



Education and Resources
for Improving Childhood Continence



ANNUAL REVIEW 2010-11

LEARNING, CARING, PREVENTING

ABOUT US

ERIC (Education and Resources for Improving Childhood Continence) is a national charity providing information, resources and support to families and health professionals dealing with bedwetting, daytime wetting, potty training, constipation and soiling in children and young people.

1 in 12 children and young people in the UK struggle with continence issues. Children often feel humiliated, isolated and might even be bullied. It can be stressful for families too. Parents often feel there is added pressure on family life, isolation and embarrassment, not to mention the strain and cost of extra washing and changes of clothes and bedding.

MISSION

To reduce the suffering caused to children by bedwetting, daytime wetting, soiling and associated conditions, and their prevalence within the UK, by:

- Educating, informing and supporting
- Reducing the stigma
- Increasing research
- Communicating good practice

MESSAGE FROM DIRECTOR & CHAIR

This year was a significant year for ERIC and for childhood continence. Not one, but two sets of NICE (National Institute of Health and Clinical Excellence) Guidelines launched focusing on Constipation in Children and Young People and Nocturnal Enuresis in Children. We now have very clear guidance from NICE as to what children, young people and their families should expect from health services. ERIC was a stakeholder with NICE and we were able to contribute to the final version of both guidelines.

ERIC launched both sets of guidelines at the 6th International ERIC Conference, held in December and despite the challenging weather conditions most delegates made it, a true sign of commitment. ERIC received a grant from the Department of Health to disseminate the guidelines and the conference was part of this work. Demand was so high, that for the first time ERIC sold out! More seminars were offered later in the year to accommodate those who couldn't attend. The professionals ERIC works closely with are committed, enthusiastic and passionate about improving childhood continence services. ERIC is an important link, a champion for children, families and health professionals and a voice that is often heard within government. There is still a long way to go in improving childhood continence services across the UK and we continue to bring this to the attention of government and health officials.

ERIC won a PR award this year for its summer campaign. ERIC has made significant steps with the media to come on board and now we need to keep the pressure up as this is such a strong communication tool to reach parents and families who need us most. We continue to embrace social media as it is proving to be an effective way to deal with such a sensitive subject.

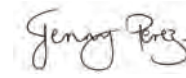
Eager to communicate with hard to reach groups, ERIC embarked on a pilot project with teenagers – encouraging them to find their way through the maze of wetting and soiling problems and contact ERIC for help and support.

The School Toilet Award was launched – ERIC's opportunity to improve access and toilet facilities within schools whilst we continue to lobby for official change in the School Premises Regulations – a number of schools have already achieved the award and we hope this encourages more to step forward.

ERIC is a small charity but a vital charity for those children, young people and families that have nowhere else to turn. The utter relief we hear when we explain to parents that they are not alone is heard time and time again – with your continued support we can reach more people. We want to help children and young people enjoy their lives, and realise that help is at hand. We do hope you will join us in this quest.



Professor Eric Thomas
Chair of Trustees



Jenny Perez
Director



INFORMATION & HELPLINE



"MY SON AND I THINK YOU ARE A FABULOUS ORGANISATION. WITHOUT ERIC'S HELP AND GUIDANCE I WOULD PROBABLY HAVE GIVEN UP AND MY SON WOULD HAVE THOUGHT HE WAS THE ONLY CHILD IN THE WORLD WITH THESE ISSUES."

"THANK YOU SO MUCH, YOU HAVE GIVEN ME MORE INFORMATION IN THE LAST 5 MINUTES THAN I HAVE HAD IN MONTHS FROM THE CONSULTANT. THEY ARE SO BUSY THEY DON'T HAVE TIME TO EXPLAIN THINGS IN THE WAY YOU DO."

0845 370 8008
WWW.ERIC.ORG.UK

These words, written by parents, show how important it is for families to receive the individual support they need to understand and overcome childhood continence problems. Without this support, many of the 3,228 families who contacted ERIC in 2010/11 would continue to suffer in silence.

