

REAL NAPPY NEWSLETTER

The Campaign for Real Nappies

Spring 2003



REAL NAPPY WEEK 7-13 April 2003

We are all flat out at the Real Nappy Project in the run up to Real Nappy Week 2003. But the success of the Birmingham conference (see p.2 article: 'Meacher says real nappies change 'throwaway society') and the recent triumph in the ASA appeal (see below) has put wind in our sails so it's full speed ahead.

We were delighted to welcome so many real nappy enthusiasts to the conference in Aston University and to get the chance to put faces to such a lot of well-known names! Thank you everyone who attended and let's hope even more of you get the opportunity to come to the next one.

The recent ASA Council decision to overturn their earlier ruling on both counts of our appeal is very welcome news to us and to all those who rely on us to provide information.

'CHOICE' is the theme of Real Nappy Week 2003, highlighting the variety of styles of real nappies in contrast to plain old paper and plastic. We are encouraging anyone who has a selection of nappies in mint condition to arrange a display in their local area. Your displays will then form one of a whole network of nappy exhibitions all around the country during the Week. In the past, some people have found it difficult to drum up local media coverage, but when their local activities were put in the context of a national event, they got the publicity they needed. We are aiming to maximise impact by presenting a co-ordinated programme of activities around the country. If you would like to join the many people displaying nappies, contact your local council or maternity hospital and ask for display space or get in touch with the nappy team at WEN if you need assistance in finding a venue. Many local groups have already organised their Nappy Week events and activities providing inspiration for others: Merton Real Nappy Network have invited Michael Meacher to launch their Real Nappy Week campaign; Cambridgeshire Real Nappy Network will be touring the county in an Environmental Bus equipped with a large display of nappies, while a member of the newly formed Tarka RNN (see p.4) will be dressed up in a 'nappy to fit' with a display in Braunton market during the Week. Whatever you have planned to do, whether it's a display, leaflet distribution, and/or press releases/articles to local press, please let us know so we can add to your publicity drive with centralised media information. A list of activities, events and supporters will be posted on the WEN website before Real Nappy Week. For further details about the week visit www.wen.org.uk.

Any local authorities wishing to order support materials should do so as soon as possible. An order form can be downloaded from www.wen.org.uk/nappies.

The Real Nappy Association's new Nappy Line will also be officially launched during the week. (See p.3 for more information).



Meacher praises real nappies at the Birmingham Real Nappy Conference.

WEN WINS APPEAL AGAINST 'FLAWED' ASA ADJUDICATION

The Advertising Standards Authority (ASA) Council in February overturned its earlier adjudication upholding complaints by the disposable nappy industry against a Women's Environmental Network (WEN) information leaflet. It accepted WEN's appeal that the original decision was 'substantially flawed'. "The success of our appeal is a landmark in the struggle between an environmental charity and the huge companies which profit from environmentally costly products," said Ann Link, WEN Co-ordinator. She added: "The ASA's decision that our figures were substantiated shows people can rely on WEN for accurate and well-researched information. We hope the disposables industry will desist from applying undue pressure on charities, small companies and local authorities and allow UK parents to make a properly informed choice."

The Council has found that the following statements were substantiated: (This data has since been updated. Visit www.wen.org.uk/nappies).

- 'The UK alone produces about 800,000 tonnes of nappy waste per year... the total national cost of this single use, limited customer product is £40 million a year'.
- 'Use your money for better things! Savings from using real nappies for a first child alone can amount to £600!'

The complaints against the leaflet, which went out of print in March 2002, were lodged by the Absorbent Hygiene Products Manufacturers Association (AHPMA). AHPMA represents the interests of Procter & Gamble and Kimberly Clarke, the largest nappy manufacturers in the UK. The UK disposable nappy industry is worth nearly £500 million a year but its market is diminishing due to the fall in the birth rate.

WEN did not appeal two points about synthetic chemicals in disposables as the wording in the leaflet had already been updated before the complaint by the AHPMA, making an appeal an unnecessary waste of WEN's limited resources. The ASA had already rejected a fifth point of complaint contesting the number of nappy changes needed per day. You can download the full adjudication, issued on February 26 2003, from www.asa.org.uk.



