

# The Real Nappy Campaign Napp-E-News March 2010

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## **Goodbye and thank you**

The team at Sustainable Wales would like to say a big THANK YOU to all of the people who have helped us make this campaign successful over the past 13 years. For the last 4 years the Welsh Assembly has paid for our part time officer to develop and target the campaign. But this is sadly coming to an end on March 31<sup>st</sup>. Details of the changes are at the end of this letter, along with contacts for Georgina Taubman, from Waste Awareness Wales who will now be the main contact for the Real Nappy Campaign.

## **What Sustainable Wales has achieved**

In 1999 Sustainable Wales (SW) received support from the 'landfill tax' which enabled the charity to publish and launch the first all Wales real nappy conference and guide, 'Dumping the Diaper'.

This comprehensive guide became a best-seller, showing how reusable nappies, the health profession and laundry services can provide social, environmental, health and economic benefits. Resources were produced and a Wales-wide training programme began.

As SW progressed with a full-time officer in Cardiff and a part-time one in Torfaen, there came the development of SW's first social enterprise, "Gentle Touch Nappy Laundry Service". The cooperative supported nearly 800 customers across SE Wales with a cotton nappy collection, laundry and delivery service for over 6 years. This allowed families with young children to reduce their household waste output by half and has saved local authorities £thousands in landfill disposal costs.

As well as providing a domestic service, Gentle Touch, run by Natalie Sergeant, also serviced hospital maternity wards and day nurseries. On top of all this the company provided an educational programme of talks, displays and demonstrations aimed both at the general public and at professionals working in the waste and childcare sectors.

The company ceased trading in 2006 due to the difficulties in financing a social enterprise that was focused on the higher end of the waste hierarchy – waste reduction – rather than on recycling. The closure was extremely disappointing because the staff were dedicated to their work.

By now the funding from Biffa to the charity, allowed the production of some very high quality bilingual resources, whose images are still in use. These included leaflets, posters, DVD's and nappy guides. Community training and support especially during the annual real nappy week meant that there have been plenty of PR and media opportunities. Environment Agency Wales began to fund our part-time officer as landfill tax from waste companies, changed into local authority SRS funding from WAG.

Funding has always been difficult! June 2005 saw SW pay for 3 part-timers to work solely in the City and County of Swansea along with one day a week on the national campaign. Kathryn, Sian and Beti fulfilled this initiative until April 2008. During this campaign SW set up a nappy loan scheme which was accessed by over 120 people in the 3 years. These packs are still being loaned out today!

Next came the Welsh Assembly funding in April 2007 which enabled us to focus our attention on the Wales campaign. Working with important partners across the country including agents, volunteers, local authorities, midwives, credit unions and children's information centres allowed a co-ordinated and targeted approach.



Since the start of the this campaign we have published 12 newsletters, set up a dedicated website which has an average of 650 visits a month, provided all hospitals with a nappy display board, supported 5 local authorities to set up a nappy incentive scheme (making a total of 10 currently running some kind of scheme to encourage parents to try real nappies). We have also sent out over 10,000 leaflets.

## Real Nappy Friendly Ward update

Since the last edition of Napp-E-News Sian has carried on working with all of the maternity hospitals and units and has been busy running around presenting hospitals with their awards. The new awards include Bangor, Glan Clwyd, Wrexham, Pembrokeshire, Carmarthen, Neville Hall and all of the birthing centres in Powys.

The only hospitals in Wales that have not decided to be real nappy friendly are Royal Gwent, UHW, Llandough, Swansea, Neath Port Talbot and Bridgend.



Photo: Midwives at Withybush hospital accepting their award.

## Agent, volunteer and stockist update

In this final edition of Napp-E-News we thought we would list all of the agents and volunteers in Wales and what type of service they provide so that it can be kept by people for future reference.

**Rhian Green** of Mamigreen – Rhian lives in Cardiff and runs her business from home. She covers Cardiff, Caerphilly, The Vale of Glamorgan, Newport and will travel as far as Monmouthshire and Pembrokeshire if needed. Rhian can provide cloth nappy demos and talks, trial and starter packs as well as full time kits!

All information bilingual too! Monthly Nappuccino sessions in Café Junior, Cardiff CF24 4EH on the first Friday of every month 10am – 12.15pm and at Bambeans 307 - 315 Cowbridge Road East, Cardiff CF5 1JD 12.30 - 2.30pm the second Monday of every month. Contact Rhian on [post@mamigreen.co.uk](mailto:post@mamigreen.co.uk) or 029 20842038 or visit [www.mamigreen.co.uk](http://www.mamigreen.co.uk) and read her story later in the newsletter. Look out for promotions and giveaways during real nappy week 2009 on the Mamigreen website.

