



# **Real Nappy Week 2013**

## **Promoting washable nappies in West London**



**West London Waste**  
*Let's be resourceful*

# Introduction

Real Nappy Week is a national awareness event that aims to raise the profile of washable nappies and to demystify their use and bust some of the myths associated with washable nappies.

The aim of the events during Real Nappy Week 2013 (RNW 2013) was to inform residents of West London that:

- a) Disposable nappies are not the only option
- b) Modern washable nappies do not need safety pins and folding
- c) It doesn't have to be expensive, so the washable nappy trial kits (terms and conditions apply) for Harrow and Hounslow residents were promoted.

Three West London Waste Authority (WLWA) boroughs had events take place in this year's Real Nappy Week (Monday 15<sup>th</sup> April to Sunday 21<sup>st</sup> April 2013). These boroughs were LB Harrow, LB Hounslow and LB Hillingdon.

The events that took place were largely organised by the nappy gurus and local nappy libraries that promote washable nappies in their respective boroughs. Activities included a stall in a shopping centre; nappy natters at children centres, nappucinos at cafés and participation in an attempt to break a Guinness World record.

## Summary

Borough with events taking place	3
Staffing	Helen Lea (Harrow Nappy Guru) Heather Werrell (Hillingdon Nappy Library) Saffy Clark (Hounslow Nappy Guru) Nisha Patel (WLWA)
Number of events	9
People engaged	93
Trial kits given out	10
Social media reach	33,398

This is the second year activities have taken place in West London during Real Nappy Week, in 2013 there were:

- 4 more events ,
- Events in 1 additional borough
- 68 more people engaged with about washable nappies
- 6 more washable nappy trial kits given out
- More opportunities to reach people on twitter, with an extra 24,000 opportunities to see messages

The biggest event for Real Nappy Week was a world record breaking attempt to change babies from their nappies (disposable or washable) into a washable nappy at 11am on Saturday 20<sup>th</sup> April as part of a national effort to raise the profile of washable nappies during Real Nappy Week.

The events during Real Nappy Week were largely organised and promoted by the nappy gurus of West London. They attended the events and required little support from West London Waste Authority or the local councils. As the events were held in partnership with children centres, cafés and shopping centres there wasn't any direct expenditure on these events.

The nappy gurus are a vital asset for the promotion of washable nappies to West London parents.

## **LB Harrow**

LB Harrow has a washable nappy trial kit to offer their residents as an incentive to try washable nappies before committing to using washable nappies on their child. The washable nappy trial kit scheme was launched in November 2012. The kit is available for those LB Harrow parents who have a child less than 18 months old and the kit consists of three birth to potty pocket nappies, three bamboo inserts, a roll of flushable liners and a nappy wet bag.

If residents wish to receive a kit, they must attend a nappy natter or nappucino organised by the Harrow nappy guru, Helen Lea (who administers the scheme on behalf of LB Harrow) and bring along the necessary paperwork. Helen goes through the kit to show residents how the washable nappies are used and answers any questions that they may have.

Residents wanting further advice or support once they've started using washable nappies are able to get in touch with Helen via email, over the phone or by attending a subsequent nappy event.

During RNW 2013, there were two events that took place in the London Borough of Harrow: a nappucino at a café and a washable nappy stall at St George's shopping centre.



Washable Nappy Stand, St George's Shopping Centre

<b>Type of event</b>	<b>Nappucino</b>
Location	Daisy Café, Harrow Arts Centre, 171 Uxbridge Road, Hatch End, Middlesex, HA5 4EA
Date	Mon 15 <sup>th</sup> April 2013
Time	10:00am – 12:00pm
Staffing	Helen Lea (Harrow Nappy Guru) & Nisha Patel (WLWA)
Parents Attended	5 Parents (6 people)
Kits Given Out	3

<b>Type of Event</b>	<b>Washable Nappy Information Stand</b>
Location	Ground Floor, Outside Boots, St George Shopping Centre, St Anne's Road, Harrow, HA1 1HS
Date	Thurs 18 <sup>th</sup> April 2013
Time	11:00am – 2:00pm
Attendees	Helen Lea (Harrow Nappy Guru) & Nisha Patel (WLWA)
No of people engaged	18
Leaflets given out	18
Kits Given Out	3

## Promotion of Harrow RNW 2013 events

Helen Lea, Harrow's nappy guru promoted the event on social media in particular Facebook to her followers. LB Harrow posted the two events on the council website.

