



Comfortable Upright Birth

Information for Professionals



Better for mum, Better for baby.

www.CUB-support.com

References

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Product specifications

Maximum user weight 120Kg
Product weight 1.1 Kg
Material 0.300mm biocompatible PVC
Double layered thickness seat and floor covering
Two separate inflation valves/chambers
Complies with EN71



Design by designfanatics.co.uk



Contact

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Email contact for purchase advice:
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Our Facebook page:
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What is the CUB?

The CUB is a modern innovation of the traditional birth stool and the widely used birth ball. Its innovative design supports all of the advantages of an active labour and an upright position for birth. Lightweight, adaptable, comfortable and easy to clean, it needs no special equipment and can be used in any environment. The CUB is a simple, easy to use invention that can help to decrease common obstetric complications, reducing emergency intervention and caesarean section rates.

What does it do?

The CUB comfortably supports the mother in an optimal, but adaptable upright position throughout labour and birth; giving her and her baby an increased opportunity to achieve a safer, easier and more comfortable birth. Active and spontaneous position changes are facilitated and supported by the CUB making upright positions including sitting, kneeling, all fours and squatting easier to achieve.

What makes the CUB different from a birth stool or a birth Ball?

Traditional Birth Stools and the Birth Ball

Available birth stools can be prohibitively expensive for mothers, midwives or care facilities to purchase.

Birth Stools can be heavy, rigid and bulky to transport

Wood, metal, fibre glass and rigid moulded plastic can be hard and uncomfortable for mothers to use during birth.

Traditional birth stools are only used to give birth in a sitting position.

The traditional style of birth stools should ideally only be used for second stage and not for extended periods during labour. It is widely accepted that the hard surfaces of traditional birth stools can contribute to excessive perineal oedema and trauma. This can also contribute to increased post-partum blood loss.

The mother must be mobile and be able to use her legs to balance. Traditional birth stools cannot be safely used with an epidural or on a hospital bed. A birth ball can be a useful tool to use during labour as long as the mother is mobile, but cannot be used to sit upright on for the birth itself.

What does the research say about being upright during labour and birth?

- Being upright during labour and birth can increase the available space within the pelvis by 28-30% giving more room for rotation and descent ⁶
- Uterine contractions are more effective. Some preliminary studies have shown that an upright position in labour is as effective as an Oxytocin (Pitocin) infusion in stimulating contractions ⁸
- There is a 54% decreased incidence of foetal heart rate abnormalities when the mother is upright ⁶
- The length of the first stage of labour, between 3-10 centimetres can be significantly shortened when the mother remains spontaneously upright, active and mobile ^{1,7}
- Upright positions reduce the duration of the second stage of labour ^{3,6}
- Being upright has been shown to result in a 23% reduction in assisted deliveries- more space, less distress and a shorter labour results in fewer necessary interventions ⁶
- A 21% reduction in rates of episiotomy in women who give birth in an upright position ^{4,6}
- A 29% reduction in emergency caesarean sections ⁷
- Improved perineal integrity, less vulvular oedema ^{1,4}
- Reduced need for epidural ⁷

The C.U.B.

The CUB is an adaptable and affordable alternative that can be purchased by mothers or healthcare providers.

The CUB is small, inflatable and lightweight-easily packed into a bag ready to go to wherever you want.

The CUB is soft and comfortable while maintaining a stable support throughout labour AND the birth of the baby.

The CUB gives a comfortable and versatile support during labour; helping the mother to change position, from sitting, all fours, kneeling and squatting with ease.

The innovative design and construction of the CUB supports without causing any compression or restriction; this eliminates the potential for swelling and increased blood loss.

The CUB can safely be used even on a hospital bed if necessary. So if extra monitoring, medical care or an epidural is necessary then the mother can still benefit from being in the optimal position for baby to be born naturally.



Positions to use your CUB in:

KNEELING ▶



▶ PARTNER SUPPORT



◀ ALL FOURS

MIDWIFE SUPPORT
▼

SQUATTING ▶



◀ SITTING UPRIGHT



▶ LEANING ON A BED

RESTING ▶