The ERIC Helpline offers a unique service providing time to listen and non-judgmental, confidential expert information and support backed up with a website and printed resources. Feedback from parents shows that this is just what they need. We know that for many families, contacting the ERIC Helpline is the first time they have spoken to someone who understood what they are coping with every day.

"THE HELPLINE WORKER I SPOKE TO WAS EXCEPTIONAL IN TERMS OF LISTENING TO WHAT I HAD TRIED, HEARING MY THOUGHTS AND HELPING ME PLAN THE NEXT STEPS AND GIVING ME REASSURANCE THAT THIS IS REALLY COMMON IN CHILDREN."

Childhood continence problems can be extremely isolating for families and for children themselves. By ensuring the ERIC Helpline can be contacted by telephone, email, text, letters and through the website, we ensure that we are available to everyone that needs our support.

In 2010/11, parents were the largest group to contact the Helpline and a significant number of health professionals also accessed ERIC's information and support services. The number of complex calls to the Helpline continued to increase and there was an increase in calls encompassing behavioural problems around toileting. 4.5% of enquiries to the Helpline related to children with special needs who had toileting problems.

In 2010/11 the Information and Helpline section received funding from Children in Need to produce two leaflets and a poster specifically targeted at teenagers. These resources were developed with the help of four teenage forum groups and have been distributed throughout the South West. They have been widely advertised and are available on request or to download from the website.

South Gloucestershire Council funded outreach sessions to four parents groups on childhood continence problems. The outreach sessions were warmly welcomed by local groups and helped many families identify how they could manage or resolve wetting and soiling problems.

With more than 8,000 visitors a month, ERIC's website continues to be an important resource for children, teenagers, parents and professionals to find information on childhood continence. Additional web pages on soiling and constipation were added to the website receiving a positive response. 468,673 web pages were viewed during 2010/11.

ERIC's message boards continued to be very popular, with more than 600 messages posted by children, young people and parents seeking support. Our message boards enable contacts to benefit from support from others who have experienced the same problems and help confirm they are not alone. In 2010/11 22,814 people viewed the messages on the message boards. Occasionally if a response to a message board enquiry doesn't receive feedback, the Helpline seeks to ensure messages never go without a response for more than a couple of days. We responded to about 14 ERIC messages each month.



CAMPAIGNS & PR



ERIC's Banish the Wee Horror campaign was recognised by the Chartered Institute of Public Relations (CIPR) and won a Gold award at the West of England CIPR PRIDE Awards 2010. The ERIC Conference was featured in a special edition of Nursing Times and we received coverage on national breakfast television – a first for ERIC!

Childhood continence problems, can be difficult to talk about and we are extremely grateful to the families that come forward to share their experiences, helping raise awareness of our work. This year, we reached over 14 million people through our media coverage, letting them know that ERIC exists to help. Coverage included interviews on Daybreak and Radio 4 Women's Hour and articles in the Times, the Daily Mail and the Daily Express.

June saw the return of the Banish the Wee Horror awareness raising campaign, now in its third year. The campaign aims to increase awareness of bedwetting encouraging families to contact ERIC for information and support. ERIC targeted the press with news stories, leaflets and posters were distributed across the country and a viral email was released. The campaign received a great response from the public and many celebrities provided their support including; Julie Walters, Anthony Head (Buffy and Little Britain actor) Dr Miriam Stoppard (Daily Mirror advice column and TV broadcaster), Deidre Sanders (The Sun's 'Dear Deidre' agony aunt), Denise Robertson and Dr Chris Steele (ITV's This Morning), and Dr Sarah Brewer (Health writer and TV broadcaster). The campaign successfully raised awareness of bedwetting and ERIC's services. Helpline calls rose by a third, and website visits increased by 20%.

ERIC's social media presence continues to grow and develop. Daily, we engage with families, organisations and health professionals about childhood continence issues to raise awareness and to offer information and support.

We continue to work hard to achieve media coverage particularly in the national press and on television. We know that many families suffer alone with childhood continence problems and hearing about these issues more often might just be the push they need to get in touch.

