

SAFETY ALERT: Baby self-feeding pillows

The Consumer Product Safety Office would like to alert consumers about baby self-feeding pillows (also known as prop feeders) which can pose serious risks of choking and suffocation to babies.



Baby self-feeding pillows enable a baby to be positioned on their back and attached to a bottle to self-feed without the assistance of a caregiver.

This creates risks of serious harm, death, lung infection, suffocation and ear infection from choking on the feed. Babies do not have the dexterity or cognitive ability to control the flow of bottle feed, know when to stop feeding, take action if they gag or choke, or raise alarm if something is going wrong. Babies also risk being smothered by the pillow when they move.

Consumers with such products are advised to stop using them immediately. Several jurisdictions including [Australia](#), the [United Kingdom](#) and the [United States of America](#) have also warned consumers on these baby self-feeding products.

Parents and caregivers are reminded:

- Never leave a bottle propped in a baby's mouth using a pillow, a self-feeding pillow, blanket, or other support, even if the product is marketed as safe or is used under the supervision of a caregiver. Bottle propping could cause your baby to choke or aspirate and result in immediate serious injury or death.
- Always hold and closely watch your baby when feeding with a bottle. Keep the baby semi-inclined. Never allow infants to feed unattended.

For more tips on choosing and using children's products safely, please visit the CPSO's [website](#).