

Floella Benjamin supports summer campaign to help children conquer bedwetting

Children's TV star, Floella Benjamin, is supporting a national family charity's awareness raising campaign to help children and families overcome bedwetting.

The Dry and Mighty campaign from ERIC reaches out to the 1 in 12 UK children and young people who wet the bed encouraging them or their families to contact ERIC for information and support to manage or overcome the problem. Thousands of children dread summer camps, sleepovers and holidays because they wet the bed long after they expected it to stop. The campaign promotes the support and information that's easily available on the end of the phone and online.

Speaking about ERIC, Floella Benjamin said; "Right now across the UK, over half a million children wet the bed. So it's not just you and your family going through these problems – tens of thousands of others are in the same boat. But help is at hand. ERIC has over 20 years of experience in helping families manage and overcome bedwetting. Call the ERIC Helpline 0845 370 008 or visit www.eric.org.uk and you and your family can beat bedwetting!"

A recent survey from ERIC revealed that two thirds of parents think that wetting the bed is the worst thing that could happen to a child on a sleepover with friends. The survey also found three quarters of parents think bedwetting has a large effect on childhood happiness and most believe that a child who wets the bed is very likely to be bullied as a result.

ERIC Director Jenny Perez said: "This year, we want to reach even more families to help their children have uninterrupted nights, enjoy sleepovers and become Dry and Mighty! The support from Floella Benjamin will help us raise awareness of the campaign and reassure thousands of children and parents that they are not alone with bedwetting. As a mother and children's TV presenter, Floella understands children and she knows that something like bedwetting can really upset and affect a child's confidence and happiness."

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