<b>Tweeter</b>	<b>Date/ Time</b>	<b>Re-tweeted</b>	<b>Total Reach</b>	<b>Tweet</b>
LB Harrow	17 <sup>th</sup> April	-	2,736	It's <a href="#">#RealNappyWeek</a> - Come along to St George's Shopping Centre tomorrow to find out more 11am - 2pm <a href="http://ow.ly/k9LfE">http://ow.ly/k9LfE</a>
WLWA	14 April	Happy Harrow	1164	Join #Harrow nappy expert Helen at Daisy's Cafe in Hatch End 2moro from 10 to talk washable nappies <a href="http://ow.ly/k2MqB">http://ow.ly/k2MqB</a> #RNW2013
Total			3,900	

## LB Hounslow

LB Hounslow was the first WLWA borough to introduce a washable nappy trial kit incentive scheme to their residents. Launched during Real Nappy Week 2012, the nappy trial kit consists of three birth to potty pocket nappies, three bamboo inserts, a roll of flushable liners and a nappy wet bag. The kit is available to LB Hounslow parents who have a child younger than 18 months.

Saffy Clarke, Hounslow's nappy guru administers the scheme on behalf of LB Hounslow. Three regular nappy natter sessions are run a month in partnership with children centres across the LB Hounslow. Parents can drop in during the session to pick up a washable nappy kit (terms and conditions apply) and to get hints, tips and advice about using washable nappies.

Two nappy events took place during RNW 2013.

<b>Type of Event</b>	<b>Nappucino</b>
Location	South Street Café, 2 Shrewsbury Walk, Isleworth, TW7 7DE
Date	Tues 16 <sup>th</sup> April 2013
Time	10:00am – 12:00pm
Staffing	Saffy Clark
People engaged	15
Kits given out	3

<b>Type of Event</b>	<b>Nappy Natter</b>
Location	Brentford Children Centre, North Road, Brentford, TW8 0BJ
Date	Thurs 18 <sup>th</sup> April 2013
Time	3:00 pm – 4:30 pm
Staffing	Saffy Clark (Hounslow's Nappy Guru)
No of people engaged	4
Kits Given Out	1

### Promotion of RNW 2013 events

LB Hounslow posted the additional event on the council website, the other event was already listed as part of the schedule of regular nappy natter session.

<b>Tweeter</b>	<b>Date/ Time</b>	<b>Re-tweeted</b>	<b>Total Reach</b>	<b>Tweet</b>
LB Hounslow	15 April	<a href="#">@GBNappyHunt</a> <a href="#">@LDaisyRichmond</a>	2,951	Find out about the benefits of real nappies South Street Cafe, Isleworth tomorrow <a href="http://www.hounslow.gov.uk/reusable_nappies...">http://www.hounslow.gov.uk/reusable_nappies ...</a> <a href="#">#RNW13</a> @ RNfL
LB Hounslow	18 April		2,135	Find out about the benefits of real nappies Brentford Children's Centre later <a href="http://www.hounslow.gov.uk/reusable_nappies...">http://www.hounslow.gov.uk/reusable_nappies ...</a> <a href="#">#RNW13</a> @ RNfL
WLWA	10 April		796	South Street in Isleworth is hosting a Nappuccino to celebrate <a href="#">#RealNappyWeek</a> . Come along 16 April from 10am <a href="http://ow.ly/jRSmH">http://ow.ly/jRSmH</a> <a href="#">#RNW2013</a>
WLWA	15 April	SWLEN	2086	Meet @NappyGuruLondon Saffy at South Street Isleworth 2moro from 10am as she serves up great advice for <a href="#">#RNW2013</a> <a href="http://ow.ly/jRSmH">http://ow.ly/jRSmH</a>
Total			7,968	

## **LB Hillingdon**

Heather Werrell, a local mum set up the Hillingdon Nappy Library in September 2012 to offer local mums and dads a chance to borrow washable nappies to try and test the different types of washable nappies available on the market on their child to get the 'perfect' fit. Heather organised 5 events during RNW 2013 and engaged with 50 people.