Sustainable Wales
Cymru Gynhaliol



Women's
Environmental
Network



COPY CHECK - A note to nappy projects/groups preparing promotional material

It is not necessary to send draft leaflets to be approved by the AHPMA. A (unbiased) source of advice already exists in the Advertising Standards Authority's Committee of Advertising Practice (CAP) Copy Advice Team. Turnaround is said to be very fast. Visit www.cap.org.uk for online advice at your fingertips. Tel: 020 7580 4100 or email: copyadvice@cap.org.uk

Meacher says real nappies change 'throwaway society'

WEN hosted a conference in Aston University, on February 10, 2003. It was well attended by local authorities and nappy activists with a keynote speech by Michael Meacher, Minister for the Environment. He praised real nappy schemes for helping transform the culture of Britain away from a "throwaway society", and said: "...switching to reusable nappies is an important symbol of behaviour change".

The conference came at an important moment in the waste sector, with the Government's Strategy Unit recommending more real nappy schemes be set up. "We've got to encourage people to minimise their waste and that, of course, is where you come in, in quite a big way", Mr Meacher told delegates.

Mr Meacher praised WEN for its work in promoting the use of real nappies to reduce the numbers of disposables going to landfill. He said "...I do have a really high regard for Women's Environmental Network and I think they are a very effective organisation."

Details of the conference and Michael Meacher's speech can be found on www.wen.org.uk. For anyone without internet access please email nappies@wen.org.uk or call the nappy team at WEN for a hard copy of Michael Meacher's speech and/or WEN's press release about the day.

What is needed for more progress on preventing waste? Ann Link, WEN Co-ordinator, led the final session of the day to discuss what more needs to be done to prevent waste.

"The Strategy Unit plans to reduce the growth in waste from 3% to 2% a year," she said. A major part of the plan is nappy waste prevention, which will get a share of the £5 million allotted to waste prevention/minimisation. If the plan is implemented, the aim is to get almost a quarter of households with babies using real nappies in three years and to maintain this level afterwards."

Ann estimates there could be 50 councils with bigger strategic projects by 2004, increasing to 160 the next year and 300 in 2006. The number of households in each council area would rise to an average of 1,850 to give the target of over half a million households with babies using real nappies by 2006.

So, what will be needed for this to happen?

Consensus at the conference was that the following were needed:

- WEN and RNA to continue their enthusiastic leadership of Real Nappy Week;
- more support for real nappy groups and local authorities;
- more activity by real nappy companies;

- nappy agents in every area to advise parents of the choice they have, and
- a call centre to put people in touch with their nearest local agents;
- nappy services expanding to most areas;
- advice and training for other council departments, especially economic development to assist existing and new businesses;
- continued pressure on the NHS to have a real nappy policy.

There needs to be a steep rise in the number of hospitals with real nappies on ward. Encouraging examples are the Royal Sussex Hospital which estimates a saving of £12,000 a year (a nappy on-ward policy has been in place since May 2002), and St. Michael's Hospital in Bristol. St. Michael's recently carried out an audit which identified nappies as making up 10% of total clinical waste equating to about 20 tonnes per year and £8,800 per year in disposal costs. The pilot scheme estimates that £3,000 a year can be saved.

Local authority delegates strongly agreed that a support network was needed. This could be modelled on the Local Authorities Recycling Advisory Committee (LARAC) which could hold regular sponsored conferences and regional meetings.

Michael Meacher said he hoped that the awareness gained from real nappies could spread to other environmental issues such as composting. Lucy Tudor from Bristol's Recycling Consortium confirmed his point by saying that when talking nappies with parents she was often asked for help with other issues and frequently fetched compost bins and recycling boxes for parents. She said mothers with babies really start thinking about children's future.

Mo McManus from Bristol's Recycling Consortium talked about giving free sets of nappies to very young parents "because I want you to spread the word". Teenage mothers are keen to use something that is the very latest idea, and information must come from within their group. Prefolds can be the new terries - simple, and people make them work. There is also a huge advantage in being non-commercial - information is trusted more than from companies.

