to create Pregnancy Awareness Month™ (PAM) to not only celebrate the amazing time of motherhood and the wisdom that is available, but to also fill some of the holes that we often felt. We aim to provide a nexus for mutual support and resource identification for women nationwide in a focused way.

When Anna suggested that we declare a month focused on pregnancy, I felt a visceral connection to that idea. How do you declare a month of Pregnancy Awareness? Well, you just do it!

With PAM, our mission is to uplift and inspire women and new parents during this incredible journey into motherhood. There are so many things to navigate through: changes in your body, changes in your values and priorities, decisions to make about birthing options, breastfeeding, preparing the home for the baby, the finances of it all, and of course, the intensity of that crucial first year. I know this for certain: Pregnant women and moms talk to each other and advice flows freely, even while standing in line at the grocery store. Pregnancy Awareness Month supports all of it. Information is power.

► *Pregnancy Awareness Month* has created 4 initiatives to encompass 4 weeks in the month of May.

The goal is to inspire and encourage thinking and planning in all of these areas: **Educate** yourself, **Exercise** your body, Remember the importance of **Nutrition** always, and constantly find ways to **Nurture** yourself.



Pregnancy Awareness Month's Kickoff Event **Motherhood Begins Now** in Los Angeles on May 2

Celebrating Motherhood & Mother Earth, PAM 2010 officially launched again this May with an inspiring lifestyle event celebrating the four initiatives of our month-long campaign, in partnership with TreePeople.

Attendees participated in roundtable discussions with expert panelists and enjoyed a Holistic Mommy Spa Lounge, children's non-toxic activities, guided nature hikes, prenatal fashion show, live music, and mommy-related green products.

Sunday May 2, 2010

1:00–4:30pm

12601 Mulholland Drive, Beverly Hills, 90210

Visit www.pregnancyawarenessmonth.com for more information.



TREEPEOPLE

ADVERTORIAL

(May 2010)

3 more events in May

honor Pregnancy Awareness Month™

Visit our site to learn more:

www.pregnancyawarenessmonth.com

► MAMAFEST

Friday May 7, 2010, at the New Children's Museum in San Diego The ultimate evening event for moms in the San Diego County area, presented by STROLLER STRIDES



► YOU ARE WHAT YOU EAT

Saturday May 15, 2010, at the Brea Community Center in Orange County, CA

Hosted by Belly Sprout & Integrative Medicine.

Keynote Speakers: Mariel Hemingway and Anna Gentry of *Real Food Daily*



► THE WORLD'S LARGEST BABY SHOWER IN ATLANTA

Saturday & Sunday

May 22-23, 2010,

at the Atlanta World

Congress Center Hosted by Peek-a-Boo Events, an event filled with the finest, unique and eco-friendly products on the market



FROM THE FOUNDERS : ANNA GETTY

After I got married, almost seven years ago,

I decided to prepare for pregnancy the same way I had prepared for marriage. Focusing much of my attention on preparations, education, and goals the year before my wedding, it felt right to do the same thing before conceiving a child. Preparing, educating myself, refocusing values, and becoming immersed in what was available at the time in terms of support for women moving into this phase of life by women who had *been there and done that*. Part of my pregnancy preparation included a prenatal yoga teacher-training where I found an incredible support system and network of women who guided me as I moved into motherhood.

I began teaching during my pregnancy and although I felt supported, I was constantly surprised by how the pregnant moms who took my class felt so disempowered by the information available to them regarding a holistic view of pregnancy and childbirth. They felt unsupported and frustrated as they moved through the very special and vulnerable time of becoming a mother.

Alisa (my friend, fellow mother, and partner in my business Purestyle Living) and I had recently finished producing *Anna Getty's Pre and Postnatal Yoga Workout* and were high off the whole divine, creative motherhood energy. We asked ourselves, "How can we continue to support women as they move through pregnancy as well as celebrate them?" We wondered if it was possible to designate a month, a week, or a day to something such as pregnancy? October is Breast Cancer Awareness Month. April 22 is Earth Day. Could just anyone do it?





