

To register for the financial reward, please complete and return this form to: **Waste Management Service, Staffordshire County Council, Development Services, Waste Management Services, Riverway, Stafford. ST16 3TJ.**

Personal information obtained for the purpose of the Scheme will be held in accordance with the Data Protection Act 1998 and may be used and shared with others for lawful purposes including the prevention, detection and investigation of fraud.

I would like to register for the county's cloth nappy financial incentive scheme

Child's name:

Address:

Telephone number:

Where did you hear about the campaign?

Email address:

Local authority to which you pay your council tax:

Signature:

Date:

Child's Date of Birth:

Name of parent/carer:

Postcode:

nature & stamp of health visitor:

Date:

A copy of Birth Certificate must accompany this form for payment to be made

I confirm that the above name, D.O.B. and address are correct and I have witnessed the above child using cloth nappies.

Working towards equality for all.

If you need a copy of this information in large print, Braille, another language or on cassette, please ask us.

Tel: 01785 277452

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When you have finished with this booklet please recycle it

For local information

Staffordshire County Council **01785 277452**
 Staffordshire Moorlands District Council **0345 605 3014**
 Newcastle-under-Lyme Borough Council **01782 742592**
 Stafford Borough Council **01785 619402**
 East Staffordshire Borough Council **0800 269 098**
 Lichfield District Council **0845 002 0022**
 South Staffordshire Council **01902 696203**
 Tamworth Borough Council **0845 002 0022**
 Cannock Chase District Council **01543 462621**
 Stoke City Council* **01782 234234**

Cloth nappy contacts

Staffordshire New Nappy Network **www.snnn.org.uk**
 Real Nappy Association **www.realnappycampaign.com**
 Real Nappy Helpline **0845 850 0606**
 Women's Environmental Network **0207 481 9004**
www.wen.org.uk

*Please note £30 cashback does not apply to Stoke on Trent



£30 CASH BACK



**real nappies
real choice**

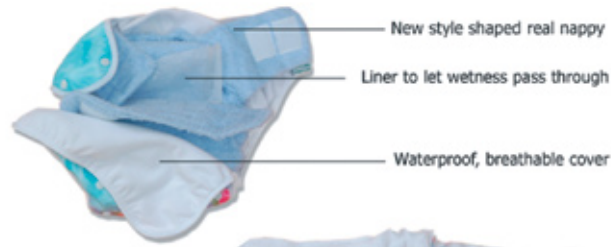
Real choice

Did you know that by the time their baby is potty trained most parents will have completed between 4,000 to 6,000 nappy changes? The good news is that mums and dads now have real options with nappies; we're talking REAL Nappies.

Real nappies are an easy-to-use, practical alternative to disposables and they are cheaper and reduce rubbish going to landfill, which is why more families are choosing them. It's official, real nappies are really cool!

Real easy to use

There's not a safety pin in sight with real nappies, so they're simple to use. They come in lots of modern and funky styles that fasten easily with poppers, velcro or nifty little plastic grips so the nappy fits your baby snugly. A liner goes inside the nappy to keep baby dry and catch solids. Many liners are biodegradable and can be flushed away. Washable liners are also available. To prevent leaks - most real nappies are covered with a breathable waterproof cover available in colourful designs.



Real savings

The total cost of using real nappies can be half that of using disposables. Further savings can be achieved by using the same real nappies for your second or third child.

Home washing offers the greatest savings - costs can be as low as £1.00 a week including the price of detergents and energy. There is no need to soak or pre-wash nappies, just wash at 60°C.

Real rubbish reduction

Eight million disposable nappies are thrown away every day in the UK and are mostly landfilled or incinerated. Cut your household rubbish by up to half and help the environment by choosing real nappies.

Used disposable nappies contain raw sewage and are estimated to make up to 4% of total household waste. In Staffordshire this amounts to 18,000 tonnes of nappy waste per year (that is 1,500 refuse trucks full of nappy waste per year).



Large amount of resources including trees, oil and chemicals are used each year to produce disposable nappies for the British market. Cloth nappies are the original breathable nappies; they have no oils or chemicals to absorb liquid, just the natural absorbency of the cloth.

Real cool!

Taking the real nappy option is all about exercising your right, as a consumer and a parent, to make an informed choice between real nappies and single-use disposable nappies. It reduces rubbish going to landfill and helps your pocket.

Of course, real nappies don't have to be an 'all or nothing' option. You may still prefer to use disposables when travelling or away from home. Most people find, however, that once they've made the change they want to 'keep it real'!

The Staffordshire Councils are working together with local cloth nappy organisations to encourage reduction in household waste.

A financial reward of £30 per child is available for using cloth nappies. If you are not already using cloth nappies with your child and would like to do so, or if you are pregnant and would like to use cloth nappies when your child is born, please contact any of the organisations on the reverse of this leaflet for further information.



Go on, give them a try – real nappies are really cool

