

Bedwetting is the worst thing to happen on a sleepover, new survey reveals

Two thirds of parents think their child wetting the bed is the worst thing that could happen during a sleepover at a friend's home, according to a new survey by family charity ERIC (Education and Resources for Improving Childhood Continence).

The survey, carried out online this month, also revealed three quarters of parents think bedwetting has a large effect on childhood happiness and half believe it has a very large effect on a young person's self-esteem. Most believe that a child who wets the bed is very likely to be bullied as a result.

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. The campaign launches in June and will run throughout the summer months to increase awareness of just how difficult summer sleepovers can be for children and young people who wet the bed, encouraging families to contact ERIC for support.

ERIC Director, Jenny Perez said: "We know bedwetting affects one in 12 UK children and teenagers every night and that most of the half a million young people affected dread summer sleepovers and holidays as a result. 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 the problem and ERIC can help, with specialist expertise and years of experience.

"An awareness-raising campaign last summer saw calls to ERIC's telephone Helpline rise by a third, with visits to www.eric.org.uk soaring. 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, posters and a 'viral email' 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; actors Julie Walters and Tony Head, Dr Chris Steele and Denise Robertson (of ITV's *This Morning*), Dr Miriam Stoppard (*Daily Mirror* advice column and TV broadcaster), Deidre Sanders (*The Sun's* 'Dear Deidre' agony aunt).

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