Real nappy campaigners have their say

In a very short space of time many topics were discussed and feelings about the current situation for activists shared. The overriding issues were the need for more central support to activists and local networks, for instance on such urgent topics as how to obtain funding. At the moment support is based upon the regular newsletter, information from the WEN and RNA websites and general support available from the nappy project at WEN but there now needs to be some form of ongoing debate/forum where everyone can have access at any time so a chat room on a website would be ideal.

Feedback from the conference will be used to inform the work of the nappy project for the rest of this year, the five-year plan and new grant applications.

NAPPY PARTNERSHIPS INDEX

Nappy partnerships are on the increase and many groups and local authorities are finding the index a useful source of information.

Visit

www.wen.org.uk/nappies/nappypartnerships
for further information.

ARE YOU...a cloth nappy agent, retailer or nappy network?

If so, you need to ENROL on the Real Nappy Association's new contact list.

The contact list will be used on the new Nappy Line, a dedicated phone line making it so much easier for people to find a local contact for good advice. It will also be available online at www.realnappy.com.

Being on the list has a number of advantages to agents, retailers and networks as the phone number and website address will:

- go out with every RNA nappy information pack;
- be on the RNA answering machine and RNA website;
- be published on press releases etc...; and
- be a neutral, non-commercial, permanent contact for local authorities, hospitals, midwives, health visitors and national media to give out or publish.

The list will be officially launched during Real Nappy Week 2003 (7-13 April).

Contact Lucy Watson on 01983 401959
or email: twosheds@brigolea.freeserve.co.uk

NEWS

New local groups

Real Nappy Networks have emerged in recent weeks in Croydon, Cumbria, Devon, Hull, Leeds, Tarka (north Devon and Torridge) and northeast Scotland so welcome to everyone! (see p.4 for contact details)

West London Real Nappy Nights Established in 1996

Come to a nappy night held on the 2nd Tuesday of every month. You can look at the various real nappies on the market and discover what will work for you, your baby and your lifestyle.

All aspects of nappy use will be covered, environmental cost, financial cost and health implications. Please phone to book as these evenings are very popular. Tel: 020 8568 4913.

And for anyone in Hampshire, Denise Windle invites you to a Nappy Coffee morning on the last Friday of every month, from 10-11am. The first meeting is on March 28, 2003.

DIARY DATES

8-9 March International Women's Day

7-13 April Real Nappy Week

10-11 May Natural Parent Exhibiton, Cheltenham.

Contact: Lollipop Children's Products
Tel: 01736 799512

17 May WEN North Wales Toxic Tour and Conference. Contact: Janet Williams
Tel: 01978 820819,
email: wenwales@yahoo.co.uk

27 April - 3 May Composting Awareness Week.
Contact: Composting Association,
Tel: 01933 227878,
www.compost.org.uk

5 June Scottish Real Nappy Conference.
Contact: SoniaMcLay@aol.com

Check out this website and get creative
making your own nappies!!
www.thenappymill.com

Nursery changes mind about cloth nappies

Brenda Jones, a real nappy using Mum, challenged her nursery's attitude to cloth nappies when her 15 month old was initially refused entry because of wearing them. The reason given was that using real nappies in the nursery would be 'unhygienic' and that there were no facilities for sluicing them. After taking the matter further by contacting social services, environmental health and OFSTED, Brenda Jones found out that there is no official policy in place in terms of what type of nappy children should wear. OFSTED said that it's basically up to the nursery. When Brenda reported this news back to the nursery and sat down with the manager to explain about real nappies it was decided to allow her to use them on her baby.

Brenda writes: 'The nursery hadn't actually checked with environmental health, they had just gone off things they had been told in the past... They have refused children before because they wear cloth nappies and I told her I was sad that I'd had to fight and that they should keep up to date with what's going on. I was quite proud of myself but I had to do it because it's something that I believe in. I hope that it will open the door to other children and the parents won't have to fight like I did. Basically the nursery was misinformed and didn't check for themselves.'

