



Diaper association

NEWS

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It is NOT a draw

Recently, the “great diaper debate” has returned to headlines. In April, Jeffrey Hollender, CEO of Seventh Generation, hosted a television program where he claimed that the environmental impact of cloth diapers and disposable diapers was even. WebMD, in their *Baby Center* (sponsored by Huggies), posted an article saying that both had a bad impact on the environment, so it was up to each person to choose. Either neither one has read the studies carefully, or there was some willful misreading.

In fact, the most comprehensive study to date, done in the UK, makes it clear that cloth diapering has a much lower environmental impact than disposable diapering, if you employ some of these simple steps:

- Use Energy Star rated washing machines.
- Wash diapers at 140 degrees.
- Air dry.
- Use washable wipes and liners.
- Use low-impact detergent.
- Use organic products.
- Reuse diapers for the next child, then give them away or sell them to another family.

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Line dry your cloth diapers to reduce energy use. Cloth diapers use less energy in both production and use, making them the most environmentally responsible choice.

HELP! I want to use cloth diapers in daycare!

“I went to a daycare this morning that said that they didn’t think I would be able to use pocket diapers because of licensing. Is this true? If so, where can I find the actual regulation? Can anyone recommend a good place that would agree to use cloth diapers? Or offer advice on how to broach the subject with other daycares?”

So read a recent email to our San Diego Real Diaper Circle online discussion group, and it echoes similar questions proposed with unfortunate regularity in that group and others to which I belong. This also sounds familiar to Lori Taylor, RDA President and founder. She recalls that the

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How can we get this information into the hands of the people who need it? One way is through our Real Diaper Circles. Each Circle Leader will soon be receiving a kit full of cloth diaper samples to use in demonstrations. (The kits were donated to RDA by the Real Diaper Industry Association, as part of their Consider Cloth campaign, which is spreading the word about cloth diapers by providing samples and literature to midwives and doulas.) In addition to the kits, leaders will receive digital resources to use in administering their Circles and doing outreach in their communities.

How can YOU help to counter these arguments? Dispute claims that all diapers have an equal environmental impact. Proudly display and talk about your reusable diapers! ☉

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tax-deductible.*

Cloth Diaper Advocacy - Spread the word!

Brenda Wells of Sunshine Diapers sent this cloth diapering advocacy tip. "The more of our sites that add links to the RDA, the higher the RDA site will climb in Google and other search engine rankings when someone is searching for cloth diaper information." It is true that search engine rankings are directly affected by link popularity. What is link popularity? Link popularity is basically a score given by search engines based on how many related, external sites link to any particular website. By linking to RDA, you are telling the search engines that RDA is a high-quality site with relevant information. Linking to the RDA website is easy. Visit our website media page for simple cut and paste text and image links and show the search engines that RDA has external approval from sites that matter. Put a link on your blog, website or signature and let other families know you support reusable cloth diapers.

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first email the Real Diaper Association received upon forming back in 2004 was from a mother distraught that her only daycare option wouldn't accept her cloth diapers.

In fact, Lori has told me about that mother a couple of times now. I heard it first when she was proposing an annual goal in April for the RDA to work with the Real Diaper Industry Association (RDIA) to develop a project to change attitudes about cloth diapers in the daycare setting. I heard a more urgent version of it as we read through the hundreds of survey responses we received asking people about their experiences. And I heard a more hopeful version of it when she passed along the detailed project proposal we had drafted to the Board of the RDIA this week.

The proposal calls for a two-pronged approach for the RDA and RDIA to implement for our constituents. We will provide guidance to parents looking for daycares who accept their cloth diapers, and we will work to educate daycare providers about reusable diapers. If the proposal is adopted by the RDIA, the volunteer-driven project will make a real difference to a lot of families.

By this time next year, I look forward to hearing the triumphant version of that mother's story from Lori. And I hope to add at least one story of my own. This one will be about a family who thanked RDA for no longer having to sacrifice their cloth diapering practices in their search for a convenient, trustworthy daycare facility. ☉

— Heather McNamara, RDA Executive Director

Photo Contest Raises RDA Profile



Grand Prize Winner Jennifer H. took this picture of Izzabella in front of the Mackinaw Bridge in Michigan.

The RDA Real Diapers, Real Babies Photo Contest was a huge success, thanks to all who participated as sponsors, contestants, or voters. We can't wait to show off the beautiful calendar we'll be publishing in October! It will be sold via our CafePress store as a fundraiser to continue to support the work we do.