CAMPAIGN UPDATE

This year, the main focus of the Bog Standard campaign has been the School Toilet Award. The award, which launched nationally in October, was created to recognise schools that care about their pupils' toilets and encourage those that don't to focus on this important yet frequently overlooked aspect of school life. School toilets might be the smallest rooms in the school but they can have one of the biggest impacts on pupil health, education and happiness. In fact, research from the UK Youth Parliament put the figure as high as 1 in 4 pupils at secondary school level suffering from a range of health problems all directly related to poor toilets and restricted access.

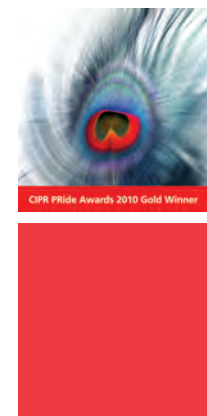
The School Toilet Award aims to create change at school level, which is crucial while we continue to lobby the government for better toilets. A dedicated section of the Bog Standard website has been created to provide information and resources. Open to all schools in the UK, including special schools, maintained and non-maintained and British schools overseas, it follows several years of piloting with some Healthy School teams. Schools can enter the award online or by post. Several schools have gained the award so far, with two awarded the higher School Toilet Award with Distinction, reserved for schools of an exemplary high standard. Both these schools are in areas of deprivation demonstrating just what can be achieved. The Bog Standard team has worked on publicising the award and raising awareness of the importance of good toilets for pupils.

Surveys sent out to health professionals and schools (both teachers and pupils) just prior to the launch showed the need for an award to raise standards: 62% of schools still have complaints from pupils about their toilets with poor facilities, lack of toilet paper and smelly toilets were top of the list. 1 in 10 schools admitted there was no toilet paper for pupils, 13% that cubicles had missing locks and the same number lacked sufficient supplies of soap. All schools asked agreed that there should be a minimum standard for school toilets, and 61% welcomed a school toilet award scheme.

The Bog Standard campaign received a grant from The Taylor Family Foundation which funded the creation of the new award section of the website and for publicity flyers. We are grateful to Armitage Shanks and Albany Healthy Schools for their continued support.

ERIC continues to lobby and campaign for a change in the School Premises Regulations and works closely with the Paediatric Continence Forum to achieve this aim.

 [FACEBOOK.COM/ERIC.CHARITY1](https://www.facebook.com/ERIC.CHARITY1)  [TWITTER.COM/@ERIC_UK](https://twitter.com/@ERIC_UK)



CONFERENCE & SEMINARS



ERIC provides specialist training for professionals working with children and young people on a range of childhood continence problems, including nocturnal enuresis, toilet training including children with special needs and daytime wetting and soiling.

This year, we provided training for 500 professionals including GPs, paediatricians, school nurses, community nurses, health visitors, nursery nurses and school staff. ERIC's training educates and empowers professionals to ensure children and their families receive the best care.

"EXCELLENT STUDY DAY, EXTREMELY USEFUL AND VERY INFORMATIVE! I NOW FEEL MORE CONFIDENT IN ASSESSING PATIENTS AND FEEL MORE KNOWLEDGEABLE ON THE WHOLE. THANK YOU!"

In December, we hosted the first event to introduce both new NICE Guidelines relating to childhood continence. ERIC's biennial conference took place in Birmingham and despite snowy weather, over 250 professionals attended. The event was a great success and 93% of delegates felt the conference met their expectations.

"I REALLY ENJOYED ALL OF THE CONFERENCE AND WILL GO AWAY WITH PLENTY OF INFORMATION AND RESOURCES. IT IS GREAT TO SEE HOW FAR WE HAVE COME, BUT THERE IS STILL A LONG WAY TO GO. I FEEL MORE EMPOWERED TO MAKE A CHANGE."

Due to the success of the conference, ERIC held three further training days focusing on the NICE guidelines. By ensuring health professionals have a clear understanding of new recommendations and the most up to date knowledge, ERIC improves the experiences of children and families when visiting health services.

Our training days are constantly updated with new research and findings and we ensure delegates get plenty of time for case studies and discussions. Our next big step will be to deliver the ERIC Conference 2012, which will be hosted in conjunction with the International Children's Continence Society (ICCS). This will provide excellent networking opportunities and the chance to hear from international speakers.

