



**the
nappy
project**

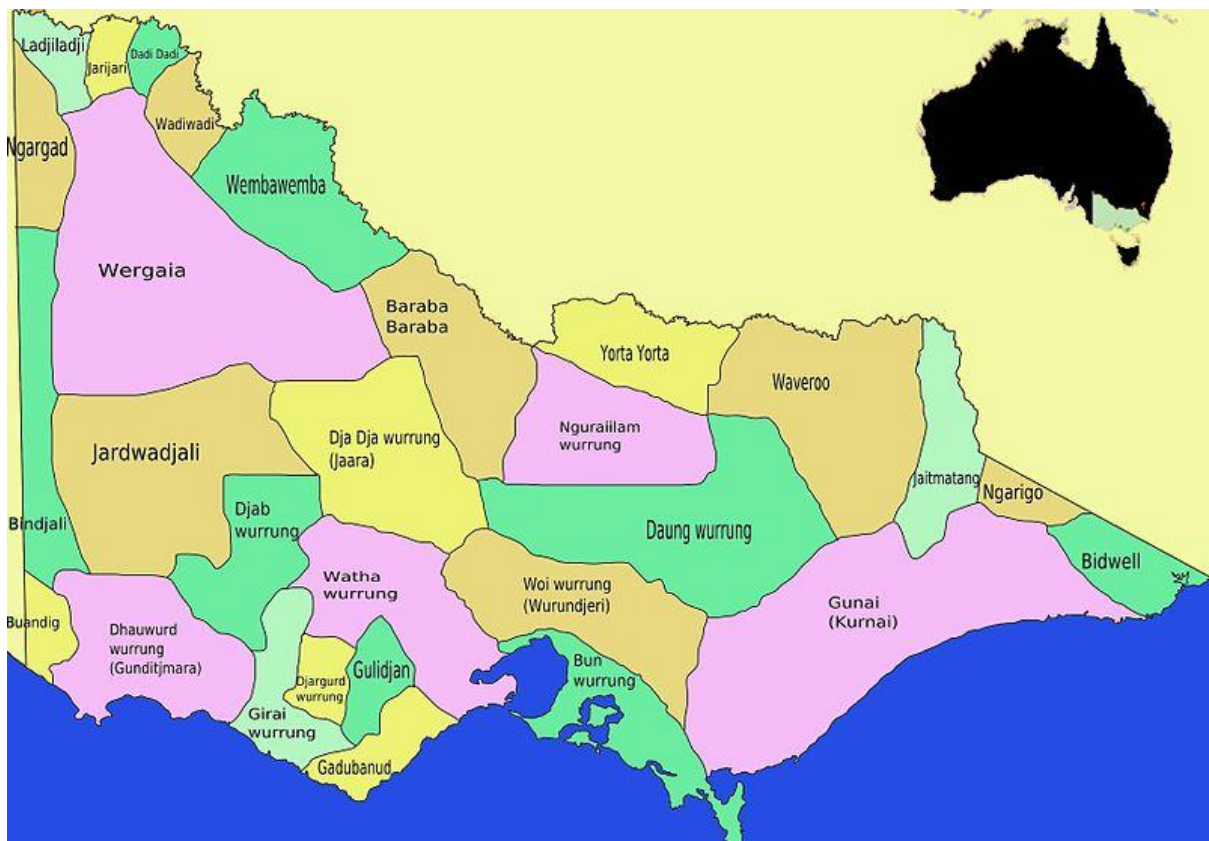


Evaluation Report

March 2024

First Nations acknowledgement

The Nappy Project acknowledges the Traditional Custodians for all First Nations peoples that cover the lands of the fourteen councils on which we conducted this project and commits to continuing to care for that land.



Map 1: First Nations Language Map of Greater Melbourne

Source Tirin aka Takver, Creative Commons Licence, 21 December 2008 Sourced from https://en.m.wikipedia.org/wiki/File:Map_Victoria_Aboriginal_tribes_%28colourmap%29.jpg accessed 18 April 2024

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Executive summary

Project context

With the growing cost and impacts of municipal waste to landfill, there is increasing pressure on councils to explore ways to reduce waste output from households. Households are also feeling pressure, with many councils transitioning to fortnightly waste collection. Cost of living expenses are impacting household budgets. Transitioning from single use items such as disposable nappies to reusable nappies, can assist households reduce these stressors.

About the project

Funded by Sustainability Victoria through the Circular Economy Fund, the Nappy Project aimed to implement a best practice reusable nappy program across fourteen councils. The project was based on findings from a feasibility study conducted by WSP, recommending an education campaign and programs to introduce parents and carers to reusable nappies could be more effective than offering rebates alone.

What we did

The Nappy Project involved an education program and a promotional campaign. The project provided 16 Train the Trainer workshops for Maternal Child Health Nurses (MCHNs) and 43 community workshops for parents.

Over 1,000 participants attended the workshops. At the workshops 748 households were given trial nappy packs of reusable nappies and wipes. The project was successful in recruiting expectant parents, the 'cloth curious' and disposable-nappy-using households into the program.

The promotional campaign provided a project website for parents, facts sheets and brochures and a social media presence. The evaluation of The Nappy Project addressed behaviours and barriers, and nappy use activity (reusable and disposable) at the beginning and end of the program. Over 700 people participated in one or more evaluation surveys.

What we learnt

The Nappy Project was extremely successful, with the majority of participants making a smooth transition from disposable nappies to including reusable nappies (either part-time or full time) in their daily routine. Based on the recommendations from the feasibility study, access to trial nappies to 'try before you buy' was found to overcome perceived barriers to use.

At the start of the project, 76% of nappy-using-households were using disposable nappies and a further 8% used/were using a mix of disposable and reusable nappies. Only 16% used/were using reusable nappies only. Disposable nappy users cited ease of use as the main factor in their choice whereas reusable nappy users cited environmental reasons and their household budget.

Following the community workshops, parents reported higher levels of confidence in using reusable nappies. This translated to a substantial shift in participant behaviour towards reusable nappies. At the conclusion of the project, 80% were using reusable nappies on a part-time or full-time basis, up from 24% at the beginning of the project. Over half of these had transitioned to mostly or all reusable nappies, with the remainder using reusable nappies on a part-time basis.

