



Position your patients
for breastfeeding success

Goal:

Increase the proportion of infants who are breastfed exclusively through 3 and 6 months.¹

Hospitals are at the front line of efforts to increase breastfeeding rates in an effort to meet World Health Organization (WHO)², CDC³ and The Joint Commission (TJC)⁴ goals.

Action:

In 2011, Presbyterian/St. Luke's Medical Center of Denver updated policies which included the purchase of Boppy HC Feeding Pillow for each patient room and followed these 10 steps to successful breastfeeding:

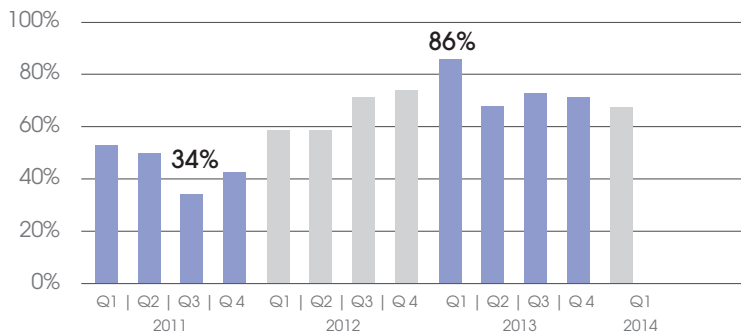
10 Steps to Successful Breastfeeding:⁵

- 1 Have a written breastfeeding policy that is routinely communicated to all healthcare staff.
- 2 Train all healthcare staff in skills necessary to implement this policy.
- 3 Inform all pregnant women about the benefits and management of breastfeeding.
- 4 Help mothers initiate breastfeeding within half an hour of birth.
- 5 Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
- 6 Give newborn infants no food or drink other than breast milk, unless medically indicated.
- 7 Practice rooming-in to allow mothers and infants to remain together - 24 hours a day.
- 8 Encourage breastfeeding on-demand - whenever the baby is hungry.
- 9 Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
- 10 Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

Results:

Within 2 years, proven rate of exclusive breastfeeding success rose from 34.1% to 85.7%.⁶

Hospitals are at the front line of efforts to increase breastfeeding rates in an effort to meet World Health Organization (WHO)², CDC³ and The Joint Commission (TJC)⁴ goals.



EXCLUSIVE BREASTFEEDING RATES

Additional stats from healthcare providers:



NEARLY 90% OF MOMS LEFT THE HOSPITAL SUCCESSFULLY NURSING.⁷



9 OUT OF 10 CHILDBIRTH EDUCATORS RECOMMEND THE BOPPY® PILLOW TO PATIENTS⁸



Place your order through these distributors:



Boppy® Healthcare Feeding Pillow
2 PK 2/Case

Boppy® HC Feeding Pillow

Designed specifically for healthcare, the Boppy® HC Feeding Pillow maintains the same qualities as the original Boppy® Pillow by putting mom in an ergonomically correct position for breastfeeding.

- **Impermeable Fabric** - Passes AAMI test for liquid permeability and prevents strike-through
- Wipeable
- Sanitary
- Durable
- Latex-Free
- Comfortable



Boppy® Disposable Slipcover 48/Case

Boppy® Disposable Slipcovers

- Single-patient use
- Latex-Free
- Sanitary
- Easy to Use
- Safe for Mom and Baby

Distributor	Contact Number	Boppy® Healthcare Feeding Pillow Item Code	Boppy® Disposable Slipcover Item Code
Cardinal	800.964.5227	2180102K2P	1348102K48
E7 Supply Company	303.339.0186	2180102K	1348102K
Henry Schein Medical	800.772.4346	127-9666	1127-9662
McKesson	800.328.8111	722162	721458
Medline	800.MEDLINE	BPP2180102K	BPP1348102K
Owens & Minor	804.723.7000	07490102K2PK	0749102K48PK
Performance Health/Patterson	800.323.5547	08-155-0912	08-141-6585
Seneca Medical	419.447.0222	181357	181358
Shared Services	800.228.9976	3125-2180102K	3125-13484102K
UHS	800.847.7368	2180102K	1348102K
WRS Group	855.510.6730	85794	85791
Canada Only			
McArthur Medical	800.996.6674	2180102K	1348102K



Works Cited – “Position your patients for breastfeeding success” Brochure, 2018

1. <https://www.healthypeople.gov/2020/topics-objectives/topics/maternal-infant-and-child-health>
2. World Health Organization. Health Topics: Breastfeeding. WHO.
<http://www.who.int/topics/breastfeeding/en/>. Accessed October 23, 2012.
3. Centers for Disease Control and Prevention. The Surgeon General’s Call to Action to Support Breastfeeding.CDC.
<http://www.cdc.gov/breastfeeding/promotion/calltoaction.htm>. Accessed October 23, 2012.
4. The Joint Commission. Topic Library Item: Perinatal Care. The Joint Commission.
http://www.jointcommission.org/perinatal_care/. Accessed October 23, 2012.
5. Protecting, Promoting and Supporting Breastfeeding: The Special Role of Maternity Services, a joint WHO/UNICEF statement published by the World Health Organization.
6. <https://www.boppy.com/wp-content/uploads/2013/07AWHONN-tradeshaw-poster.pdf>.
7. May 2016 Boppy Hospital Survey.
8. 2016 and 2017 Boppy Healthcare Professional Surveys