

The Real Nappy Campaign

Napp-E-News

March 2009

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New Campaign DVD

We now have a Real Nappy Campaign DVD, we have updated and re edited the original film produced by Sustainable Wales. The DVD is a great resource for showing to parents at any nappy talk, parent craft class or in ante natal clinics. It covers a wide range of topics such as health benefits, how easy real nappies are to use and the cost benefits. It also includes a hospital which uses real nappies on the wards and a nappy laundry service. If you would like a copy of the DVD or know someone else who could use one please contact Sian.

Real Nappy Week 2009

The theme for Real Nappy Week this year is cost. Saving money is at the forefront of everybody's mind at the moment, so what better time to explain the cost benefits of washable nappies. Washable nappies can save parents up to £500 on their first child even more on a second or third so we need to get the message across to parents. This can be done through press releases and events put on during real nappy week which runs from Monday 27th April to Sunday 3rd May. The aim for real nappy week is to do as many events as we can to get and much press coverage as possible.

Ideas for events include:

Nappuccino – This is an informal coffee morning or evening for parents to find out more about the benefits of washable nappies. It can be organised at any venue from a community centre hall to a local café depending on budget. Using a local café won't cost you any money to organise but you must check with the management that it is OK for you to use their premises. Once that is organised they will be more than happy to help you promote the event, one of the best ways to do this is by using posters, we have a stock of posters to promote events or you can design and print your own. Make sure that there are no other events that will clash with your Nappuccino like a baby and toddler group or a baby massage group.

Real Nappy Mountain – This is a very visual event that involves you creating a nappy mountain to show parents just how many black bags they will fill with disposable nappies over the 2 and a half years of nappy use. This event is best done outside so that you catch as many passersby as possible, a pedestrian area with lots of shops is best but you must check with the local authority if you are allowed to hold such an event where you would like to. You will also need a table and lots of washable nappy samples and leaflets.

Design a nappy competition – This is a good one for local authorities as they can involve the local press in it. This involves asking children to design a washable nappy for real nappy week, once all of the designs are in they are judged and the winning entry is made into a washable nappy and used by the council for their promotional activities. Washable nappies can also be embroidered with a local authorities logo which can either be used for promotion or given away as a prize. A model can be found for the winning nappy and press can be invited to take pictures and meet the winning designer!

Nappy giveaway – Local authorities can purchase washable nappy starter packs to give away during real nappy week. This can be done as part of a competition (maybe a question about how much money can be saved by using washable nappies) where there might be a 1st, 2nd and 3rd prize or in partnership with the local hospital it could be that the starter packs could be given to the first babies born during real nappy week. The story can then be fed to the press which would hopefully follow it up. Starter packs range from £30 upwards depending on your budget, second prize can be maybe 2 nappies and 3rd one nappy. There are plenty of washable nappy companies that will be able to give you some quotes.

Local authority real nappy web pages

A big thank you to all of the local authorities who have recently put washable nappies on their website for the first time or updated their web page. We are getting close to having all local authority sites in Wales containing up to date washable nappy information making it quicker and easier for parents to find out what advice is available to them locally. The new pages include: **Rhondda**

Cynon Taff <http://www.rhondda-cynon-taf.gov.uk/stellent/groups/public/documents/hcst/content.hcst?lang=en&textonly=false&xNodeID=2090>, **Vale of**

Glamorgan http://www.valeofglamorgan.gov.uk/living/environment/recycling_and_waste/living_sustainably/real_nappies.aspx, **Cardiff** [http://www.cardiff.gov.uk/content.asp?](http://www.cardiff.gov.uk/content.asp?nav=2870,4049,5290,5419&parent_directory_id=2865&id=7884&d1p1=1)

[nav=2870,4049,5290,5419&parent_directory_id=2865&id=7884&d1p1=1](http://www.cardiff.gov.uk/content.asp?nav=2870,4049,5290,5419&parent_directory_id=2865&id=7884&d1p1=1) and

Torfaen <http://www.torfaen.gov.uk/EnvironmentAndPlanning/RubbishWasteAndRecycling/RealNappies/Home.aspx>.

If any local authority needs any updated information about which washable nappy services operate in their local area please contact Sian.

Agent and Volunteers

We have another 2 nappy agents in Wales. Kathryn Elsmore owns the Babies@Rhos shop in Rhos-on-Sea, Colwyn Bay. Kathryn has used washable nappies on her own children and sells a range of nappies in the shop.

info@babiesatrhos.co.uk .

Ann-Marie Ablett lives in Cheshire but covers the Boroughs of Wrexham and Flintshire. Ann-Marie is an agent for the lollipop company who along with selling a range of their own nappies sell lots of other brands too.

www.teamlollipop.co.uk

Events

I have been attending the Bumps to Baby Roadshows organised by Powys Local Health Board (PLHB) recently. PLHB are arranging these roadshows all across Powys to provide parents with lots of information and advice about pregnancy, birth and parenthood. In this last quarter I attended Welshpool and Llandrindod Wells and as always there was lots of interest in washable nappies.

In the next quarter I will be in Brecon on Saturday 25th April and

Ystradgynlais on Saturday 27th June.

New Nappies

Nappeco is the original organic, PUL free pocket nappy. Using organic wool as a water resistant outer, there is no need for a polyester water-proof layer used in standard pocket nappy designs. It's made using felted 100% organic wool interlock and 100% organic cotton velour as a gorgeously soft and anti bacterial inner layer; it contains no polyester fabric and purely uses natural organic fabrics. Even the thread and the elastic used in this nappy are natural and organic, only the poly resin snaps are plastic based. Inserts can be bought separately. Currently available in natural wool outer with either a cream, lilac or yellow inner. This nappy is a birth to potty nappy making it even more eco friendly as you will be using far less washable nappies. Prices start from £17.50

www.nappeco.co.uk

Real Easy nappies are new to Hip Hip Baby and are an All in One (AIO) nappy. They come with a soft and stretchy PUL waterproof layer with a fleece lining to keep wetness away from baby's skin. These two layers form a pocket and inside this pocket is a microterry soaker attached to the fleece. Underneath is a hemp soaker pad which flaps out of the back of the nappy making it quicker to dry than other AIO's. Real Easies come in 5 sizes fitting from 4—45+ lbs and are available in a range of pastel colours. Prices start from £11.99. www.babykind.co.uk.

Contact us...

If you require any further information on any of the topics raised in this newsletter, please don't hesitate to contact us or visit our website.

If you have any events coming up in your area please let us know and we will add them to the website.

www.realnappies-wales.org.uk