At the conclusion of the project, 80% were using reusable nappies on a part-time or full-time basis, up from 24% at the beginning of the project.



Calculations were made of waste to landfill avoidance figures expressed as tonnes per household per annum. There was a 75% decrease in tonnes of soiled single-use nappies, and a 638% increase (from 8.4 to 61.8 tonnes) in the reuse of nappies through reusables.

The project resulted in a 75% decrease in disposable nappies to landfill

The project demonstrated that the main barrier for households to try reusables nappies is trialling them for the first time. Once provided with the education and the trial nappy pack, the majority of respondents (85%) indicated they did not have any barriers to overcome. Following the workshops, 58% of participants had obtained additional reusable nappies with some sourcing second hand rather than new nappies.

Recommendations

Based on the project's success, continued support for face-to-face education and provision of reusable nappy samples for home trials is recommended. The project also highlighted the need for ongoing council support to assist families without a reusable nappy support network (such as other friends and family experienced in using reusable nappies) in not just trialling reusable nappies, but in continuing when they come up against obstacles. Further Train the Trainer sessions to upskill MCHNs was recommended to enable a follow-up session for parents experiencing difficulties. Further development of the project website resources, and shorter tutorial videos were also recommended.

This ongoing commitment to education and support will be instrumental in fostering long-term behaviour change and further reducing waste to landfill, ultimately contributing to a more sustainable future for our communities and meeting waste reduction targets.



Introduction

Project context

With the growing cost and impacts of municipal waste to landfill, there is increasing pressure on councils to explore ways to reduce waste output from households.

Households are also feeling pressure, with many councils transitioning to fortnightly waste collection. Cost of living expenses are impacting household budgets. Transitioning from single use items such as disposable nappies to reusable nappies, can assist households reduce these stressors.

What is The Nappy Project?

The Nappy Project was based on a recent Best Practice Reusable Nappy Program feasibility study, involving twelve councils and led by Monash City Council. The Study recommended a best practice program model that focused on education, as the key to long-term sustainable behaviour change. Interventions need to be appropriate to the stages of behaviour change for parents (expectant or using disposables). It recommended a program that included an education campaign and creating opportunities for parents to meet in person (e.g. workshops).

The purpose of The Nappy Project was to address the barriers to using reusable nappies



and to deliver interventions appropriate to the stages of behaviour change for parents (expectant or using disposables). The Nappy Project aimed to break down myths and misinformation about nappy costs and impacts, and empower residents to trial reusable nappies with the help of education and a trial nappy pack.

In 2023 Ninti Earth Pty Ltd was engaged by Glen Eira City Council, on behalf of fourteen councils, to design and deliver a best practice Reusable Nappy Program in local communities. Ninti Earth worked in partnership with all councils to deliver the recommendations from the feasibility study.

These councils were:



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This project is supported by the Circular Economy Councils Fund. The Fund is delivered by Sustainability Victoria under the Victorian Government's circular economy policy, *Recycling Victoria: a new economy*.



Approach and methodology

The Nappy Project aimed to test the feasibility study findings on the ground, and encourage households that were 'cloth-curious' or had not considered reusable nappies to trial them. Families who were already actively using

reusable nappies were not the main target audience for the project. The feasibility study recommended a combination of workshops, nappy trial packs and education materials to help households trial reusable nappies.



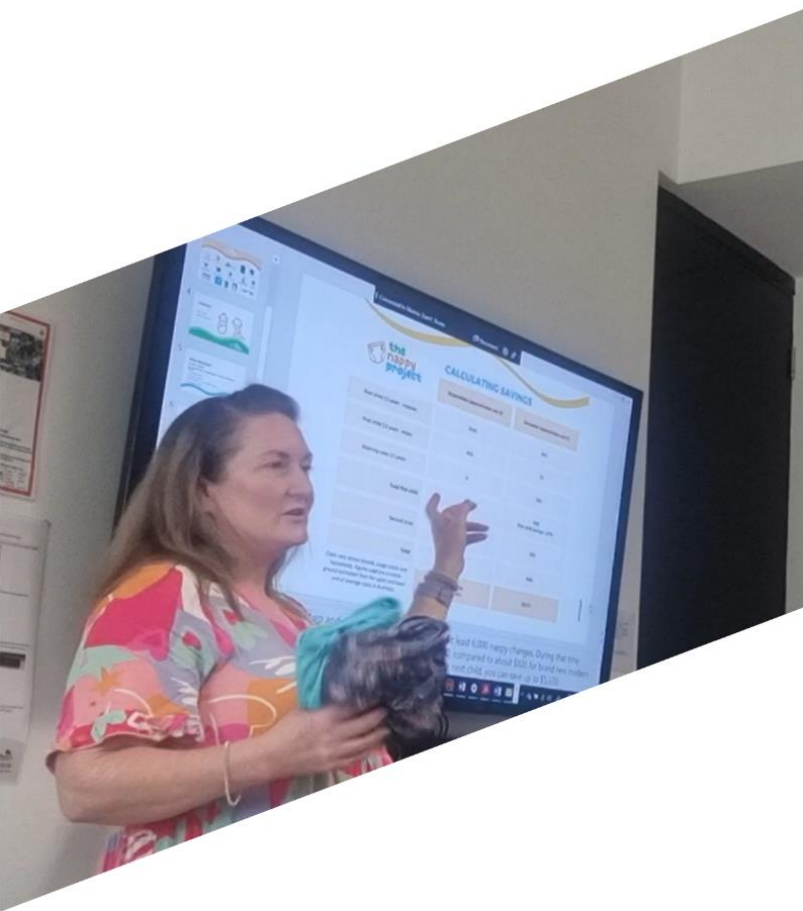
The main components of the project were:

1. The education program consisting of:

- Train the Trainer workshops.
- Community workshops (online and in person) and nappy trial packs.
- Participant evaluation.

2. The education campaign consisting of:

- Project website for parents to access at any time www.thenappyproject.com.au
- Facts sheets, brochures and social media tiles.
- Promotional collateral to promote the workshops.