Four small events took place at children centres and community locations in the borough of Hillingdon. The headline event of RNW 2013 took place on Saturday 20<sup>th</sup> April, it was the Great Diaper Challenge - 18 babies were changed into a washable nappy during the challenge.

As the number of babies changed fell short of the minimum number to be part of the official record challenge, the participants were part of the unofficial 10,029 rather than the Guinness approved 8,331.

However as the event was successful, Heather Werrell from the Hillingdon Nappy Library who organised the event is hoping to build on the first attempt and try again next year to be part of the official record books.



<b>Type of Event</b>	<b>Nappy Natter</b>
Location	St Margaret's Windsor Street, Uxbridge, UB8 1PL
Date	Mon 15 <sup>th</sup> April 2013
Time	1:30 pm – 3:30 pm

<b>Type of Event</b>	<b>Nappy Natter</b>
Location	St Matthews Church, High Street, West Drayton, UB7 7QH
Date	Wed 17 <sup>th</sup> April 2013
Time	1:30 pm – 3:30 pm

<b>Type of Event</b>	<b>Nappy Natter</b>
Location	Charville Children Centre, Bury Ave, Hayes, Middlesex, UB4 8LF
Date	Thurs 18 <sup>th</sup> April 2013
Time	9:00 am – 10:30 am

<b>Type of Event</b>	<b>Nappy Natter</b>
Location	Bell Farm Christian Centre, South Road, West Drayton, UB7 9LW
Date	Fri 19 <sup>th</sup> April 2013
Time	10:00 am – 12:00 pm, 1:15 pm – 3 pm

<b>Type of Event</b>	<b>Guinness Book Record Breaking Challenge</b>
Location	St Matthews Church, High Street, West Drayton, UB7 7QH
Date	Sat 20 <sup>th</sup> April 2013
Time	10:00 am – 12:30pm – challenge took place at 11am
Staffing	Heather Werrell from Hillingdon Nappy Library
No of people engaged	50

## Promotion of RNW 2013 events

Heather promoted the events using word of mouth and her Facebook page.

<b>Tweeter</b>	<b>Date/ Time</b>	<b>Re-tweeted</b>	<b>Total Reach</b>	<b>Tweet</b>
WLWA	10 April		796	Want to know how much money you could save by using washable nappies? Come to #Uxbridge on 15th April <a href="http://ow.ly/jSEBH">http://ow.ly/jSEBH</a> #RNW2013
WLWA	14 April		809	There's a #nappynatter #Uxbridge 2moro @NCTHillingdon bumps & babies group. Come to explore your options <a href="http://ow.ly/jT3VW">http://ow.ly/jT3VW</a> #RNW2013
WLWA	14 April		809	Come to a #nappynatter at #BellFarmCommunityCentre #WestDrayton next Friday from 10 #RealNappyWeek <a href="http://ow.ly/jRVtF">http://ow.ly/jRVtF</a> #RNW2013
WLWA	17 April		809	Find out what #washable nappies are really like at #BellFarmCommunityCentre on Friday from 10am. <a href="http://ow.ly/jRVtF">http://ow.ly/jRVtF</a> #RNW2013
WLWA	18 April		809	@Hayesfm are u coming along to the world record breaking attempt Cloth diaper change Saturday in Yiewsley? <a href="http://ow.ly/kc9Kt">http://ow.ly/kc9Kt</a> #RNW2013
WLWA	18 April	NCTEaling NCTChiswick	2300	Who's coming to the Cloth diaper change on Saturday? @NCTEaling @NCTChiswick @NCTTwickenham @RichmondNCT <a href="http://ow.ly/kcbJa">http://ow.ly/kcbJa</a> #RNW2013
WLWA	19 April	MFM_Ealing FamiliesNW	2028	Who's coming to the Cloth diaper change tomorrow? @MFM_Ealing @HarrowTwinsClub @westlondon_mum @FamiliesNW <a href="http://ow.ly/kdPUs">http://ow.ly/kdPUs</a> #RNW2013
WLWA	20 April	MFM_Ealing	1554	Record breaking Cloth diaper change attempt starts at 11am. Still time to get



