

Child safety: self-feeding pillows

Our role

The CCPC is responsible for making sure that a range of consumer products sold in Ireland meet product safety requirements.

When a safety issue is identified, we will act where necessary to protect consumers and ensure that dangerous products are removed from the market.

What is a self-feeding pillow?

A self-feeding pillow is designed to hold a bottle, keep it in the baby's mouth and free up the parent's hands, allowing the baby to feed itself.

The pillow is placed around the baby's neck, the bottle is held in position by a piece of elastic or a pouch, and the baby is positioned on its back to feed itself without the assistance of a caregiver.

What are the safety risks?

Self-feeding pillows are dangerous products. They go against HSE safe bottle-feeding advice. When used as intended, they could lead to immediate serious harm or death from choking or aspiration pneumonia.



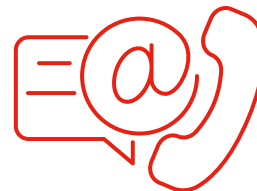
Action required

Consumers should not buy self-feeding pillows. If you have one in your home, you should immediately stop using it, and dispose of it safely so that it cannot be used by anyone else.

Businesses must immediately remove these products from the market as they do not comply with safety regulations and are dangerous products.

If you see these products for sale

If you see these products for sale in Ireland, either online or in retail stores, please contact the CCPC as soon as possible.



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Read more about safe bottle-feeding

Information on how to safely bottle-feed your baby is available on the HSE website at

www2.hse.ie/babies-children/bottle-feeding/how-to-give-baby-bottle/