The Train the Trainer workshops targeted Maternal Child Health Nurse (MCHN) staff to provide them with the confidence to assist parents with any reusable nappy queries they had, and to help promote the program.

The community workshops targeted parents and provided an introduction to reusable nappies, hands-on familiarity with fitting reusable nappies (an important tool to help break down barriers). Workshop participants received a trial nappy pack for use at home. The nappy packs contained three reusable nappies, two reusable wipes, a wet bag and nappy washing instructions.

The evaluation of The Nappy Project addressed behaviours and barriers, and nappy use activity (reusable and disposable) at the beginning and end of the program. The key measures were participation rates, uptake of the use of reusable nappies, and reduction of nappy waste to landfill. Participants completed self-evaluation surveys of both qualitative and quantitative data.

Assumptions and data limitations

Due to limitations in the accuracy of self-reporting, calculations were used to determine the waste-to-landfill generation and avoidance. This was based on the number

of children in the household and their ages, to determine nappy use. Appendix 3 shows the range of data collected and the underlying assumptions for the calculations.



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What we did

Education program

In total, 59 workshops and activities were conducted between August 2023 and February 2024. This included 16 Train the Trainer workshops and 43 community workshops. Some of these community workshops were in lieu of Train the Trainer workshops, of which not all councils required two each. Over 1,000 participants attended the workshops, with 726 baseline surveys returned.

Appendix 1 lists all workshop locations and dates. Almost all the workshop participants

were residents of the fourteen council areas. Approximately 30 households from municipalities outside the project area also participated in the project. Whilst online workshops were popular, they were limited by no 'hands-on' activities and delayed collection of the nappy pack (pickup at council offices).

There were 748 nappy packs distributed to parents - 726 via the workshops, with the remainder being distributed by Council staff to Maternal and Child Health centres.

Table 1. Participation in the education program

Education activities	Number
Train the Trainer workshops	16
Community workshops (online and in person)	43
Trial nappy packs	748
Participant evaluation surveys - baseline (start of program)	726
Participant evaluation surveys - follow-up (end of program)	329

A nappy count template was emailed to participants after the workshops to assist them in recording their nappy use (if

required). Participants could then refer back to this record for completing their follow-up survey, rather than rely on memory.

Education campaign effectiveness

Website

The project website (www.thenappyproject.com.au) was a valuable tool for providing static, visual and multimedia information and promoting workshops. In total the website had 5,660 unique visitors, and 10,901 page views.

Communications

The program was promoted through a range of council channels including social media with Facebook being the most effective communication tool (23% organic and paid posts), followed by 'word of mouth' (20%). All

other communications channels accounted for under 8% of the engagement respectively. Appendix 2 shows some examples of the social media posts.

Councils had varied promotion approaches. For example, Boroondara City Council promoted workshops at Baby Storytime sessions in their libraries. A council officer personally attended these sessions to promote the workshops, resulting in 87 registrations and 57 households participating in two workshops.



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Key Findings: What we learnt

The project was successful in recruiting expectant parents, the 'cloth curious' and disposable-nappy-using households into the program. Of the 726 surveyed households, 245 (34%) had used nappies in the past and 478 (66%) currently had children wearing nappies.

Historic nappy use

To understand whether the project attracted first time parents or repeat parents (or grandparents), households were surveyed on their historic use of nappies over previous years or decades, excluding current children in nappies. Of those who had used nappies well before The Nappy Project commencement, the majority had used only disposable nappies (66%) or a mixture of disposable and reusable nappies (19%). Fifteen per cent of participants attracted to the program had had reasonable exposure to reusable nappies in the past.

The majority of respondents (72%) cited ease of use as the primary reason for choosing disposable nappies in the past. Of those that used all or mostly reusable nappies, 74% cited environmental reasons as their primary motivator, with budget being a secondary motivator (44%). This feedback confirms the

enablers (environment, budget) for using reusable nappies and the perceived barriers (ease of use).

Nappy use at project commencement

Households were then asked to consider their current nappy use as they joined the project. Of the households with at least one child in nappies at the beginning of the project (from August 2023), the majority (76%) were using all or mostly disposable nappies with their key motivator being ease of use (69%). This can be seen in Figure 1.

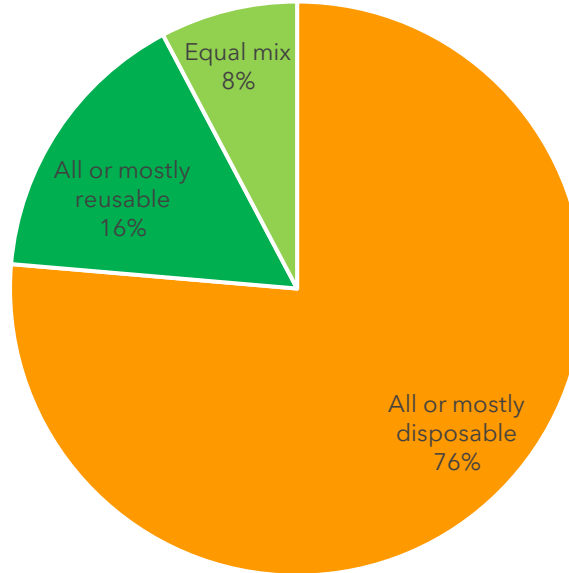
A small percentage of households (16%) were using all or mostly reusable nappies with their key motivators being environmental reasons (38%) and ease of use (24%). This indicates that once parents have tried and are comfortable with using reusable nappies, ease of use can be seen as a positive feature and no longer a barrier.

74% of participants said that environmental reasons were their primary motivator for using reusable nappies.



Figure 1. Nappy use at project commencement

Nappy use at project commencement



Workshops

Participant confidence

Participants were given their reusable nappy packs at the workshops and were shown how to use them, fit them, wash and store them. The packs contained 3 reusable nappies, 2 reusable wipes and a wetbag.

