

The Real Nappy Campaign

Napp-E-News

January 2010

In this edition:

Real Nappy Friendly Ward roll out
All change for the Campaign
Agents and Volunteers
Local Authority Work
Contact us



Real Nappy Friendly Ward Roll out

November saw the first of the birthing centres in Wales receive their 'Real Nappy Friendly' status awarded to them. The Foel birthing centre in Dolgellau hospital first in line and got their award, resources and nappy pack on the day of their open day on November 9th.



Photo: Sian Dando and Rosemary Darwell at Foel open day.

Real Nappy Friendly status shows the units commitment to supporting parents who have made the decision to use washable nappies and to other parents who wish to find out more about washable nappies.

“Midwives and maternity departments are the key to the effectiveness of this campaign and it is crucial that they provide this support and guidance,” said Sian Dando, the RNC’s development officer. *“We are looking to these NHS staff to lead the way as they are so well respected in society. Getting the ‘save-money’ and ‘save-environment’ messages across right from the start of a new arrival into the family is really important. I would like to thank all of the staff at the Foel Centre for supporting this initiative and hope that more hospitals in Wales will step up to the challenge.”*

The next birthing centre to take up the challenge was Caerphilly. Lesley Constance, Borough Manager for Caerphilly received the award for the centre and commented *'More parents are asking us about washable nappies at our parentcraft classes so this information box for parents will come in very handy on the ward and for use at the classes'*.



Photo: Sian Dando and Lesley Constance.

The last centre to receive their award before Christmas was Gwenllian ward at Bronglais Hospital. Sally Davies ward manager invited me to a ward meeting where I gave out the award explaining how the information box can be used. All of the midwives were keen to know more about real nappies and were pleased to find out how easy they are to use!



Photo: Sian Dando and staff of Gwenllian ward.

Sian will be visiting Llandrindod Wells in 2010 to give the awards to all of the Powys birthing centres along with Glan Clwyd, Ysbyty Gwynedd and Wrexham Maelor. Swansea, Neath Port Talbot, Bridgend and Newport are the only hospitals that have declined to take part of the scheme and we are hoping the rest of the birthing centres and wards will follow before the end of the project.

All change for the Real Nappy Campaign

The Real Nappy Campaign in Wales will be changing come April 2010. Sian's post which has been funded by the Welsh Assembly Government for the last 3 years will come to an end on 31st March 2010. There will be no dedicated officer for the Real Nappy Campaign after that date and Waste Awareness Wales (WAW) will be continuing with the NHS mails out and will also take over some of other duties such as keeping the website up to date, redirecting any calls or emails that come into the Campaign and sending out any resources that are requested.

The main emphasis will fall onto the 22 local authorities to provide parents with information and advice on real nappies. Templates of all of the campaigns resources are available from Sian before March or from WAW after then. We hope that local authorities will continue to work closely with local nappy agents, stockists and the NHS to provide local parents with the information, advice and support that they need. More information and contact names will be provided in the next and last edition of Napp-E-News.

Agents and Volunteers update

Congratulations to Rhian Green who runs MamiGreen based in Cardiff has had another child. Bethan Efa was born on 18th November 2009 and mum and baby are doing very well and we are sure brothers Gruffydd and Dafydd are helping Rhian to look after their new sister. Photo of the new arrival in her washable nappy!



Also Sam Deacon has taken over the nappy talks at the parentcraft classes at Ysbyty Gwynedd in Bangor and is already booked up until 2011!

Local Authority Work

There are now only 2 local authorities in Wales who do not have a dedicated real nappy page which are Anglesey and Gwynedd although Gwynedd do have copies of press releases sent out and some details of their £30 incentive scheme. All 20 other LA's have pages with real nappy information on and most have details of local suppliers.

7 out of the 22 LA's now have a real nappy incentive scheme including:

- Free Little Lamb nappy and cover from Powys Council.
- £75 voucher from Denbighshire Council.
- £30 voucher or nappy pack from Gwynedd Council.
- Free pack of 3 nappies, wrap and liners from Ceredigion Council.
- £30 voucher from Torfaen Council.
- Up to £60 cashback from Pembrokeshire Council.
- Pack of free nappies including prefold nappies, wrap and liners from Carmarthen Council.

These schemes are a great way of showing parents just how much real nappies have changed along with giving them a slight financial incentive to take the plunge and give them a go.

Real nappy promotion is always ongoing due to the fact that parents are only using nappies for a short time of their lives and new mums and dads need to be targeted constantly for the campaign to be effective, and with over 31,000 births in Wales every year there is a lot of work to do!



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. we will add them to the website.

Or if you would like to contribute to this newsletter please contact us.

www.realnappies-wales.org.uk

0845 456 2477