“It’s a very positive, optimistic, celebratory campaign.” —Anna Getty

We did the research and yes, anyone can declare a month to bring awareness to a cause. And so we declared May to be Pregnancy Awareness Month. With Mother’s Day in May, it was a perfect fit. We created a team of advisors and we were on our way.

Next came the design of the campaign. How would we educate women about holistic pregnancy, birth, and mothering options? How would we celebrate pregnancy? We came up with four aspects we felt were important during our own pregnancies. Education, Exercise, Nutrition and Wellness, and Nurturing, which became our initiatives; each one was assigned its very own week. We also decided to have a party, our kickoff event was called Motherhood Begins Now and there we celebrated pregnancy and motherhood.

Over the past two years we have reached out to over 250,000 women to share information for making informed and empowered decisions. Our focus is to get the products out there, gather the information, and bring together the experts you can trust. We are in our third year now and we are excited. Our past sponsors have returned, we have made new relationships, and we are growing and able to reach more women.

We want to uplift you and the babies you will be birthing from your amazing womb. Trust yourself and honor yourself as we support and honor you.

**PREGNANCY
AWARENESS**
month
May 2010

Socially Aware

This year Pregnancy Awareness Month™ goes social! Pregnant women and moms online will be able to participate in contests, an online radio show, and Twitter parties from the comfort of their living rooms.

INTERNET RADIO SHOW: Pregnancy Awareness Radio features expert interviews and empowering tips designed to help you have the pregnancy of your dreams.
www.blogtalkradio.com/pregnancyawareness



FACEBOOK: BECOME A FAN of Pregnancy Awareness Month on Facebook and stay up-to-date on events, contests, regular giveaways, and more!
www.facebook.com/PregnancyAwareness



TWITTER: PAM is hosting four Twitter Parties during the month of May. Follow @PregAwareness on Twitter to stay in the loop.
www.twitter.com/pregawareness

ONLINE NEWSLETTER: During the month of May, four weekly e-newsletters will offer information and support from experts and other moms. Sign up and get tuned in!
www.pregnancyawarenessmonth.com

PAM'S BLOG: Designed to create an interactive community with Anna and the PAM Team, check it out, we want to hear from you.
www.pregnancyawarenessmonth.com

(education)



Education WEEK

“Correct positioning will ensure the safety and comfort of your baby.”

Supporting you & your baby

Your baby loves to be close to you and to feel your heartbeat and movements, but with so many carriers, wraps, and slings available, you may be wondering—what is the best way to carry your newborn? Correct positioning will ensure the safety and comfort of your baby, regardless which carrier you choose.

- ▶ Position baby's face upward when not actively nursing.
- ▶ Sling fabric should not be draped across baby's face.
- ▶ Baby should not be curled tight, chin to chest, because this position partially closes baby's airway. With correct positioning, there should always be one finger's width of space under baby's chin.
- ▶ Monitor your baby often and reposition if he is showing any signs of respiratory distress: rapid or labored breathing, grunting or sighing with every breath, or restlessness.

An upright baby carrier that supports your baby's natural seated position—like the ERGObaby Carrier HandsFree System with an all-in-one baby carrier that can be used in the front, back, and hip position, from infant to toddler—can ensure proper hip development and eliminate compression of baby's spine.

An upright carrier should let you carry your baby just as you would in your arms: facing you, bottom supported, with legs tucked up and in a squat position or, if infant is old enough, straddling your waist. Being able to see the face of a parent or caregiver is also important to baby's cognitive and emotional development, so your newborn will benefit from this tummy-to-tummy/heart-to-heart closeness.





*Air out your home often.
Fresh air rinses out the pollutants
that accumulate indoors.*

feathering a healthier nest

For many moms-to-be, pregnancy is a good time to focus on a healthier lifestyle. While eating better and getting more rest rank high on most lists, many experts, including pediatrician Dr. Alan Greene, also advise switching to natural products to clean your home. "There are many toxic chemicals found in conventional cleaning products," says Dr. Greene. "Instead of bringing these toxins into your home, there are green options you can turn to."