PAEDIATRIC CONTINENCE FORUM (PCF)

The PCF continues to provide an active political voice for children and young people with continence difficulties. Over the course of the year, with the support of parliamentary advisers Portcullis Public Affairs, the PCF has contributed to government consultations and engaged MPs and Peers, securing parliamentary questions and an Early Day Motion. The Forum has corresponded fruitfully with Ministers and sustained active links with senior civil servants at the Departments of Health and Education as well as with NICE.

In addition to political activity, the PCF has undertaken a survey of Primary Care Trusts in England to find out how paediatric continence services are faring with the current NHS changes and cutbacks. This revealed that only 50% of Primary Care Trusts/GP consortia have a continence service that treats all continence problems.

The Forum comprises 10 nurses and doctors and seven companies who provide the financial backing. During the year, we were delighted to recruit two highly experienced clinical members, as well as AstraTech Ltd. Members attend political meetings and are consulted by email between the quarterly planning meetings.

We always make it clear that we are an ad hoc lobby group, with no formal structure, but with clear aims and objectives and close links to ERIC.

During the year, the PCF has worked with NICE to produce their first Commissioning Guide for paediatric continence and with the Department of Health to publish an Exemplar Care Pathway for a child with learning difficulties. There is now greater government awareness of the need for proper integrated continence services overseen by a trained lead professional. The challenge now is for paediatric continence to be in the mainstream for commissioning and service delivery nationally—an ongoing task for the PCF!

DR PENNY DOBSON MBE

Chair: Paediatric Continence Forum



TRADING & FUNDRAISING



ERIC provides a unique service of being a 'one stop shop' not only can you receive information and support about childhood continence but we can listen, and offer suggestions about suitable products to help manage the problem.

2010/2011 saw some significant changes in trading at ERIC. For the first time ERIC has a dedicated Sales Manager, recruiting from the commercial sector enables ERIC to be competitive in the market place and also gives greater emphasis on the marketing of the products we sell.

The ERIC webshop was integrated with the main ERIC website, an important part of knitting together the various elements ERIC has to offer. Now, when website users access information pages, related products are clearly displayed. These products can make life a whole lot easier for children and parents and allow them to undertake everyday childhood activities like swimming or camping without worrying so much about their continence issues.

The NICE bedwetting guidelines referred to alarms as a successful way of treating children. ERIC is one of the leading UK providers of alarms we are a central contact for PCT's, health professionals and parents. We hope that because we offer so much more than just alarms, that we receive more customers as a result.

New products continue to come to market, often created by parents of children with continence issues who have spotted a gap. This year saw new bedding, daytime wetting, toilet training and bedwetting products. ERIC is often a point of reference for these products and we are happy to be consulted.

FUNDRAISING

Income generated from fundraising in 2010/2011 increased significantly from the previous year. The foundations that were built up in a previously tough year really paid off. ERIC continues to have a Trust Fundraiser in post and thanks to another generous donation from the Sylvia Adams Charitable Trust; this has now become a full time post within ERIC.

In total, we raised 35% above our target and received some significant grants throughout the year. We were fortunate to receive two grants from the Department of Health. The first was through the Third Sector Grant programme and focused on the dissemination of the two sets of NICE Guidelines on childhood continence.

The second grant was from a Palliative Grant programme and ERIC was encouraged to apply as children with complex health needs (including those with life limiting conditions) often require support with their continence needs. ERIC's grant will go towards information leaflets, training and website information for parents and health professionals who need to access this information.

Early in the year members of the ERIC team and friends took part in a Dragon Boat race. With no training at all we reached a respectable 9th position and raised over £2,000!

Fundraising appeals were sent to supporters in June and December, the combined income was £5,000 – ERIC continues to be grateful to all those individuals who support us, and we hope this is an area we can continue to grow.

ERIC identified reaching teenagers as an area that needs developing. We secured a grant from Children in Need, to pilot a reaching out programme for teens to raise awareness of ERIC's services; this will be evaluated in 2011/2012.