HAVE YOUR SAY!
NEWSLETTER:
Copy deadline: 15th June 2003

CONTACTS LOCAL

Bedfordshire Real Nappy Network
Charmian Roberts 01933 411 084

Brighton & Hove Real Nappy Network
Kim Jackson 01273 292 254

Bristol Real Nappy Information Service
Eva Fernandes 0117 924 5080
64 Gloucester Road, Bishopston, Bristol BS7 8BH
Recycling Consortium: Real Nappy Project -
Mo McManus 0117 930 4355

Cambridgeshire Real Nappy Network
Tami Brown 01223 509 837; tami@realnappy.net, www.realnappy.net

Cheshire
Emma Storey 01625 261 003; storeyrj@bluecarrots.com

Coventry Real Nappy Campaign
Hilary 02476 712 197
118 Sir Henry Parkes Road, Coventry CV5 6BJ
Jennifer Vaudin 02476 714 942; jennifer@vaudin.net

Crewe and Nantwich Sustain Ability Alliance
Local Nappy Campaign 01829 260 114
Rowan Cottage, Bunbury Common, Bunbury, nr. Tarporley,
Cheshire CW6 9QD

Croydon Real Nappy Network
Kate Blackburn 020 9680 7707; kate.black-burn@btopenworld.com
Kat Weller 020 8657 5451; kat_weller@hotmail.com

Cumbria (Allerdale Campaign on Real Nappies)
Nicola Latimer 01228 712 699; nappies@cotton-baby.co.uk

Derbyshire Real Nappy Network
Emily Robe 01332 572 779
info@derbyrealnappies.co.uk, www.derbyrealnappies.co.uk
19 Ellesmere Avenue, Wilmorton, Derby DE24 8WD

Devon (Exeter Area)
Melanie Lester 01392 668 930; melanielester@tinyonline.co.uk

Gloucestershire
Jayne Burke 01242 604 312

Hampshire
Denise Windall 02392 526 107

Hertfordshire Real Nappy Network (Get Real)
Louise Palmer 01727 873 421; getrealnappies@yahoo.com

Hull Real Nappy Network
Samantha Pickering 01964 527557; HullRNN@aol.com

Ipswich Real Nappy Network
Tel: 0870 2461693;
www.ipswichrealnappynetwork.org.uk

Isle of Wight Real Nappy Advisory Service
Lucy Watson 01983 402 386; twosheds@brigolea.freereserve.co.uk
Brig Olea, Lower Road, Adgestone, I.W. PO36 OHL

Lancashire Real Nappy Network
Hilary Gregson 01772 712 768; hilarygregson@hotmail.com
Michelle Atkin 01254 708 923; Michelle.Atkin@dsl.pipex.com

Leeds Real Nappy Network
Vicky Peel 0113 288 7038
v.peel@btopenworld.com, www.leedsnappynetwork.co.uk

London (west): West London Real Nappy Campaign
Sarah Spoor 020 8568 4913
127A Twickenham Road, Isleworth, Middlesex TW7 6AW

London (south east and south central)
Orla McElroy 020 8690 8716; orla@mcfs.freereserve.co.uk
Hen Boxer 020 7622 5629; hb@hboxer.demon.co.uk
Vinnie Barnes 020 8488 0892; vinbim@netscapeonline.co.uk

Manchester Real Nappy Network
Kim Williams 0161 282 6357
Joan O'Rafferty 0161 941 1618
62 Ashfield Road, Altrincham, Cheshire WA15 9QN

Merton Real Nappy Network
Sarah Lodge Witham 07944 286458; merton_rnn@yahoo.co.uk

Newcastle Real Nappy Network
Ann Pedlar 0191 285 4519; pedlars@telco4u.net
Jo Dale 0191 246 1204; slamp@clara.net

Oldham Real Nappy Network
Hilary Smith 01706 840 650; hillie@lineone.net
Jo Korny 01706 848 631; jo@triplethreat.fsworld.co.uk

Oxfordshire Real Nappy Network
Jenny Hogan 01865 880 952; ORNN@jhogan.co.uk

Pennine Real Nappy Network
Alison Knight 01924 496 434
Rachel Murray 01484 646 120

Peterborough Real Nappy Project
Fran Hunter 01733 334 016; franuneric@aol.com
29 Dingley Court, Westwood, Peterborough PE3 7AP
Sue Flower 01733 349 907