To improve the health of your home and do something good for the environment at the same time, follow these simple tips for green cleaning:

- ▶ Choose cleaning products made with natural ingredients.
- ▶ Only buy products that list all of their ingredients.
- ▶ Air out your home often. Fresh air rinses out the pollutants that accumulate indoors.
- ▶ Dust carefully! Use a slightly damp cloth instead of a traditional duster that will simply stir dust back into the air.
- ▶ Use welcome mats and ask guests to remove their footwear when they visit.

Steps like these are simple to take. But they'll make a world of difference when you welcome your newest family member into the nest.



(exercise)



“The practice allowed me to workout and confront my fears and insecurities about birth and motherhood.”

the Yoga of EXERCISE WEEK

BY ANNA GETTY, FOUNDER OF PREGNANCY AWARENESS MONTH

After practicing Kundalini yoga for almost 15 years, I became pregnant with my first child. From that moment on, my world was opened to the health benefits of prenatal yoga. I have been teaching and sharing this art with others for over 6 years now.

When I discovered I was pregnant, I was set on having a home birth. I knew that making a commitment to my prenatal yoga practice would help me accomplish this, and I started my program.

I did yoga almost every day of my pregnancy (except my first trimester when I spent weeks on my couch meditating through waves of nausea). The more I practiced and truly allowed myself to immerse my being and that of my baby into the yoga, the closer I became to connecting to something vitally powerful within me. Through the breath, the postures,

the mantras, and the mudras of the yoga I found that I was able to finally “get real” with myself. The practice allowed me to work out and confront my fears and insecurities about birth and motherhood.

This was most obvious on the day I went into labor and gave birth to my daughter, India, *at home*.

I am not advocating a home birth for everyone, but what I do encourage all women to do is connect with their bodies. If you have been given the green light from your doctor to exercise, find something that helps you tune into your body, your breath, and your baby. It will make such an enormous difference in your pregnancy, your birth, and beyond.



do I really need to work out during my pregnancy?

BY LISA DRUXMAN, M.A.



Did you always picture your pregnancy as a time where you could finally have an excuse to stop exercising and eat for two? Unfortunately, you need to erase that picture. Pregnancy may be one of the most important times of your life to exercise. The benefits go to both you and your baby! First off, exercise alleviates or lessens almost every discomfort of pregnancy. Isn't that reason enough to keep exercising?

What we won't do for ourselves, we will do for our children. Research has shown that the babies of exercising mothers are born healthier, have less body fat at birth (this is a good thing), are calmer, and may have cardiac benefits of a lower fetal heart rate. Basically, when mom exercises, the baby gets similar benefits from the training.

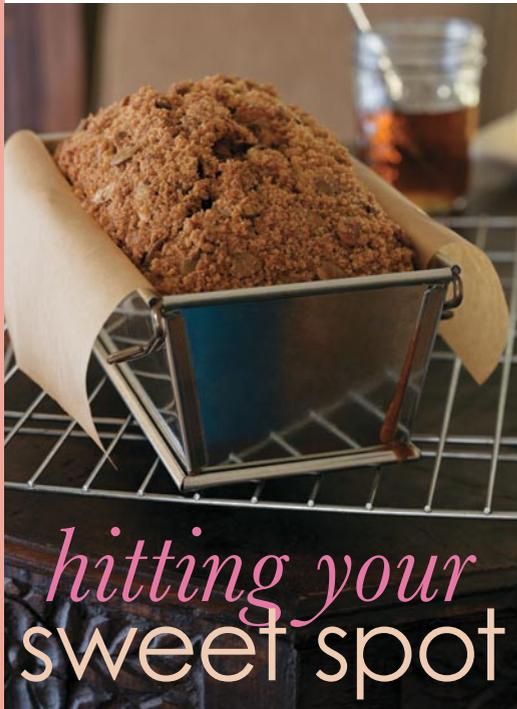
Here are some tips to get started:

- 1 Look for a prenatal exercise class when possible just so you know your instructors are specially trained. Of course, we would love to see you at one of our Fit4Baby® classes!
- 2 If you were not working out before pregnancy, start slowly and build up gradually.
- 3 Drink enough water. While this is true for the non-pregnant population as well, it is important for the baby's health that you stay hydrated.
- 4 Listen to your body. While exercise is safe, it is important that you don't overdo it and don't get overheated.
- 5 Be consistent. Inconsistent workouts can be harmful to your baby. Even though your workouts may change, maintain a level of fitness throughout your pregnancy.

