



Position your patients for breastfeeding success

Goal:

Increase the proportion of infants who are breastfed exclusivelythrough 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 JointCommission (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 breastefeeding 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.
- 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:

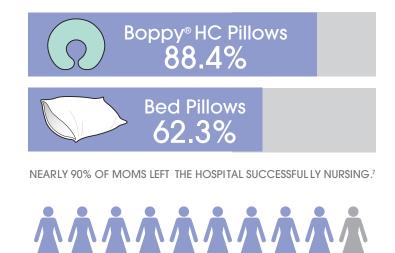
Within 2 years, proven rate of exclusive breastfeeding success rose from 34.1% to 85.7%.6

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EXCLUSIVE BREASTFEEDING RA TES

Additional stats from healthcare providers:



9 OUT OF 10 CHILDBIRTH EDUC ATORS RECCOMEND THE BOPPY® PILLOW TO PATIENTS®

Positioning Patients for Success™

For more information, email healthcare@boppy.com



Place your order through these distributors:



Boppy® HC Feeding Pillow

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- Durable
- Latex-Free
- Comfortable

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
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McKesson	800.328.8111	722162	721458
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UHS	800.847.7368	2180102K	1348102K
WRS Group	855.510.6730	85794	85791
Canada Only			
McArthur Medical	800.996.6674	2180102K	1348102K





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Slipcover 48/Case



Works Cited - "Position your patients for breastfeeding success" Brochure, 2018

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