

Bullies target children who wet the bed

An online survey from the children's charity ERIC has revealed that two thirds of parents think children who wet the bed will be bullied at school. ERIC, the only UK organisation dedicated to supporting children and families suffering with bedwetting, has launched the Dry and Mighty Campaign to raise awareness of the problem.

Two thirds of parents surveyed also thought their child wetting the bed was the worst thing that could happen during a sleepover at a friend's home. Three quarters of parents think bedwetting has a large effect on childhood happiness, while half believe it has a very large effect on a young person's self-esteem.

ERIC's Director, Jenny Perez, said: "Bedwetting can have an enormous impact on the lives of the 1 in 12 children and young people affected. Our website message boards show many upsetting experiences from children and teenagers who have been bullied because they wet the bed. Bedwetting can have a large effect on a child's social life and educational attainment, and bullies often single these children out because they are different.

"The Dry and Mighty campaign will tell children and parents loud and clear that they are not alone. Things can be done to overcome or manage bedwetting and ERIC can help. This year, we want to reach even more families to help their children have uninterrupted nights, enjoy sleepovers and become Dry and Mighty!"

Campaign information postcards and posters will be distributed nationwide and the campaign will take over ERIC's Twitter and Facebook pages throughout June. Meanwhile, a number of celebrities and medical experts will help boost the campaign's profile.

ERIC celebrity supporters include Lynda Bellingham, Floella Benjamin and Julie Walters.

ERIC is grateful to HippyChick and Ferring Pharmaceuticals for sponsorship for this year's campaign.

Ends.

For further information or images, please contact:

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Notes:

ERIC (Education and Resources for Improving Childhood Continence) is a national children's health charity dealing with bedwetting, daytime wetting, constipation and soiling in children and young people. ERIC provides information, support and resources to families and health professionals on childhood bladder and bowel problems.

Ways to contact ERIC:

- Telephone Helpline 0845 370 8008 (open from 10 am – 4 pm on week days)
- Website www.eric.org.uk
- Text 447 624 811 636

ERIC endorses the multi-award winning range of HippyChick mattress protectors. For more information please visit www.hippyChick.com or call on 01278 434440.

Bedwetting facts

- 1 in 12 children and young people are affected by bedwetting
- 1 in 6 five year olds, 1 in 7 seven year olds, 1 in 11 nine year olds and 1 in 50 teenagers are affected by bedwetting
- The problem is more common in boys than girls, especially in the younger age groups
- ERIC estimates that bedwetting costs families an extra £2,000+ a year in terms of extra washing, clothing etc