ERIC is fortunate to have a supportive and committed Board of Trustees and with their support, we held a lunch reception at the University of Bristol in October. Guests heard a compelling talk from a parent of a young person who has continence issues, they also heard from the Director and Chair of Trustees. The event was successful at increasing local networks and also achieving its aim of increasing funds from individuals, trusts and foundations.

ERIC has a number of corporate supporters, the majority of which are connected through their business to the cause, we are grateful for ongoing support and hope we can continue and grow these vital partnerships year on year.

Fundraising is firmly established within ERIC and we feel ready to make the next step. As well as increasing and building on established trust work, we will look to increase our individual giving and community fundraising.



FINANCE & GOVERNANCE

INFORMATION ON TRUSTS

We are grateful to all the charitable trusts and foundations that support ERIC. Without your gifts, we would be unable to reduce the suffering experienced by children and their families.

WE ARE ALSO GRATEFUL TO ALL OF ERIC'S CORPORATE SUPPORTERS.

Albany Facilities Limited
Astra Tech Limited
Brolly Sheets
Coloplast UK Ltd
Dry Like Me
Ferring Pharmaceuticals Ltd
Ideal Standard (UK) Ltd

Hippyck
Malem Medical
Norgine Pharmaceuticals Ltd
The Children's Mutual
The Phoenix Consultancy
Procter & Gamble UK
Tangible UK

OUR FUNDERS INCLUDE:

Department of Health
Scottish Executive
The Freemasons' Grand Charity
The John Ellerman Foundation
The Henry Smith Charity
The Taylor Family Foundation
The Sylvia Adams Charitable Trust

TRUSTEES' STATEMENT

This summary financial statement is only a summary of information derived from the charity's statutory financial statements and does not contain sufficient information for a full understanding of the financial affairs of the charity. A full copy of the Trustees' Report and Financial Statements is available from ERIC on request. The auditor has issued unqualified reports on the full annual financial statements and on the consistency of the trustees' report with those financial statements. Their report on the full annual financial statements contained no statement under sections 498(2)(a), 498(2)(b) or 498(3) of the Companies Act 2006.

INDEPENDENT AUDITOR'S STATEMENT TO THE MEMBERS OF ERIC

We have examined the summary financial statement for the year ended 31 March 2011 which comprises the Statement of Financial Activities and Balance Sheet.

RESPECTIVE RESPONSIBILITIES OF THE TRUSTEES AND THE AUDITOR

The trustees are responsible for preparing the summary financial statement in accordance with applicable United Kingdom law. Our responsibility is to report to you our opinion on the consistency of the summary financial statement with the full annual financial statements, and its compliance with the relevant requirements of section 427 of the

Companies Act 2006 and the regulations made thereunder.

We also read the other information contained in the summarised annual review and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summary financial statement.

We conducted our work in accordance with Bulletin 2008/3 issued by the Auditing Practices Board. Our report on the charity's full annual financial statements describes the basis of our opinion on those financial statements.

OPINION

In our opinion the summary financial statement is consistent with the full annual financial statements of ERIC for the year ended 31 March 2011 and complies with the applicable requirements of section 427 of the Companies Act 2006, and regulations made thereunder.

We have not considered the effects of any events between the date on which we signed our report on the full annual financial statements (19 July 2011) and the date of this statement.