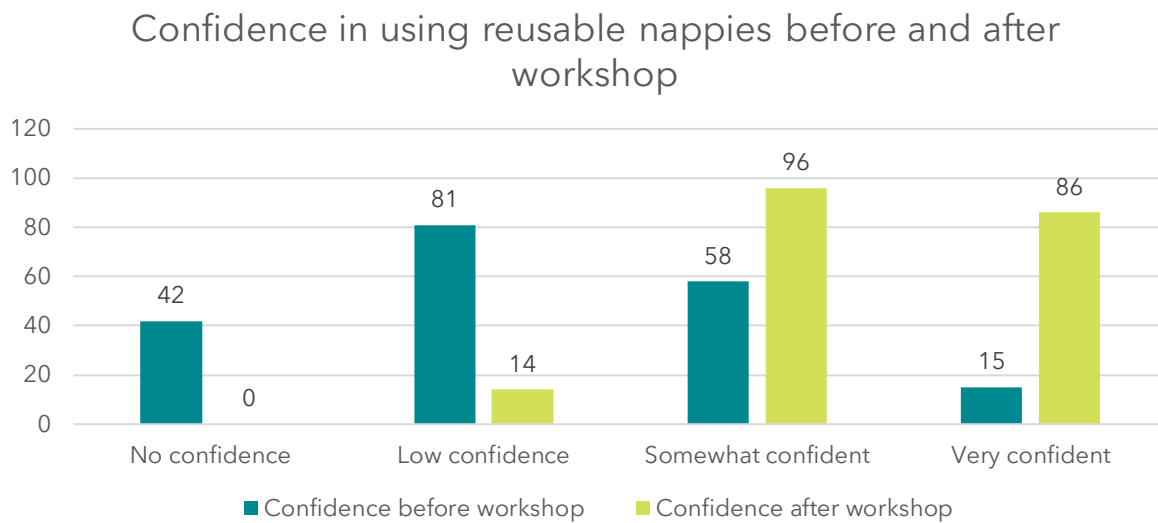
Workshop participants were then sent an email after their workshop asking them to

rate their confidence in using reusable nappies, before and after the workshop. Of the 196 participants (27%) who responded, there was a positive shift in their confidence levels, with confidence rising by 82% as a result of attending the workshop. This is shown in figure 2.

**Workshops resulted
in a rise in
confidence of 82%
for participants to
try reusable nappies.**



Figure 2. Pre and post workshop confidence levels in using reusable nappies



77% of participants were already using or planning to use their nappy packs.

Participant use of nappy packs

The majority of participants (64%) who responded to the follow up survey reported frequent or occasional use of their reusable nappy packs, as shown in figure 3. Those that had not yet used them but were planning to (13%) mostly indicated that their baby was

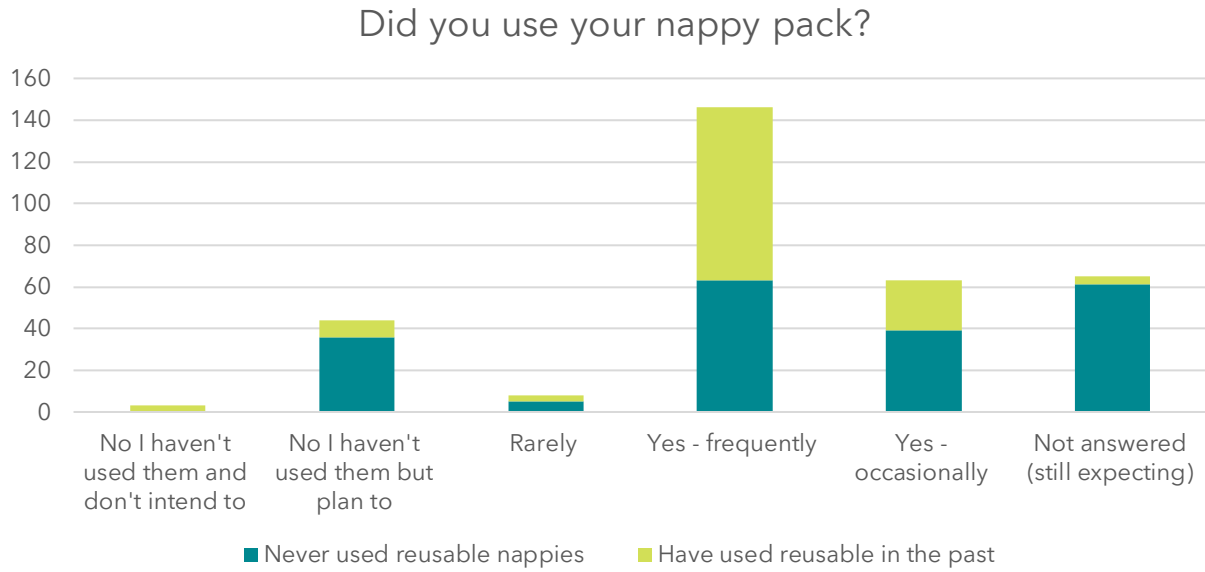
still too small (e.g. under 3kg) or were navigating being a new parent, lack of confidence and time constraints. Only three respondents (<1%) indicated they had not and do not plan to use the nappy pack. It is useful to note that these three respondents had used reusable nappies in the past.

Evaluation feedback showed that those parents who had used reusable nappies in the past were generally quite set in their ways and set on particular brands. Those who were new to reusable nappies generally were more willing to try different brands and procedures to see what worked for them.

20% of participants were still expecting and were not asked this question.



Figure 3. Participant use of nappy packs



Nappy use at project conclusion

As a result of participating in the program, there was a positive uptake in reusable nappy use. Of those using nappies, 80% were using reusable nappies part-time or full time, up from 24% at the beginning of the project, as seen in figure 4.