Remember, ACOG recommends that pregnant women devote at least 30 minutes to moderate exercise on most days of the week, as long as you are having a healthy pregnancy. This is your first step to being a healthy role model for your child!



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Zucchini Sweet Potato Bread with Pumpkin Seeds and Dried Cherries

FROM ANNA GETTY'S EASY GREEN ORGANIC ©2010 CHRONICLE BOOKS

Makes one 9x5-inch loaf

▶ INGREDIENTS

- 2 cups all-purpose unbleached flour
- $\frac{1}{4}$ teaspoon aluminum-free baking powder
- 1 teaspoon baking soda
- $\frac{1}{2}$ teaspoon salt
- 2 teaspoons ground cinnamon
- 1 cup sugar
- 1 cup vegetable oil
- 3 large eggs
- 2 teaspoons vanilla extract
- 1 cup raw zucchini, grated (about $1\frac{1}{2}$ small zucchinis)
- 1 cup raw yam, peeled and grated (about $\frac{1}{2}$ of 1 large garnet yam)
- $\frac{3}{4}$ cup pumpkin seeds
- $\frac{3}{4}$ cup dried cherries

▶ CRUMBLE TOPPING

- $\frac{1}{4}$ cup unbleached flour
- 3 tablespoons brown sugar
- 1 tablespoon pumpkin seeds
- 2 tablespoons cold unsalted butter, cut into small pieces

Preheat the oven to 350 degrees F. Butter a 9x5x3-inch loaf pan.

- ▶ In a medium bowl sift together flour, baking powder, baking soda, salt, and cinnamon.
- ▶ In a large bowl, beat together sugar, oil, eggs, and vanilla. Mix in zucchini and sweet potatoes. Add the flour mixture, pumpkin seeds, and dried cherries. Stir well.
- ▶ Transfer the batter to prepared loaf pan.
- ▶ Make the crumble topping: Mix together flour, sugar, and pumpkin seeds. Mix in the butter until the mixture resembles coarse meal.
- ▶ Sprinkle the topping evenly over the batter.
- ▶ Bake for 90 minutes, or until a knife inserted into the middle of the bread comes out clean.
- ▶ Let cool before removing from the pan.

hitting your
sweet spot

This is my favorite bread recipe, period. The crumble topping, the crunchiness of the pumpkin seeds, and the tartness of the dried cherries add a lot of color to this already yummy bread. Make a double recipe because it won't last long on the kitchen counter.

Nutrition & WELLNESS WEEK

I love sweets, but, who doesn't?

If you're having sweet cravings, you'll enjoy the recipe above. I am always trying to find a sweet that's healthy and lower in sugar. My goal while recipe testing for my recently released cookbook, *Anna Getty's Easy Green Organic*, was to develop a dessert that was sweet, delicious, and healthy—and this one even delivers some veggies!

Desserts with fruits in them are commonplace, but decreasing the sugar and adding zucchini and sweet potato to this quick bread recipe even won my daughter's heart—as well as everyone else who has tasted it!

It's packed with vitamins and minerals; and did you know pumpkin seeds are a great source of B vitamins? We eat this for breakfast with a side of eggs. Or, toast it and serve with cream cheese, jam, and tea in the afternoon.

If you are vegan, replace the eggs with egg substitute or $\frac{1}{4}$ cup of apple sauce per egg, and replace the butter with soy margarine. If it is too sweet for you, try cutting the sugar in half. When choosing ingredients look for local, seasonal, and organic if budget, time, and energy allow.