**Catherine Lewis** of South Wales Nappies – Catherine lives in Monmouthshire, operates the laundry service which services South Wales and runs a shop based in Sudbrook called Et Moi. The laundry service covers a wide area from Monmouthshire up to South Powys and up to Swansea on request.

Prices are available on the website. Catherine and her team offer nappy demonstration and talks and organise Nappuccinos in Et Moi. Their services also include nappy hire so parents can reduce their upfront costs associated with real nappies. Contact Catherine on 01291 427262, visit Et Moi, log onto [www.southwalesnappies.co.uk](http://www.southwalesnappies.co.uk) or email [info@southwalesnappies.co.uk](mailto:info@southwalesnappies.co.uk).

**Sam Deacon** Lollipop agent – Sam lives in Llanwrst and covers a wide area from North Gwynedd to Denbighshire. Sam offers home demonstrations, group talks and is hoping to set up some Nappuccinos soon. To contact Sam please ring 01492642275 or email [samidea-con@hotmail.com](mailto:samidea-con@hotmail.com).

**Lizzies' Real Nappies** – are based in Chester and offer personal advice to parents in Wrexham, Flintshire, Denbighshire and Conwy. They have a handy on-line nappy questionnaire that parents can fill in to help them decide on the type of nappy that might suit them. To contact Lizzies' Nappies call 01244 346797, email [info@lizziesrealnappies.co.uk](mailto:info@lizziesrealnappies.co.uk) or log onto [www.lizziesrealnappies.co.uk](http://www.lizziesrealnappies.co.uk) for more information about the services they offer.

**Jolene Roberts** of Babi Pur – Jolene runs the Babi Pur shop which is based in Porthmadog. Parents can pop into the shop for information and advice about nappies or log onto the Babi Pur website [www.babipur.co.uk](http://www.babipur.co.uk) to see the wide range of nappies. Jolene can be contacted on 01766 515240 or by emailing [shop@babipur.co.uk](mailto:shop@babipur.co.uk).

**Roanna Lawler** – A Babykind agent who lives in Llandrindod Wells and covers Llandrindod and the surrounding area. Contact 01597 829448 or email [roannalawler@hotmail.co.uk](mailto:roannalawler@hotmail.co.uk)

**Clare Unitt** – A Babykind agent based in Knighton and covers the local area. Contact 01547 529339 or email [clare.unitt@tiscali.co.uk](mailto:clare.unitt@tiscali.co.uk)

**Linda Hulme** – An independent agent living in Swansea. Linda sells a wide range of nappies and offers home demonstrations and telephone advice in and around Swansea. Contact [lindahulme@hotmail.com](mailto:lindahulme@hotmail.com)

**Natalie Copsey** – An agent for Fill Your Pants, Natalie lives in Cwmbran and offers home demonstrations, telephone advice and organises Nappuccinos in the local area. Natalie covers Torfaen, Monmouthshire and Newport.

**Beth Wilson** – A Babykind agent selling a wide range of nappies and based in Merthyr Tydfil and covering Merthyr, RCT and North Caerphilly. Contact 01443 710369 for more details.

**Kathryn Elsmore** – Runs the baby shop Babies@Rhos based in Rhos-on-Sea and is a very experienced real nappy user and offers a wide range of nappies and great advice to help parents choose the best type of nappy. Contact 01492 544733 or email [info@babiesatrhos.co.uk](mailto:info@babiesatrhos.co.uk).

**Hilary May** – Hilary is a volunteer living in Dinas Powys, Cardiff. She is on hand to offer advice to parents in the local area, face to face or over the phone. Hilary is also available to do group talks in the local area. Contact 029 20513364 or email [hilarymay@googlemail.com](mailto:hilarymay@googlemail.com).

**Caroline Davies** – Caroline lives in Carmarthen and along with selling a range of nappies she also works with the Council arranging the Nappuccinos where the free packs of nappies are given out and where parents can get lots of information and advice. Contact 01267 275630 or email [info@ecobabi.com](mailto:info@ecobabi.com)

**Catherine Chant** – A Babykind agent living in Anglesey sells a wide range of nappies and offers impartial information to parents in a LL65 postcode. Catherine also runs a website giving lots of information and advice - visit <http://holyhead-realnappy-network.moonfruit.com/#> or contact Catherine on 01407 761394 or mail [catherinechant@yahoo.com](mailto:catherinechant@yahoo.com)