RDA had high hopes for the photo contest, beyond finding great photos to use in the calendar, and we have been really pleased with the results.

We hoped the contest would help to increase the visibility of RDA and our work by increasing traffic to our website and our blog. We found more than 10 external blog posts about RDA and the contest, and there were hundreds of posts in diapering forums driving people to our blog, who posted more than 200 comments there.

RDA hoped to gain additional volunteers and donations to continue our mission. In August alone, 24 new members joined RDA (compared with 10 new members in August 2008). Seventeen of those new members volunteered as Real Diaper Circle Leaders.

And lastly, we thought it would be useful to obtain photos to use in our publicity materials (including the photo of Arabella with her diapers air drying shown on the front page). We received more than 160 beautiful photos of babies in cloth diapers.

How can we best capitalize on this momentum to continue our mission to get more babies into reusable diapers and how can we increase our capacity to take advantage of our new volunteers? What are your ideas? ☺

RDA Diaper Circle Leaders Reach Out

Real Diaper Circles and Leaders are the cornerstone of our advocacy. The following Leaders facilitate local outreach activities:

- Portland Real Diaper Circle - Cynthia Thompson of Portland, OR - also a member of the RDA Board of Directors, cynthia@realdiaperassociation.org
- First Real Diaper Circle of WA - Maya Mowilos of Everett, Washington - also the RDA Media Liaison, realdiapers@gmail.com
- Northern Virginia Real Diaper Circle - Ann Maclean of McLean, VA, annrmaclean@aol.com
- Bay Area Real Diaper Circle - Sara Quast of Santa Clara, CA, sara@busybeebottoms.com
- Real Diaper Circle of Northern Nevada - Adrienne Snow of Reno, NV, adriennesnow@sbcglobal.net
- San Diego County Real Diaper Circle - Heather McNamara of San Diego, CA - also RDA Executive Director, heatherm@realdiaperassociation.org
- Waldo County Real Diaper Circle - Angela Domenichelli of Belfast, ME, rda@maine.usa.com
- Real Diaper Circle of the Twin Cities - Elizabeth Wickoren of Twin Cities, MN, elizabeth@teenygreenies.org

• Plano Area Real Diaper Circle - Angela Imes of Plano, Texas - also a member of the RDA Board of Directors, angela@realdiaperassociation.org

Help spread the word about cloth diapers. Visit www.realdiaperassociation.org/directory/signup.php and join today! ☺

RDA Board Elects New Officers

The Real Diaper Association Board of Directors elected new officers at the April 30, 2009 annual meeting.

Meeting via conference call, the Board voted to install the following officers for the term 2009-2010:

President/Chair: Lori Taylor

Vice President: Cynthia Thompson

Secretary: Marie DiCocco

Treasurer: Angela Imes

Board members serve a 3-year term, with officers elected annually. Want to help shape the future of RDA? Volunteer today at www.RealDiaperAssociation.org.

We Choose Cloth Diapers

Real Diaper Association is a 501(c)(3) nonprofit organization dedicated to cloth diaper education and activism. If you want to use cloth diapers, our volunteers can help you. The volunteers, staff, and board of directors who represent Real Diaper Association are all people who are dedicated to increasing the use of simple, reusable cloth diapers. We are not a diapering choices organization. We will not tell you what diapers you should and shouldn't use, and we won't give the media a spicy anti-any-diaper quotation. We make no judgments about the choices of others. We support and promote products that are 100% reusable and we affiliate ourselves with manufacturers who are similarly committed to reusability. Our members can count on us to hold true to our organizational mission.

Our Mission: The Real Diaper Association is a collective non-profit organization in which parents and small businesses take the lead in creating a cultural shift to increase the use of simple, reusable cloth diapers. We connect current cloth diapering parents to the long history of cloth diapering. Cloth diapers are real diapers. The Association organizes local advocates and activists for cloth diapers through a member-supported resource center which plans campaigns, trains organizers, distributes educational information, supports local groups, and connects users to the U.S. Cloth Diaper industry. Local Real Diaper Circles reach users face-to-face with knowledge and tools to make cloth diapering accessible and acceptable to U.S. parents, who have the power to change the world one baby at a time.

Cloth diapers are real diapers. We love cloth diapers!

If you love cloth diapers, too, share with others. Tell the world why you use reusable cloth diapers. Read hundreds of testimonials why Real Diaper Association members use cloth diapers on www.realdiaperassociation.org.

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