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KELA Begins Distribution of 2008 Maternity Packages Published 28.04.2008,

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Image: Vaula Aunola / Kela

The Finnish Social Insurance Institution KELA begins distribution of newborn supplies to expectant mothers this week. Products in this year's package have attracted a great deal of attention because of the focus on safety and the environment.

The maternity packages have included cloth diapers for two years already. With the use of non-disposable diapers growing, the Institution has a golden opportunity to test and encourage their use by including them in the newborn packages.

Another new feature is the fact that all products in the packages have been pre-tested for safety. The basic products included in the packages are the same as last year, and include baby clothes, a towel, sheets and child care supplies.

Last year, KELA delivered nearly 40,000 packages. About 94 percent of first-time mothers chose the packages over a 140 euro grant.

Every year, supplier Reima Oy sells about 400 packages for roughly 274 euros each.

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