

**U.S. CONSUMER PRODUCT SAFETY COMMISSION
LOG OF TELECONFERENCE**

SUBJECT: Commissioner Feldman and staff met with BFIDSA Representatives

DATE OF MEETING: July 12, 2022

LOG ENTRY SOURCE: COPF Staff

LOCATION: Teleconference

CPSC ATTENDEE(S): Commissioner Feldman, Doug Dziak, Thomas Fuller, Devin Humphreys

NON-CPSC ATTENDEE(S): Amy St. Germain (Co-CEO and Marketing Chief, The Boppy Company), Ashley Blankenship (Founder, Supported Season), Melisa Riehl (President and General Manager, Perspective Enterprises, Inc.), Jen Krohn (Chief Sales Officer, Snuggleme), Christine Wyman (Senior Principal, Bracewell LLP), Ed Krenik (Senior Principal, Bracewell LLP), Dylan Pasiuk (Government Relations and Policy Specialist, Bracewell LLP)

SUMMARY OF MEETING: Commissioner Feldman and staff met with representatives from the Breastfeeding and Infant Development Support Alliance (BFIDSA) to discuss infant nursing support pillows and any possible extension of a ban to cover such products.

MATERIALS RECEIVED AT THE MEETING: BFIDSA shared following information from a market study it commissioned:

When asked how many times a mother breastfed per day, 77% of new moms shared they breastfeed 4 or more times a day, with 37% between 4-7 times and 38% nursing 8 or more times a day.

	Respondents	Percentage
How many times do/did you breastfeed per day? [select one]	735	100%
0-3	170	23%
4-7	284	39%
8 or more	281	38%

The follow-up question was “How many times do you use your nursing pillow when breastfeeding?” 79% of the respondents use it at least half or more when breastfeeding. 32% use it most of the time, 27% use it every time and 20% use it at least half the time.

	Respondents	Percentage
How many times do/did you use your nursing pillow when breastfeeding? [select one]	735	100%
Most of the time	235	32%
Every time (100%)	198	27%
Fifty-Fifty	149	20%
n/a (do not breastfeed)	77	10%
Rarely	56	8%
Never	20	3%

The Juvenile Products Manufacturers Association, JPMA, provided consumer sales data for the category estimating 1.34 million new nursing pillows are sold each year. When this is coupled with the results above, it can be calculated that new nursing pillows are used for breastfeeding *at least 2.5 million times a day + 919 million times a year*. This estimate does not include nursing pillows that remain in the marketplace and are then used by the same moms with subsequent births or passed on to friends, family or donated.

Another question in the survey asked what the mother would use for breastfeeding support if she didn't have a nursing pillow. 75% stated they'd use a regular pillow. 34% and 33% would choose a throw pillow and blanket, respectively. 10% said nothing else.

	Respondents	Percentage
What would you use if you didn't have a nursing pillow? [select all that apply]	735	100%
Regular Pillow	552	75%
Throw Pillow	253	34%
Blanket	244	33%
Nothing	77	10%
Clothing (e.g. sweater)	75	10%
Toy (e.g. stuffed animal)	60	8%
Other	19	3%

As you are aware, pillows and blankets are not safer alternatives to nursing pillows, as evidenced in the [CPSC's Nursery-Products-Annual-Report-2020](#) .