

## **Lynda Bellingham backs family charity's summer campaign to help children conquer bedwetting**

Star of Calendar Girls and Loose Women, Lynda Bellingham, is backing Dry and Mighty, a summer awareness raising campaign from ERIC, a national children's charity. The Dry and Mighty campaign will raise awareness of bedwetting and encourage families to come forward for information and support to manage or overcome the problem.

1 in 12 children and young people 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, Lynda Bellingham said; "In life, there are little things that can have a really big impact on a family and bedwetting is one of those things - but it doesn't have to be. ERIC is a fantastic charity and is able to pinpoint this issue. By contacting ERIC, families can stop childhood bedwetting becoming a big thing that takes over their lives.

"Any parent with a child who wets the bed knows how the embarrassment makes it hard to talk openly about it. The child can be afraid to take part in fun sleepovers or school camps, in case anyone finds out. So it's reassuring to know help is at hand. The ERIC Helpline (0845 370 8008) is available Monday to Friday 10am-4pm on and the website [www.eric.org.uk](http://www.eric.org.uk) has lots of information too."

Lynda, who is a mother of two grown up sons, met with ERIC last week during the recording of ERIC's Radio 4 Appeal, which will feature the actress appealing on behalf of the charity. The appeal will air in June to raise awareness and much needed funds.

ERIC Director Jenny Perez said: "We are delighted that Lynda Bellingham has chosen to support ERIC and our Dry and Mighty campaign. Lynda really understands the pressures of being a mum and how something like bedwetting can impact on family life. This year, we want to reach even more families to help their children have uninterrupted nights, enjoy sleepovers and become Dry and Mighty!

"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. But research shows that currently, only one in three families come forward for help. Our summer campaign will reassure thousands of children and parents they are not alone, increasing awareness of just how difficult sleepovers can be for young people who wet the bed. Information postcards, posters and a 'viral email' are being distributed nationwide."

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

### **Ends.**

A photograph of Lynda Bellingham is attached for your use in connection with this news release.

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](http://www.eric.org.uk)
- Text 447 624 811 636

ERIC endorses the multi-award winning range of Hippyck mattress protectors. For more information please visit [www.hippyck.com](http://www.hippyck.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