Shropshire Real Nappy Network
Jancis Vaughan 0870 7771137; info@shropshirenappy.org.uk
6 Bryn Road, Shrewsbury SY3 8PQ

Somerset
Helen Watkins, 105 Burge Crescent, Cotford St. Luke, Taunton TA4 1NU

Staffordshire Real Nappy Network
Rachel Bentley 01543 306 778; bentleyfamily@ntworld.com

Stafford Reusable Nappy Group
Maggie Setterfield 01785 244 232
3 South Street, Stafford ST6 2DX

Tarka Real Nappy Network (North Devon & Torridge)
Sonda Withers 01271 814 627; sondawithers@aol.com
Alison Townsend 01271 329 076, Karen Clarke 01237 471764

Thames Valley Real Nappy Network
Michaela Chaplin 01344 441 349
info@thamesvalleynappies.co.uk, www.thamesvalleynappies.co.uk

York
Tracy Johnson 01904 611 736
24 Crossfield Crescent, Fulford, York YO19 4QJ

CONTACTS SCOTLAND

Edinburgh Real Nappy Network
Jane Lewis 0131 669 5591; info@ernn.org.uk; www.ernn.org.uk
252 (1F2) Portobello High Street, Edinburgh, EH15 2AT

Fife Real Nappy Network
Sandra Gardener 01334 657542; gardener.dendaro@btinternet.com
Dendaro 9a Newtown, Cupar, Fife KY15 4DD

Highland Real Nappy Project
Penny Lawson 01479 821114; hrnp2001@hotmail.com
Nethybridge Pottery, Grantown on Spey, PH26 3NH

Julie Paton - The GRAB Trust Ltd c/o Argyll & Bute Council,
Municipal Buildings, Albany St. Oban PA34 4AW
Tel: 01631 567948 Fax: 01631 567917 julie.paton@argyll-bute.gov.uk

Northeast Scotland Nappy Support Group
Laura McGill 01224 587419; clothnappy@aol.com

Perth and Kinross Real Nappy Network
Mel Nicoll 01350 727 695; mel@polney.freereserve.co.uk

CONTACTS NATIONAL

Sustainable Wales
1st Floor, 41 John Street, Porthcawl, CF36 3AP
Real Nappy Project delivering awareness raising programmes
for health visitors / midwifery sectors / local authorities in Wales.
Tel: 01656 783 405 Fax: 01656 771 900
sustainablewales@btconnect.com www.sustainablewales.com

National Association of Nappy Services
Find out where your nearest laundry service is. They supply
everything, and sterilise nappies to NHS hygiene standards.
Tel: 0121 693 4949 www.changeanappy.co.uk

Extra-Large Real Nappy Network
For information on real nappy products suited for older children /
adults, contact Tim Brown, Tel: 01386 700 293.
If engaged call 01386 701 428 and leave a message.

The Women's Environmental Network is a non-profit national membership organisation working to educate, inform and empower women and men who care about the environment. Active local groups and a quarterly newsletter.
PO Box 30626, London E1 1TZ.
Tel: 020-7481 9004. nappies@wen.org.uk

The Real Nappy Association brings together real nappy companies, the National Association of Nappy Services, environmental groups and concerned individuals in a Campaign for Real Nappies. It provides practical support, including contact with other members, advice on adult incontinence. Quarterly newsletter and **DISCOUNTS ON NAPPIES.**

Real Nappy Project www.realnappy.com
PO Box 3704, London SE26 4RX www.wen.org.uk
The Project, a joint WEN / Real Nappy Association effort, is the central source of information and advice on all nappy-related issues, for local authorities, health professionals, the media and individuals. It promotes parental choice and prevention of disposable nappy waste. **FOR A FREE PARENTS' INFORMATION PACK (INC. LIST OF SUPPLIERS) SEND A LARGE SAE WITH TWO STAMPS ON IT.** Packs for health professionals and local authorities also available.

Yes, I would like to become a member of:

The Real Nappy Association (£7) _____

WEN (£15) _____

Joint (£18) _____

I would like to make a donation: £.....

Name

Address

Tel

Email

Please return and make cheques payable to:
REAL NAPPY PROJECT.