

Campaign Fact Sheet

<p>StrongMoms Empower™ Campaign</p>	<p>It's not easy being a mom in today's world. Moms face tremendous pressure to make the "perfect" parenting decisions, only to be judged or criticized by other moms. From going back to work and feeding your baby to education, discipline and bed times, everyone has an opinion.</p> <ul style="list-style-type: none"> The <i>StrongMoms Empower™</i> campaign, brought to you by Similac®, is a call-to-action to create a more supportive and less judgmental environment to empower moms to be confident about the decisions they make for their children and their families.
<p>Advisory Board</p>    	<p>Comprised of five influential moms, the StrongMoms Advisory Board members were chosen not only for their expertise, but for their passion for the <i>StrongMoms Empower</i> mission -- to create a more accepting and less judgmental environment for raising children. Members include:</p> <p>Michele Borba, Ed.D. Dr. Borba is a parenting expert and psychologist. She has authored numerous books on child development and is a frequent media contributor, appearing on the TODAY Show, Dr. Phil and Dateline, and featured in the Chicago Tribune and the New York Times, among many others.</p> <p>Sue Hubbard, M.D. Dr. Sue Hubbard is the Chief Medical Editor of The Kid's Doctor Media. She graduated with honors from the University of Texas at Austin and the University of Texas Health Science Center Medical School. She was also a member of Alpha Omega Alpha honors medical fraternity. Dr. Hubbard completed her residency at U.T. Southwestern Medical Center and Children's Medical Center Dallas. Upon completion of her residency, she joined the Pediatric Associates of Dallas where she was the first female doctor in the group and has continued to practice there for 25 years.</p> <p>The MOMS (Denise Albert and Melissa Musen Gerstein) Denise Albert and Melissa Musen Gerstein are leading voices in the parenting space. The MOMS are a first of its kind multi-platform lifestyle brand and event company with exposure on the Web, television and in print. The MOMS are featured contributors on the HLN show, Raising America and also created their unique brand of Mamarazzi® events where they provide access to the celebrity to influential moms and media and moderate a parenting conversation.</p> <p>Danielle Smith Danielle is a digital correspondent, host, storyteller, speaker, media trainer, vlogger and author of "Mom, Incorporated: A Guide to Business + Baby" and "Social Media Engagement for Dummies," which is available in June 2013. She is mom to two small children, Delaney, 8, and Cooper, 6. In her "free time", she juggles work as the founder of Extraordinary Mommy and Danielle Smith Media, hosting and producing her lifestyle series Keeping Style in Your life, creating original content for Babble and SheKnows and sharing vlogging tips for people wanting to jump on camera.</p>
<p>StrongMoms Empowerment Pledge</p> 	<p>Moms are invited to visit StrongMomsEmpower.com to take the <i>StrongMoms Empowerment Pledge</i>, signifying their commitment to empowering moms.</p> <ul style="list-style-type: none"> Moms are encouraged to share their story and StrongMoms Empower badge on their social communities to spread the supportive message to friends and family. <p><i>Share your empowerment story on your blog or on Twitter at #StrongMomsEmpower and encourage your followers to come together to pledge their StrongMoms support at www.StrongMomsEmpower.com.</i></p>

<p>ABCs of Empowerment</p>	<p>Signing the pledge is a first step towards empowerment. Future ways to uphold the pledge can be as easy as these ABCs of Empowerment:</p> <ul style="list-style-type: none"> • Accept and support: Respect others’ decisions • Be confident: You know what’s best for you and your family • Community: Identify a small circle of trusted friends you can go to for support
<p>The National Motherhood Decisions Survey, 2013</p>	<p>As part of the StrongMoms Empower campaign, Similac partnered with Mom Central to conduct The National Motherhood Decisions Survey to further illustrate the pressures and decisions facing today’s mom. From going back to work to feeding decisions, the survey sheds light on the effects of judgment on parenting decisions.</p> <p>Nearly All Moms Feel Judged on Their Parenting Decisions</p> <ul style="list-style-type: none"> • 95 percent of moms have felt judged or criticized for their parenting decisions. <ul style="list-style-type: none"> ○ Moms feel most judged on decisions related to parenting approaches (79 percent), work (71 percent) and infant feeding (67 percent). <p>Feelings of Judgment Increase Negative Feelings and “Not so Great” Decisions</p> <ul style="list-style-type: none"> • Intense judgment causes moms to feel stressed (52 percent), angry (49 percent), insecure (44 percent) and inadequate (38 percent). • Additionally, nearly one in three (31 percent) moms consciously make parenting decisions specifically to avoid criticism from others. <p>When Critical Perception Is Removed, Both Moms and Kids Benefit</p> <ul style="list-style-type: none"> • When moms believe their decisions are supported, they feel more confident (98 percent), more relaxed (96 percent), happier (95 percent) and more fulfilled (95 percent). • Moms also notice a positive impact on their kids when they feel supported (93 percent).
<p>The StrongMoms Empowerment Summit</p>	<p>Hosted by The MOMs and Similac, the StrongMoms Empowerment Summit addresses the need for a more supportive and less judgmental environment to empower moms.</p> <ul style="list-style-type: none"> • Held on Tuesday, May 7 – the week before Mother’s Day – in New York, the Summit will feature parenting experts and encourage discussions on how to provide helpful solutions to creating a more accepting and less judgmental environment to empower moms to make the decisions that are best for them and their families. • Expert speakers/panelists include the StrongMoms Advisory Board members, Mom and Creator of The Chatty Momma Tonia Sanders, and President of “The Kid’s Doctor” Dina Conte Schulz. • Special appearance by celebrity Kerri Walsh Jennings, a three-time Olympic gold medalist in beach volleyball and mother of three.
<p>For More Information</p>	<p>For more information about the StrongMoms Empower campaign, please contact Lindsay Delco of Abbott at (614) 624-5499 or Lindsay.Delco@Abbott.com.</p>