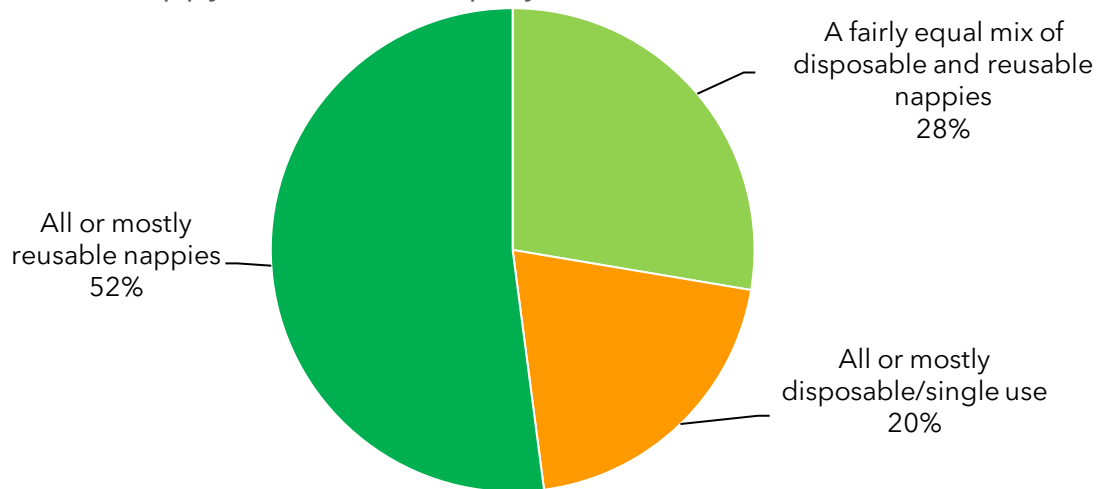
Over half of these had transitioned to mostly or all reusable nappies, with the remainder using reusable nappies on a part-time basis.

80% of participants are now using reusable nappies part or full time, up from 24% at the beginning of the



Figure 4. Nappy use at project end

Household nappy use at end of project



Nappy use impacts on landfill

Appendix 3 shows the detailed calculations of the waste produced and avoided at the beginning and end of the project. Based on the number and ages of children in households the average number of nappies used per household was 11 (disposable and/or reusable). Many households had more than one child in nappies, and there was a high proportion of households that had newborns.

The positive transition of households from disposable to reusable nappies translates into significant savings from landfill. Based on tonnes per household, there was a significant reduction in waste to landfill from disposable

nappies (75%) and a diversion of a further 38% of waste to landfill from using reusable nappies.

Table 2 shows the waste to landfill avoidance figures, with a 75% decrease in tonnes of soiled single-use nappies, and a 638% increase (from 8.4 to 61.8 tonnes) in the reuse of nappies through reusables.

Project participants collectively reduced nappy waste to landfill by 75%. Materials reuse increased by 638%

Table 2. Waste to landfill avoidance (tonnes per household per annum)

Nappy type	Project commencement:	Project end:	Percent change
All or mostly disposable nappies	88	22	75% decrease
Equal mix	18	32	74% increase
All or mostly reusable nappies	8	62	638% increase



Based on the 748 nappy packs distributed to participants, there was 33.6 tonnes of disposable nappy waste avoided and 93.7 tonnes of reusable material reused. Appendix

Nappy use barriers and attitudes

The project demonstrated that the main barrier for households to try reusables nappies is trialling them for the first time. Once provided with the education and the trial nappy pack, the majority of respondents (85%) indicated they did not have any barriers to overcome.

Of the remaining respondents, some suggestions for overcoming hesitance or reluctance were:

- Waiting for the baby to be larger/accessing newborn and premature sizes.
- More handouts on specific topics, such as step by step poo removal.
- One on one support with issues such as fitting.
- Short emails and videos with tips and tricks.
- Having systems, routines and support with setting up washing.
- Follow up workshops for those currently expecting to refresh information.

43% indicated they do not have access to a support network

Participants were also asked if they had tried and not continued with reusable nappies in the past, what were their reasons for ceasing. The top four reasons were “couldn't keep up with the washing”, “they sometimes leaked”, “couldn't commit

- Getting more family support e.g. workshop targeting dads/grandparents.

Participants were also asked if they had tried and not continued with reusable nappies in the past, what were their

3 (Table 3.4) shows these detailed calculations for tonnes of disposable nappy waste avoided and tonnes of reusable material reused.

to them all the time” and “didn't want to deal with the poo”.

Support networks

The Best Practice Reusable Nappy Program feasibility study recommended that parents have access to a support network. This recommendation was acknowledged in The Nappy Project through the creation of a Facebook support group to help parents who did not have a support network for the use of reusable nappies.

Parents were asked about their own support networks and 43% indicated they do not have access to a support network which can be a significant hidden barrier to individuals continuing with reusable nappies after first trialling them.

Future use of reusable nappies

To get an indication of whether participants were likely to continue with reusable nappies, they were asked whether they had purchased or sourced additional reusable nappies. A total of 190 participants (58%) had obtained additional nappies since attending the workshop. Of these, 23% had sourced second hand nappies rather than new nappies (a positive outcome), 20% had purchased different brands to those in the nappy pack and 15% had purchased the same brand.

Other participants (6.4%) reported that they already had a collection of reusable nappies or had bought some in the lead-up to the workshop.



Evaluation of the best practice program model

The best practice model was the recommendation of the feasibility study. It found that interventions depended on the behaviour change stage of the parents, and the scope of what was in Councils control. It recommended a program that included an education campaign and

The workshops and the nappy trial packs were the single-most valuable part of the program.

creating opportunities for parents to come together over reusable nappies (e.g. workshops).

The feasibility study recommended that early intervention would be a valuable part of the behaviour change program, targeting households via antenatal services. This was highlighted as an opportunity by many participants and MCHNs, however was limited in the scope of this project. It is certainly an aspect to consider in future partnerships, from upskilling midwives to assist new parents, to partnering with hospitals to run workshops.

The feasibility study also highlighted the barrier of upfront costs and myths about return on investment of using reusable nappies, and hygiene myths around second hand nappies. This was addressed in the workshops and in provision of the nappy trial packs.

