

Stanbridge Lower School



We would be grateful if you could share this urgent safety alert with your channels. The news story can be found on [Gov.UK](https://www.gov.uk).

SAFETY ALERT: BABY SELF-FEEDING PILLOWS

An urgent safety alert has been issued today by the Office for Product Safety and Standards, for baby self-feeding pillows /prop feeders that present a risk of serious harm or death from choking or aspiration pneumonia. The public is urged to stop using them immediately and dispose of them safely.

Businesses selling these products must immediately remove them from the market as they cannot comply with the safety requirements under the General Product Safety Regulations 2005.

Baby self-feeding pillow products are designed to be attached to a bottle so that the baby may be positioned on its back to self-feed without the assistance of a caregiver holding the bottle and controlling the feed. This is inconsistent with NHS guidance in relation to safe bottle feeding.

When used as intended, even whilst under the supervision of a caregiver, it could lead to immediate, serious harm or death from choking or aspiration pneumonia.

Consumers, local authority trading standards services and businesses are asked to take specific action to cease use or remove these products from the market as advised below.

Action

OPSS has identified that this category of products will always be dangerous due to their design and intended use and can never be made safe.

Consumers

- Consumers should immediately stop using these products and dispose of them safely.

Businesses

- Must immediately remove these products from the market as they cannot comply with the safety requirements under the General Product Safety Regulations, 2005.
- Must comply with their obligations under product safety law.

Local Authority Trading Standards and Northern Ireland Environmental Health



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- Should identify and take appropriate action against businesses that sell baby self-feeding pillows as they do not comply with the safety requirements set down in the General Product Safety Regulations, 2005.

[Visit the Office for Product Safety and Standards web pages on GOV.UK](#) for further information and contact details.



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