



Position your patients  
for breastfeeding success

## Goal:

*Increase the proportion of infants who are breastfed exclusively through 3 and 6 months.<sup>1</sup>*

Hospitals are at the front line of efforts to increase breastfeeding rates in an effort to meet World Health Organization (WHO)<sup>2</sup>, CDC<sup>3</sup> and The Joint Commission (TJC)<sup>4</sup> 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:*

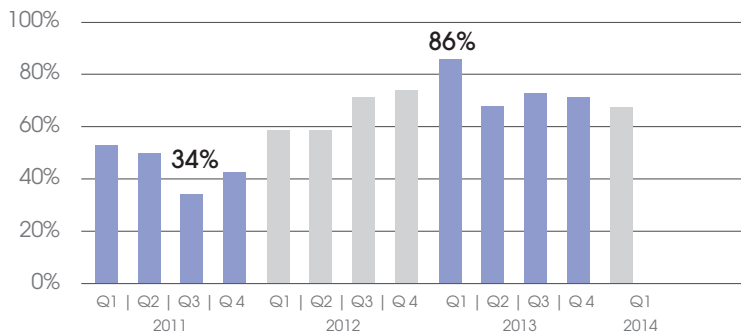
### *10 Steps to Successful Breastfeeding:<sup>5</sup>*

- 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:

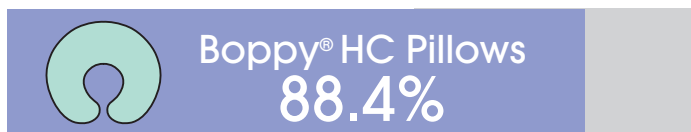
*Within 2 years, proven rate of exclusive breastfeeding success rose from 34.1% to 85.7%.<sup>6</sup>*

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EXCLUSIVE BREASTFEEDING RATES

*Additional stats from healthcare providers:*



NEARLY 90% OF MOMS LEFT THE HOSPITAL SUCCESSFULLY NURSING.<sup>7</sup>



9 OUT OF 10 CHILDBIRTH EDUCATORS RECOMMEND THE BOPPY® PILLOW TO PATIENTS<sup>8</sup>



## 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
<b>Canada Only</b>			
McArthur Medical	800.996.6674	2180102K	1348102K



## **Works Cited - “Position your patients for breastfeeding success” Brochure, 2018**

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