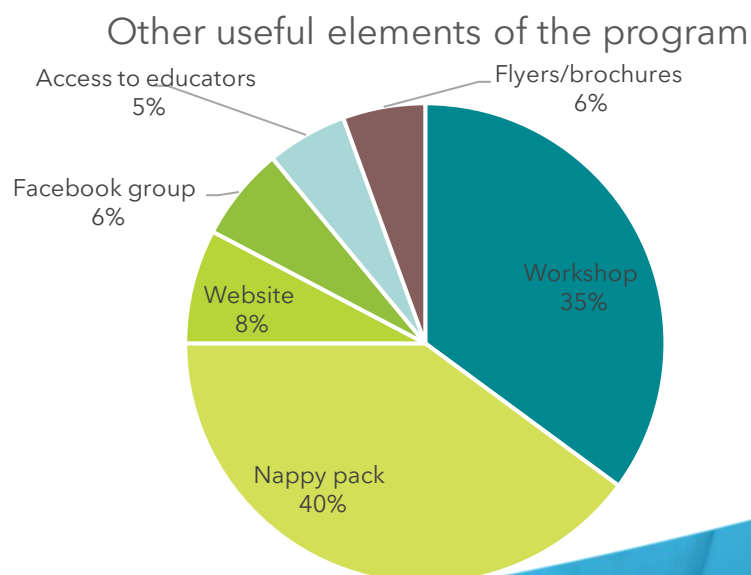
Target audience

The Best Practice model aimed at attracting households that were currently not already using reusable nappies but were open to it, to help them overcome any barriers. Prior to the project, 89% of total participants indicated they had not used reusable nappies in the past. In the follow up survey, 62% had not used reusable nappies however it is not clear if these participants counted *current* nappy use.

Education materials

The program feedback demonstrated that workshops and the nappy trial packs, representing the opportunity for a hands-on experience, were the single-most valuable part of the program, from participants' point of view. Figure 5 shows the other elements of the program they found useful.

Figure 5. Participant feedback on useful elements of the program



Identified challenges and lessons learned

Expectant parents

There was interest from households that were expecting but had not yet had their baby. Ideally the project could be broken into two parts over a 12 or 24 month period:

1. Pre-birth nappy education to 'plant the seed' of reusables, educate families on their use and inspire them to try
2. Follow up workshops and feedback after 6-12 months once all households had a chance to try the nappies.

Households' experienced in reusable nappies versus inexperienced households

Households which had already used reusable nappies were less willing to try other brands, as they already had preferred brands and procedures. Inexperienced households were open to trying different brands and washing techniques.

Self-reporting of behaviours

Self-reporting revealed a number of flaws, one being an underestimation of how many nappies were used per day when compared

with the ages and number of children in the households. Some other answers were also contradictory or cryptic which devalued their use.

Reporting period

One of the biggest challenges of the program was fitting it in with a grant-funded reporting period. Just as the program gained momentum the workshops had to wrap up to allow time for surveys and reporting. Looking forward, it would be valuable to run a program similar to this as an ongoing program on a rolling two-year basis to allow adequate time for engagement and follow up support for participants from anti-natal to full nappy use stages.

Role of local government

Much of the prenatal impact is hard to achieve for councils alone, as council engagement with households tends to commence once when parents first access early years services such as MCHC and library programs. Councils are limited to an advocacy role only with local hospitals, general practitioners, retailers and the Victorian Government.





Recommendations

The following recommendations are based on the key findings of this report and participants feedback gathered during the project.

Campaign recommendations

That the project retains the website and downloadable factsheets and further develops the workshop.

That the project website be enhanced with additional downloadable resources (e.g. simple one-page hints and tips) or links to existing resources such as wash guides.

That short tutorial videos be used to make the information more accessible and user friendly for participants.

That champions in key areas (libraries, MCH, etc) should be trained and have nappy packs for ongoing support to the community

Education program recommendations

That the project retains the use of nappy trial packs and the design of the workshops.

That additional nappy packs or individual nappies should be made available for participants, where the budget is available. Alternately councils could utilise the stock of second-hand nappies that have been donated to the program.

That newborn nappies be included in the trial packs where appropriate or additional instruction provided at workshops on folding to newborn size.

That further Train the Trainer training to upskill MCHNs is provided to enable a follow-up session for parents experiencing difficulties.

That other incentives be explored to encourage participation in the workshops.

That a maximum number of participants per workshop be determined, subject to budget.

Building The Nappy Project

That the project be scheduled as an ongoing program on a rolling two-year basis to allow adequate time for engagement and follow up support for participants.

That opportunities for partnerships be sought with hospitals and midwives for extending reach to anti-natal areas.

That councils assist development of local support networks for parents which may involve inclusion of education at new parents groups, encouraging use of the Facebook support group, and assisting new parents to build supportive connections for advice and encouragement



Appendices

Appendix 1. Workshops

Appendix 2. Campaign Collateral

Appendix 3. Data tables

Appendix 4. Recommendations from participant feedback

Appendix 5. Documentation of participant suggestions

Appendix 6. Glossary



Appendix 1. Workshops

Table 1.1 Workshop locations

Workshop locations and dates (2023 and 2024)	Baseline surveys completed
Bayside - 10 Oct	16
Bayside - 16 Nov	16
Boroondara - 20 Oct	35
Boroondara - 21 Sep	29
Brimbank - 14 Nov	10
Brimbank - 24 Oct	9
Brimbank - 9 Sept	11
Glen Eira - 31 Aug 23 Carnegie	15
Glen Eira - 4 Oct	15
Knox - 24 Oct	21
Knox - 28 Sept	4
Maribyrnong - 15 Oct	6
Maribyrnong - 28 Sep	7
Maroondah - 1 Nov	20
Maroondah - 17 Jan 2024 (online)	41
Maroondah - 7 Oct	26
Mon 19 Feb morning	6
Monash - 20 Oct	18
Monash - 21 Oct	19
Moonee Valley - 11 Nov	9
Moonee Valley - 12 Dec (online)	8
Moonee Valley - 28 Oct	16
Nillumbik - 10 Oct	24
Nillumbik - 12 Nov	31
Shared - All - 16 Jan 2024 (online)	7
Shared - All - 18 Jan 2024 (online)	16
Shared - All 15 Feb 2024 Morning (online)	2
Shared - All 15 Feb 2024 Evening (online)	8
Shared - All 22 Feb 2024 (online)	1
Shared - Bayside/Glen Eira - 18 Nov Brighton	12
Shared - Knox/Maroondah - 30 Nov Wantirna	19
Shared - Maribyrnong - 2 Nov	11
Shared - Monash Whitehorse - 25 Nov	19
Shared - Nillumbik - 7 Dec	13
Shared - Stonnington/Yarra - 14 Dec South Yarra/Toorak	11
Shared - Yarra & Boroondara - 22 Nov	16

Cont...



