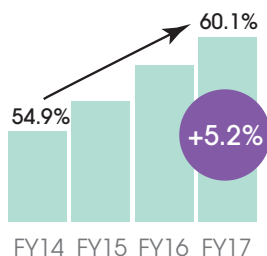


Breastfeeding Success at the City, County and State Level

The Common Resource to Support Breastfeeding Moms

CITY Welcome Baby
Los Angeles, CA



EXCLUSIVE BREASTFEEDING RATE AT BIRTH

Results:

In 4 years, a 5.2% increase in exclusive breastfeeding rate at birth.¹

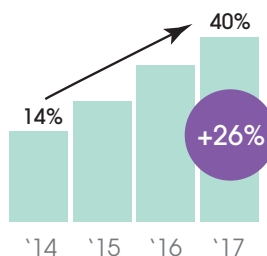
Funding:

Grant money from taxes

Resources:

- Prenatal Education
- **The Boppy® Classic Feeding and Infant Support Pillow**
- In-home RN visits within 72 hours of discharge

COUNTY Nurse-Family Partnership® (NFP) Program
Erie County, PA



% BREASTFEEDING AT 6 MONTHS

Results:

In 4 years, a 25% increase in breastfeeding rate at 6 months.²

Funding:

NFP supply line

Resources:

- Breastfeeding education from nursing staff
- **The Boppy® Classic Feeding and Infant Support Pillow**
- Access to lactation consultants via phone or home visit

STATE Women, Infant & Children (WIC) Program
Michigan



2017

47 AGENCIES, 200 WIC CLINICS

Results:

100% Standardization across the entire state of Michigan.³

Funding:

Residual funds at fiscal year-end, September 30, 2017

Resources:

- Prenatal Education
- **The Boppy® HC Pillow** distributed to 200 WIC clinics
- Lactation appointment after baby is born



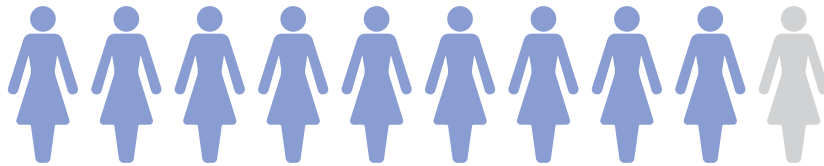


Feedback from Healthcare Professionals

#1

"The Boppy® Pillow still remains a #1 item for our clients, adding comfort to their breastfeeding experience."

—Mary Schultheis, President, Crescent City WIC Services, Inc.



9 out of 10 Childbirth Educators Recommend the Boppy® Pillow to Patients⁴



Item #: BC-BN-C2
2 per case



Item #: BC-HC-C2
2 per case



Item #: BC-SUC C48
48 per case



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or customerservice@perspectiveent.com



Positioning Patients for Success™

¹ Welcome Baby Home Visiting: Findings from the 36-Month Child & Family Survey and 3-Year Longitudinal Results. January 2018.

² Erie County Department of Health in PA, Breastfeeding Outcome Reports Data 2013 - 2017.

³ Interview with Julie Lothamer MS, RD, IBCLC, Breastfeeding Peer Coordinator, State of Michigan WIC Division.

⁴ 2016 and 2017 Boppy Healthcare Professional Survey.