25 August 2011

Bishop Fleming,
Chartered Accountants
and Statutory Auditors, Bristol

STATEMENT OF FINANCIAL ACTIVITIES FOR THE YEAR ENDED 31ST MARCH 2011

INCOMING RESOURCES	Restricted Funds 2011 £	Unrestricted Funds 2011 £	Total Funds 2011 £	Total Funds 2010 £
Incoming resources from generated funds:				
Voluntary income	220,834	57,390	278,224	246,986
Activities for generating funds		223,414	223,414	214,642
Investment income	-	365	365	442
Incoming resources from charitable activities	-	125,030	125,030	73,296
TOTAL INCOMING RESOURCES	220,834	406,199	627,033	535,366
RESOURCES EXPENDED				
Costs of generating funds:				
Fundraising costs of grants and donations	-	56,973	56,973	90,794
Commercial trading operations costs	-	245,714	245,714	185,267
Charitable activities	197,180	125,672	322,852	320,433
Governance costs	-	4,636	4,636	4,225
TOTAL RESOURCES EXPENDED	197,180	432,995	630,175	600,719
MOVEMENT IN TOTAL FUNDS FOR THE YEAR - NET INCOME/(EXPENDITURE) FOR THE YEAR	23,654	(26,796)	(3,142)	(65,353)
Total funds at 1 April 2010	17,564	153,052	170,616	235,969
TOTAL FUNDS AT 31 MARCH 2011	41,218	126,256	167,474	170,616
FIXED ASSETS				
Tangible assets		1,528		1,528
CURRENT ASSETS				
Stocks	41,420		25,903	
Debtors	67,780		60,136	
Cash at bank and in hand	181,116		222,209	
	290,316		308,248	
CREDITORS				
amounts falling due within one year	(124,370)		(139,160)	
NET CURRENT ASSETS		165,946		169,088
TOTAL ASSETS LESS CURRENT LIABILITIES		167,474		170,616
CHARITY FUNDS				
Restricted funds		41,218		17,564
Unrestricted funds		126,256		153,052
		167,474		170,616

The financial statements have been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006 and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008).

ERIC'S LINKS



**“PLEASE TALK TO THE ERIC HELPLINE
– THEY ARE FANTASTIC – JUST TO
TALK TO SOMEONE WHO LISTENS AND
UNDERSTANDS IS BRILLIANT”**

**“I CAN'T PRAISE THE ERIC HELPLINE
ENOUGH. I WISH WE'D HAD PEOPLE
LIKE THIS AT THE CLINIC MY SON
WAS REFERRED TO. I WOULD ALSO
RECOMMEND THE MESSAGE BOARD -
IT WAS A FANTASTIC HELP”**

PRESIDENT

Dr Roger Morgan OBE,

Children's Rights Director for England, based at Ofsted; Director,
The Enuresis Treatment Service

PATRONS

Niall Dixon

Dr Miriam Stoppard

Baroness Jenny Tonge

BOARD OF TRUSTEES

– as at 31 March 2011

Professor Eric Thomas (Chair)

Jonathan Bentley (Treasurer)

Sir Ian Carruthers OBE

Dr Tim Chambers OBE

Sandie Foxall-Smith

Stephanie Franklin

Lorna Montgomery

Fiona Tudge

Maggie Weber

CLINICAL ADVISORY COMMITTEE FOR ERIC

– as at 31 March 2011

Dr Anne Wright, Consultant Paediatrician,
Guy's and St Thomas' NHS Foundation Hospital Trust
and Southwark PCT, London (Chair)

Liz Bonner, Lead Nurse Continence, Haringey Whittington Health

Dr Eve Fleming, South Warwickshire NHS Foundation Trust

Hilary Langan, Paediatric Continence Nurse Specialist

June Rogers MBE, PromoCon Team Director

Lizi Snushall, Teacher, Uffculme School, Birmingham

Dr David Samson, Consultant Clinical Psychologist,
Coventry and Warwickshire Partnership NHS Trust

HELPLINE
0845 370
8008



ERIC IS

a registered UK charity that provides information and support on childhood wetting and soiling to children, young people, parents and professionals.

For more details, please contact the ERIC office at the address below:

ERIC
36 Old School House
Britannia Road
Kingswood
Bristol BS15 8DB

T +44 (0)117 960 3060

F +44 (0)117 301 2106

E info@eric.org.uk

www.eric.org.uk

ERIC'S WEBSITES

ERIC.ORG.UK

WATERISCOOLINSCHOOL.ORG.UK

BOG-STANDARD.ORG



ERIC (Education and Resources for Improving Childhood Continence) is a registered charity no.1002424 and a company limited by guarantee no. 2580579 registered in England and Wales. Registered office: 36 Old School House, Britannia Road, Kingswood, Bristol BS15 8DB. VAT No: 567 7948 68.



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