Workshop locations and dates (2023 and 2024) continued	Baseline surveys completed
Stonnington - 18 Aug 23	6
Stonnington - 19 Oct	25
Whitehorse - 10 Oct	22
Whitehorse - 11 Sept	7
Whitehorse - 24 Oct online	9
Yarra - 14 Sept	5
Yarra - 23 Oct online	29
Yarra Ranges - 20 Jan 2024 online	37
Yarra Ranges - 29 Nov	18
Yarra Ranges - 6 Dec	10
Packs not linked to specific workshops*	11
Total	726

Councils that had high workshop registrations and attendance were:

- Nillumbik with 103 registrations and 64 households attending across two workshops.
- Maroondah with 58 registrations and 45 households attending across two workshops.

For the online workshops, Maroondah and Yarra Ranges achieved good attendance:

- Maroondah online - 50 registrations with 36 households attending.
- Yarra Ranges online – 54 registrations with 34 households attending.



Table 1.2. Workshop participants by residential address

Municipality linked to workshop location	Households
Banyule	1
Hume	1
All (Shared) (Melbourne)	1
Bayside	36
Bayside (Dandenong)	2
Boroondara	73
Boroondara (Ballarat)	1
Brimbank	32
Brimbank (Melton)	2
Glen Eira	58
Glen Eira (Port Phillip)	1
Knox	63
Knox (Casey)	2
Maribyrnong	33
Maroondah	49
Maroondah (Hobsons Bay)	1
Maroondah (Kingston)	1
Maroondah / Yarra Ranges	2
Monash	63
Moonee Valley	32
Moonee Valley (City of Melbourne)	1
Moonee Valley (Merri-bek)	2
Moonee Valley (Port Phillip)	1
Nillumbik	73
Nillumbik (Banyule)	3
Nillumbik (Manningham)	1
Stonnington	38
Whitehorse	52
Whitehorse (Frankston)	1
Whitehorse (Manningham)	1
Whitehorse (South Gippsland Shire)	1
Yarra City	24
Yarra City (City of Melbourne)	1
Yarra City (Darebin)	1
Yarra City (Merri-bek)	2
Yarra Ranges	70
Total	726



Appendix 2. Campaign collateral

Website



HOME HOW TO RESOURCES WORKSHOPS ABOUT CART (0)



Time for a change

Why reusable nappies?

Disposable nappies can cost a whopping \$3600 per child over 2.5 years. Switching to reusables can save an approximate \$2270 per child during that time.

There are also great savings in waste generation, no more smelly bins, and the health benefits that come from avoiding the chemicals found in disposable nappies.

The Nappy Project helps families try out reusable nappies to see. Switching just one nappy a day will save 365 nappies a year from landfill, and benefit the household budget.

Time for a nappy change?



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Social media

Moonee Valley Sustainability Forum
 Nicole Butler · 9 Aug 2023 · 🌐

****Brimbank & Moonee Valley residents****

A hands on reusable nappy workshop coming up on Saturday 9 September.

Registrations via Humanitix link.

Please share with your friends and family.



events.humanitix.com
Reusable nappy workshop - Brimbank 9 Sep | Humanitix

Like Comment Send Share

👍❤️ 5

Sustainable Living in Whitehorse is feeling excited.
 24 Aug 2023 · 🌐

👉 Whitehorse City Council has teamed up with 13 other councils to bring you The Nappy Project, a fantastic initiative! ...see more




FREE WORKSHOPS
HOW TO USE REUSABLE NAPPIES
 AUGUST 2023 TO JANUARY 2024
 Visit thenappyproject.com.au

Workshops

WHITESHORSE CITY COUNCIL Sustainability Victoria VICTORIA the nappy project

Free reusable nappy workshop.



Stonnington City Council
 August 4, 2023 · 🌐

! Did you know that disposable nappies can cost around \$3600 per child over 2.5 years?

And during that time switching just one day a week to reusable nappies diverts 900 nappies from landfill.

If you think that stinks, join **The Nappy Project** for a **FREE** workshop to learn how easy it is to make the change to reusables.

Eligible participants will even receive a free reusable nappy pack to get you started, including 3 reusable nappies, 2 reusable wipes and a reusable wet bag.

📅 Taking place 11am – 12pm, Friday 18 August at Phoenix Park Library.

Register now - <https://events.humanitix.com/reusable-nappy-workshop...>

#CityofStonnington #Nappyproject #EcoStonnington See less

👍❤️ You and 5 others 3 🗨️


 **The Nappy Project**
 July 6, 2023 · 🌐

The Nappy Project is an exciting initiative aimed at implementing a best-practice reusable nappy program in collaboration with 14 councils.


This joint project brings together the efforts of Bayside City Council, Boroondara City Council, Brimbank City Council, Glen Eira City Council, Knox City Council, Maribyrnong City Council, Maroondah City Council, Monash City Council, Moonee Valley City Council, Nillumbik Shire Council, Stonnington City Council, City of Yarra, Yarra Range... [See more](#)






 2

 **Sustainable Living in Whitehorse**
 8 Aug 2023 · 🌐

👶 Do you have a little one needing to wear nappies?
 ...see more



EVENTBRITE.COM.AU
Smarter Living - Cloth Nappies 101 Online Workshop
 This is a comprehensive introduction to cloth n...

  6

 **Nillumbik Shire Council**
 November 6, 2023 · 🌐

Thank you, Nillumbik families! 🙌🙌🙌 due to the success of our first The Nappy Project workshops, we've added a third session on Thursday 7 December at Diamond Valley Library (10.30-11.30am). We've loved seeing parents and carers embrace reusable nappies, which are kinder to the environment and more cost-effective than disposables.