This bread has a lot of texture and flavor. It will hit your sweet craving spot!

Anna Getty

Protein and your pregnancy

BY TARA DELLOIACONO THIES RD, LUNA NUTRITION STRATEGIST

Can you believe that next to water, protein is the most plentiful stuff in your body? Most of us associate protein with muscles, but protein also supports our bones, brain cells, blood, skin, hair, and fingernails—that goes for you and your baby. When you're pregnant, you need 65–75 grams of protein per day, which is even more than you need when you're not pregnant.

Variety in your protein palate is also a solution to reaping the rewards of various high-protein foods. Here are some great choices:



Fish: contains heart-healthy omega-3 fatty acids (talk with your doctor about healthy fish choices with lower levels of mercury)

Poultry: boneless, skinless chicken breasts contain little saturated fat

Beans: more protein than any other vegetable and are high in fiber

Nuts: one ounce of almonds gives you 6 grams of protein, nearly as much protein as one ounce of broiled rib-eye steak

Whole grains: whole grains contain the entire grain kernel, which provides 3 grams of protein plus fiber per slice of whole grain bread

Always have snacks on hand that are rich in protein: nuts, hard-boiled eggs, LUNA Protein bars, and string cheese are tasty, healthy, and portable protein-filled snacks.



(nurture)



Nurture WEEK

For most of us, it's easy to care for and nurture a baby, a loved one, a sick family member, or an injured stranger. However, when it comes to nurturing ourselves, it's usually a much different story.

When we're pregnant, we naturally become focused on the baby.

What will he or she look like? How should I decorate the nursery? What kind of car seat do we need to get? Vaccinations—yes or no? It's easy to lose sight of ourselves and our own needs and wants as we plan for the arrival of our new family member.

During pregnancy most of us eat right, exercise, and "take care of ourselves"—mostly for the baby. It is important to note that we are garnering personal benefits from these activities as well and to make an effort to keep up the good work once baby arrives.

Cultivating and acknowledging these self-loving acts of kindness or nurturing during your pregnancy can help to set a strong foundation for remembering to take care of yourself once baby is there with you. Sure, weekly massages or nightly candle-lit baths may become less frequent, but setting time aside for yourself is crucial. It helps to preserve your sanity and, through modeling, your children will learn how to nurture themselves too.

During your pregnancy, take the time to honor and adore the wonderful being that is nourishing and developing your baby—you! Whether it is through daily journaling or mid-day catnaps, or maybe an occasional non-toxic pedicure, acknowledge and love the beautiful being you are. Your children will thank you for it later.



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Nurture yourself & your baby

BY MARISA FRANTZ, DIRECTOR OF SALES & MARKETING, MOBY WRAP INC.

“With babywearing, both baby and wearer benefit from lowered stress levels.”

Many parents today are rediscovering the joys and benefits—as well as conveniences—of holding their babies close in a carrier that allows their babies to be with them while continuing with day-to-day activities. Some parents have adopted the age-old practice of “babywearing,” which refers to wearing one’s baby in a carrier for extended periods of time. While snuggled close in a carrier next to mom or dad’s (or caregiver’s) body, babies are soothed by the wearer’s voice, breathing, and movement, which helps tired and fussy infants fall asleep.

With babywearing, both baby and wearer benefit from lowered stress levels. Babies who are “worn” learn that they are loved, safe, and secure while both children and caregivers form a strong, close bond that is irreplaceable.

For optimum babywearing benefits, parents should look for

a baby carrier that ensures correct positioning, such as a Moby Wrap—a soft, wrap-style carrier made from natural cotton that holds babies from birth to 35 pounds. Developmentally appropriate positioning of baby, whether in a carrier, car seat, swing, or parent’s arms is important for safety.

Correctly positioned, baby’s face is visible and there is at least one finger width between baby’s chin and chest. A baby should be carried or held in a secure, upright, and high position where the wearer can look, listen, and feel baby. By reconnecting with the traditional practice of babywearing, modern parents and their babies are experiencing unmatched comfort, closeness, and security.

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