

The Real Nappy Campaign

Napp-E-News

July 2009

In this edition:

- New Local Authority Schemes
- Wide Spread Real Nappy Week Activities
- Local Authority Web pages
- Volunteers & Agents
- Working in the NHS
- Real Nappy Campaign Video
- Contact us



New Local Authority Incentive Schemes ££££

2 Welsh Local Authorities launched Real Nappy Incentive Schemes during this year's Real Nappy Week. Powys launched a scheme whereby every baby in Powys will receive a free cotton nappy and wrap. This is given to the parents during the midwives 36week visit showing what can be achieved with good partnership working. Parents receive the nappy and wrap along with a Powys Nappy Directory which gives information and advice about how to use cotton nappies as well as details of local and national stockists and agents. It is hoped that this scheme will show parents who have never thought about using real nappies just how much they have changed from the days of terry squares and boil-washing and it just might make them think twice about reaching for the disposables!



Caitlin, the first recipient of the real nappy packs, with Mum Joanne, Midwife Sara Mcaleese and Heather Bull from Powys County Council.

Victoria White the Real Nappy Coordinator for Pembrokeshire has also re-introduced the nappy incentive in Pembrokeshire. This consists of a cash-back scheme where parents can claim up to £60 back if they spend £150 or more on real nappies and £30 cash-back is also available when they spend £50 or more. The scheme is promoted throughout Pembrokeshire by Vicky and a full page advert was taken out in the local paper during Real Nappy Week. Vicky said *"I think it is very important to play an active role in the community when it comes to promoting something that is both good for our babies and also the environment"*.

At the end of RN week Torfaen Council launched their Real Nappy Voucher Scheme where Torfaen parents can request a £30 voucher towards the cost of buying real nappies. Parents are sent a Real Nappy Incentive pack including the voucher, leaflets of the 2 local nappy agents, a Sustainable Wales leaflet and a Gateway Credit Union flyer to highlight the low cost loan they can offer. These packs are posted to parents who telephone the Council for real nappy advice, given out at visits to ante-natal clinics and other talks and by the local agents working in the area.

Wide-Spread Real Nappy Week Activities

Well done to all of those who made a special effort to promote real nappies during this year's Real Nappy Week. Activities ranged from launching a new real nappy incentive scheme to running a Nappuccino and they all helped spread the word about washable nappies. Events ran in Gwynedd, Wrexham, Powys, Pembrokeshire, Bridgend, Caerphilly, Cardiff, Torfaen and Monmouthshire. Rebecca Blout, Waste Awareness Officer for Monmouthshire who took their display board to Neville Hall Hospital and County Hall in Cwmbran said *'It's about reminding people that there are practical (and cool) alternatives to disposables – sometimes you forget that the simple things work best'*, and continued *'we got a really positive response not just from expectant mums but dads and grandparents too. They were surprised to see the beautiful new designs ranging from polka dot to camouflage nappies which also make ideal for presents'*.

Local Authority Websites Get Real!

Yet more local authorities have now got a dedicated real nappy page including Pembrokeshire http://www.pembrokeshire.gov.uk/content.asp?Parent_Directory_id=107&nav=559,1504 , and a new look for Wrexham http://www.wrexham.gov.uk/english/env_services/community_services/real_nappies.htm and Powys <http://www.powys.gov.uk/index.php?id=5170> . There are now only 3 local authorities without a dedicated web page so keep up the good work!

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

Agents and Volunteers

We have gained 3 new agents in Wales since the last Newsletter. Natalie Copsey is a mum of two from Cwmbran who used disposables on her first child but couldn't bare to throw anymore waste in the bin when her second son came along. Natalie works for the nappy company 'Fill Your Pants' and is happy to give advice to parents in the Torfaen and Newport areas. Natalie is also one of the local agents who can redeem the new £30 voucher from Torfaen Council and can be contacted on 01633 869575, 07727 699437 or at nataliec2009@live.com
www.fill-your-pants.com

We also have 2 new Lollipop agents who live in England but are able to give advice and information to parents in North Powys including Welshpool and Newtown. Vicky Darke can be contacted on 01743 244818 or by e-mail on Vicky@simplynappies.co.uk, www.simplynappies.co.uk. Suzanne Galliers can be contacted on 01691 610936 or suzanne.galliers@btinternet.com www.teamlollipop.co.uk.



Working in the NHS – Real Nappy Friendly Ward Initiative

After all of the good work done with Local Authorities plans are to launch a new incentive scheme which we believe will help promote the use of real nappies to parents through the NHS in Wales. A Real Nappy Friendly Ward will be one which is prepared to make information on using real nappies readily available whilst highlighting to parents, in advance of delivery, that those intending to use real nappies can use their own on the ward during their stay. Once the resources and an agreement is in place to support real nappy users on the ward then the unit can be classed as gaining Real Nappy Friendly status. Information about which maternity wards or birthing centres are Real Nappy Friendly will be available on our website for parents to check and contacts will be made alerting the local press. Letters will be posted soon to all hospitals and birthing centres and Sian will be contacting all ward managers in July to ask if they would like to participate. So the call is for all midwives to help by stepping up to the challenge in making choosing real nappies an easy option for parents!

Real Nappy Campaign Video

Just a quick reminder that I now have the bilingual campaign video in digital formats including .mpg, .mov and .mp4. If you would like any of these digital videos to play on websites etc please contact Sian.

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

0845 456 2477

