



WaterWipes Launch The Pure Foundation Fund

Irish brand WaterWipes, has launched the Pure Foundation Fund, supported by the Irish Nurses & Midwives Organisation (INMO) and the Irish Neonatal Health Alliance (INHA), to celebrate and recognise all the midwives and those nurses involved in the pregnancy, birth and post-natal journey. Nominations are now open for the inaugural bursary on waterwipes.com and can be made by healthcare colleagues, new or expectant parents or through self-nomination.

WaterWipes has created the bursary in recognition of how the COVID-19 health crisis has highlighted, more than ever, the importance of simple human connections and the tremendous dedication of healthcare heroes to provide support, compassion and care for others.



Pictured (L-R) at the launch are Mandy Daly, Director of Advocacy and Policymaking INHA; Dr Edward Mathews, Director of Professional and Regulatory Services INMO and Ailbhe O'Briain, WaterWipes HCP Marketing Manager UK & I.

The fund totalling €5,000 will be awarded to two outstanding midwives and is also open to nurses specifically involved in all aspects of baby and infant care. Each winner will receive €2,500 for their department to advance the care of parents and babies.

Firstly, WaterWipes want to hear from midwives and nurses if they have gone above and beyond or been inspired by the dedication of a colleague or team of colleagues. Perhaps the midwife successfully delivered a baby in unusual circumstances, or midwife or nurse was involved in research to support high risk pregnancies.

The second award invites new or expectant parents to also nominate a midwife or nurse who provided outstanding care and support during their personal pre or post-pregnancy journey. The parent or expectant parent who nominates the winning midwife or nurse will receive a six month supply of WaterWipes.

The final winners will receive:

- €2,500 each for their department to improve patient care. For example, purchase equipment, provide resources for parents, fund training, improve practice / care or support further research relating to pregnancy, baby care and neonatal care.
- The inaugural WaterWipes Pure Foundation Fund plaque.



A whole host of midwives and nurses are involved in the pregnancy, birth and post-natal journey; including midwives, children's nurses, neonatal nurses and public health nurses – to name a few! These are the care givers that touch the lives of expectant and new parents, both physically and emotionally. From the first scans and antenatal care; to the hands that deliver the baby, and nurture a premature baby. These are the hands that bring so many lives into the world, yet often remain anonymous. That is why WaterWipes want to recognise and celebrate their incredible work – to put faces and names to the hands and to tell the remarkable stories of the lives they have touched.

Furthermore, WaterWipes is dedicated to supporting initiatives that celebrate and recognise the incredible work of all the healthcare professionals. The brand is also committed to supporting research that facilitates the optimisation of care of newborns and premature babies, as well as the work that healthcare professionals involved in the pregnancy, birth and post-natal patient care.

Speaking at the launch of the Pure Foundation Fund, Ailbhe O'Briain WaterWipes HCP Marketing Manager UK & I commented, *"As an Irish brand, we are delighted to launch 'The Pure Foundation Fund' to recognise the incredible work of every midwife and nurse across the country. At WaterWipes we are dedicated to supporting initiatives and research that facilitates the optimisation of patient care and the fund is a further example of this commitment. These are the care givers that touch the lives of expectant and new parents, both physically and emotionally and yet can often remain anonymous. I would encourage everyone to get behind the fund and nominate or encourage a nurse or midwife to self-nominate"*

INMO general secretary Phil Ni Sheaghda, said *"This is an important time to recognise the contributions of midwives throughout the pandemic. We have seen extraordinary commitment from these healthcare professionals recently, as they continue to provide outstanding and vital care to women and their babies, in the most difficult circumstances. The passion for patient care that drives Ireland's nurses and midwives has shone through in these challenging times and we would urge healthcare staff around the country to put forward their work or their colleagues' work for the recognition it deserves. Our thanks to WaterWipes for their support of our professions."*

Commenting further on the initiative, Mandy Daly, Director of Advocacy and Policymaking Irish Neonatal Health Alliance, said *"Midwives and nurses are the cornerstone of the Irish maternity system providing exemplary care to expectant mothers, fathers and their new-borns. Supporting and nurturing families throughout their entire pregnancy journey and underpinning a sector of the health service whose achievements often go unrecognised. The Pure Foundation Fund is the perfect opportunity to say 'Thank You' and the Irish Neonatal Health Alliance is delighted to be supporting this initiative"*.

How To Enter

To nominate a midwife or nurse for the inaugural Pure Foundation Fund awards, please visit

www.waterwipes.com/uk/en/health-care/resources/pure-foundation-fund

The deadline for entries is 30th November 2020.

Terms and conditions apply.

About WaterWipes

WaterWipes, the world's purest baby wipes, are a non-medicated baby wipe that contain just two ingredients, 99.9% high purity water and a drop of fruit extract. They provide safe cleansing for the most delicate newborn skin, whilst offering the convenience of a wipe. They have been validated by the Skin Health Alliance as being 'purer than cotton wool and water' and are so gentle they can be used on premature babies.