**Melanie Johnson** - A Lollipop nappy agent based in Bridgend who offers free home demonstrations in Bridgend and the surrounding areas including Neath, Port Talbot along with advice over the phone or by email. Call 01656 749690/07739370470 email: [demo@little-lion.co.uk](mailto:demo@little-lion.co.uk) for demo or information or [sales@little-lion.co.uk](mailto:sales@little-lion.co.uk)  
To order online please go to [www.little-lion.co.uk](http://www.little-lion.co.uk)

**Suzanne Galliers** – Suzanne is a Lollipop agent who lives just over the border but covers North Powys. She offers parents free home demonstrations and attends the Roadshows organised by Powys midwives.  
Contact 01691 610936 or email [suzanne.galliers@btinternet.com](mailto:suzanne.galliers@btinternet.com)

**Christine Richardson** – Christine and her business partner Sarah Hyde run a nappy business called Nappy Go Lucky and are on hand to give parents in Carmarthen information and advice about real nappies. They have a comprehensive website and sell a wide range of nappies online. Contact Christine on 07826 788893 or email [christine@nappygolucky.co.uk](mailto:christine@nappygolucky.co.uk)

## **The story of Mamigreen**

### What is the inspiration behind the business?

When Gruffydd, my son, was born I didn't want to be one of those families filling up 156 black rubbish bags with disposables over the 2.5 years he would be wearing nappies. I felt so passionately about this and wanted to be out there asking parents to consider using cloth nappies to help save the environment – and their wallets!  
By the time Dafydd was born, 2 years later, Mamigreen had developed into a company specialising in cloth nappy sales and advice as well as providing sales of organic and natural toiletries for little ones.  
Parents are no strangers to the expensive world of bringing up babies, but some parents are proving that there are opportunities to reduce waste and save money during these gloomy economic times. At a time when many families are looking for extra ways to save money Mamigreen is there to help and advise on cloth nappies and related products. As a mum and paediatric nurse, I believe that the material in direct contact with a baby's sensitive skin is central to his or her comfort. For the first few years of the baby's life, this primarily means the baby's nappy.

### Names and ages of children:

3 children - Gruffydd is 6yrs old, Dafydd is 3 yrs old and Bethan is 12 weeks old

### How do I balance work and home life day to day?

Mamigreen is very much a family business. Joel, my husband provides me with encouragement and constant support, Bethan is my chief nappy tester, whilst Dafydd helps out in my nappuchino sessions with leaflet dropping!

However, I mostly provide cloth nappy advice and information during the evening when the children are asleep.

### What are your aims for the future?

Everyone needs to know that the UK throws away 3 billion disposable nappies every year and that providing parents follow simple guidelines when using cloth nappies they can all make a difference.

Mamigreen will continue to strive and encourage all parents to give their baby a natural start in life by supporting a sustainable future for all our children – and at a price everyone can afford.

## **The way forward**

After Sian has finished her job at the end of March all enquiries will be handled by Georgina Taubman a Waste Reduction Officer for Waste

Awareness Wales. Georgina will:

Staff the hotline number

Deal with any emails that come into the campaign

Update the website

Post any leaflets need by partners

Continue with the NHS mail out

Support local authorities and

Provide template press releases.

Please send Georgina any information you would like to have on the website and ensure that she has your up to date contact information so she can signpost people who call and email the campaign to you.

Georgina's email address is [georgina.taubman@wlga.gov.uk](mailto:georgina.taubman@wlga.gov.uk) and her phone number is 02920 468617, her postal address is:

Waste Reduction Officer

Waste Awareness Wales

Welsh Local Government Association

Local Government House

Drake Walk

Cardiff

CF10 4LG

## **Waste Awareness Wales**

Waste Awareness Wales (WAW) is a national consumer campaign designed to promote behaviour change. Funded by the Welsh Assembly Government since 2002, WAW promotes the 'actions' that people can take to help manage our natural resources in a more sustainable way. Our campaign messages cover the importance of **waste reduction, re-use, recycling** and **recovery**.

We also deliver the national 'recycle for Wales' campaign which blends national media advertising with 'grass-roots' support for local awareness campaigns.

### **Waste Awareness Wales' key campaign messages:**

#### **Reduce/Reuse**

It's easy to reduce or reuse the waste we create at home. If we waste less, we save our money, resources and our environment.

#### **Recycle**

Recycling does make a difference. Every item you recycle will save a piece of our planet for the future. It protects our limited natural resources.

#### **Waste treatment**

Our waste is a resource. Developing new waste treatment methods will help turn non-recyclable waste into a rich source of renewable energy. Landfill is not an option.

#### **Participation**

Recycling schemes only work if people take part. We need to do more. To reduce our carbon footprint we all need to recycle as much as we can, as often as we can.



**Once again we would like to thank all of our partners that have supported the campaign over the years. We hope you continue to provide parents with the impartial information and advice needed and give Georgina your full support.**