Tweeter	Date/ Time	Re-tweeted	Total Reach	Tweet
				to #Yiewsley @MFM_Ealing <a href="http://ow.ly/kc9Kt">http://ow.ly/kc9Kt</a> #RNW2013
WLWA	20 April		818	Record breaking Cloth diaper change attempt starts at 11am. Still time to get to #Yiewsley @HarrowTwinsClub <a href="http://ow.ly/kc9Kt">http://ow.ly/kc9Kt</a> #RNW2013
WLWA	20 April		818	Record breaking Cloth diaper change attempt starts at 11am. Still time to get to #Yiewsley @westlondon_mum <a href="http://ow.ly/kc9Kt">http://ow.ly/kc9Kt</a> #RNW2013
WLWA	20 April	FamiliesNW	2229	Record breaking Cloth diaper change attempt starts at 11am. Still time to get to #Yiewsley @FamiliesNW <a href="http://ow.ly/kc9Kt">http://ow.ly/kc9Kt</a> #RNW2013
WLWA	20 April		818	Record breaking Cloth diaper change attempt starts at 11am. Still time to get to #Yiewsley @NCTHillingdon <a href="http://ow.ly/kc9Kt">http://ow.ly/kc9Kt</a> #RNW2013
Total			14,597	

## **WLWA**

Used social media to promote events and general information about washable nappies.

Tweeter	Date/ Time	Re-tweeted	Total Reach	Tweet
WLWA	10 April		796	@SurreyNews There's a #nappynatter in Ashford on 15th April for #realnappyweek. Your residents can save £'s. Pls RT <a href="http://www.westlondonwaste.gov.uk/lets-talk-nappies-in-ashford/">http://www.westlondonwaste.gov.uk/lets-talk-nappies-in-ashford/</a>
WLWA	10 April		796	@SpelthorneBC There's a #nappynatter in Ashford on 15th April for #realnappyweek. Your residents can save £'s. Pls RT <a href="http://www.westlondonwaste.gov.uk/lets-talk-nappies-in-ashford/">http://www.westlondonwaste.gov.uk/lets-talk-nappies-in-ashford/</a>
WLWA	14 April		809	There's lots going on in West London to celebrate #RealNappyWeek, check out the details on our website <a href="http://ow.ly/k3fkE">http://ow.ly/k3fkE</a> #RNW2013
WLWA	April	FamiliesWest	1657	Who uses washable nappies and is proud of it? @FamiliesWest @HillingdonNappy @AcornPack
WLWA	April	GoRealNappy	2057	How many safety pins does it take to

Tweeter	Date/ Time	Re-tweeted	Total Reach	Tweet
		Info		change a washable nappy? None - they've got velcro or poppers @GoRealNappyInfo can bust the myths 4 u
WLWA	April		818	Real Clean - with modern washable nappies there is no need to rinse or soak before washing #RNW2013 A line full of nappies is so satisfying!
Total			6,933	

# Real Nappy Week 2014

Events for RNW 2013 attracted more people than last year and this can be built upon for 2014. For 2014 we should consider:

- Having events in other boroughs where there aren't trial packs or nappy libraries to lead on the events
- Building on previous successes in children centres or cafés
- Organising events earlier to aid promotion and staff support from WLWA or borough representatives
- Promote the events more heavily on social media, especially on twitter
- Using those council websites to list the Real Nappy Week events on the events page to promote the events in the respective boroughs
- Building Real Nappy Week into the Waste Prevention Action Plan for 2014/15