Nillumbik residents who attend a free workshop and agree to a follow-up survey are eligible to receive a free reusable nappy pack valued at \$125. ... [See more](#)





  10 2 shares

Moonee Valley Sustainability Forum
Erin Rhoads · September 1, 2023 · 🌐



FUN FACT

USING CLOTH NAPPIES CAN HELP WITH HIP POSITION AND DEVELOPMENT



Moonee Valley City Council
September 1, 2023 · 🌐

Interested in trying reusable nappies? ♻️

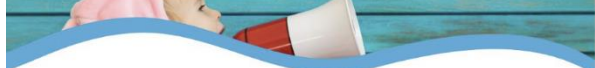
Attend one of our free workshops with support from the [The Nappy Project](#)

📅 Saturday, 9 September
👁️ See more


👍 3 1 comment

The Nappy Project
October 29, 2023 · 🌐

Struggling with the poo factor? A nappy liner can make poo removal easy. Remember, don't flush liners. They will clog the pipes. Disposable liners need to be placed in the landfill bin. Reusable liners can be rinsed and washed for reuse. The perfect use for that old flanalette sheet!




NAPPY LINER



An optional thin layer of material to keep heavy soiling off the nappy itself.


Never flush liners down the toilet.



👍 2


The Nappy Project
December 31, 2023 · 🌐

Question: How many reusable nappies do I need to get started?
Answer: You can start with as few as you can manage in your lifestyle (one or two a day). If you are wanting to use reusable nappies part-time, then around 10 nappies will get you started. For full time reusable nappies, upwards of 24 nappies will keep you going if you are washing every second day.



FAQs

YOUR QUESTIONS ANSWERED


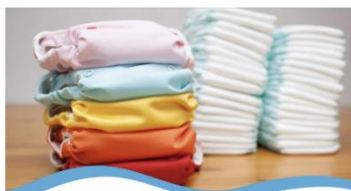


👍 4 2 comments

The Nappy Project
September 10, 2023 · 🌐

Last chance to book for tomorrow!
👉 <https://events.humanitix.com/reusable-nappy-workshop...>

Reusable Nappy Workshop 10am Monday 11 September in Nunawadding. Opt in to receive a complimentary nappy pack RRP \$137.50.

FREE WORKSHOPS HOW TO USE REUSABLE NAPPIES

**WHITEHORSE CIVIC CENTRE
10AM, MON 11 SEPT 2023**

📱 Scan to register Register to learn more about reusable nappies and how you can save over \$2,000 for each nappy-wearing child.

👍 3 1 share

Fact sheets/brochures

MODERN NAPPIES

Modern cloth nappies (MCNs) have transformed from the old-fashioned folded cloth nappies, commonly known as terry towels. They are now more user-friendly, compact, and available in a wide range of stylish designs. Whilst folded nappies can be useful for the newborn stage, MCNs come with improved designs and adjustable fastenings, making it easier to fit and use.



How do I choose a style of nappy?

There are various styles of reusable nappies available in the market, and choosing the right one for your child doesn't have to be overwhelming. Don't worry! This guide introduces the different styles of reusable nappies and provides you with simple tips to help you make an informed decision.

LEARN MORE

The Nappy Project is a joint project between 14 Victorian Councils. It offers free resources to make it easier for families to use reusable nappies and save money and reduce waste.

Visit the website for more information, including videos and resources: thenappyproject.com.au



1 GETTING STARTED



This project is supported by the Circular Economy Councils Fund. The Fund is delivered by Sustainability Victoria under the Victorian Government's circular economy policy. Recycling Victoria: a new economy.

www.TheNappyProject.com.au

All information is correct as of July 2023



TIME FOR A CHANGE

NAPPY SIZES

Choosing the right nappy size for your baby will depend on age and weight. Each brand may offer their own recommendation for the best fit of your baby. You can choose a fixed-size nappy or an adjustable nappy, such as a one size fits all (OSFA).

-  **Newborn**
1.5-8kg
0-3 months approx.
-  **Sized**
Small: 4-7kg
Med: 6-11kg
Large: 9-16kg
-  **OSFA**
3.5-16+kg
3 months to toilet training

NAPPY TYPES



All-in-one (AIO)
AIO nappies are the closest in design to disposable nappies. They consist of a waterproof outer layer and an absorbent inner layer sewn together. They require no inserts, assembly or stuffing. Use as one piece, wash as one piece. Wash after each use.



All-in-two (AI2)
AI2 nappies have two main components – an absorbent insert and a waterproof outer shell. The insert can be either snapped in place or laid on top of the shell. The shell can be reused multiple times as long as it remains clean and dry. Wash the inserts after each use.



Pocket nappies
Similar to an AI2 nappy, however with a pocket that you can place the insert inside. You can increase the absorbency by adding extra inserts. Wash the shell and inserts after each use.



Fitted nappies
Shaped nappy with multiple layers of absorbent materials such as bamboo, hemp, or cotton. Layers are sewn together to create a contoured shape. Wash after each use. They require a separate waterproof cover.



Pre-folds
Fabric squares that can be folded into different shapes to suit the size of baby. Secure them with a safety pin or fastener, such as a snappi, and cover with a waterproof cover. Wash after each use.



the nappy project

Other collateral



MY NAPPY COUNT

Every baby will use a different number of nappies. Record the number of nappy changes made for up to 3 days by marking a tick after each nappy change is completed.

Age

0-6 mths
 6-12 mths
 12-18 mths
 18+ mths

This sheet is (tick):

- before receiving nappy pack/attending workshop
- after receiving nappy pack/attending workshop

Day 1		Day 2		Day 3	
Disposable	Reusable	Disposable	Reusable	Disposable	Reusable
✓	✓	✓	✓	✓	✓
Total disposable	Total reusable	Total disposable	Total reusable	Total disposable	Total reusable
[]	[]	[]	[]	[]	[]





Free nappy pack for eligible participants

FREE WORKSHOPS HOW TO USE REUSABLE NAPPIES

**AUGUST 2023 TO
JANUARY 2024**



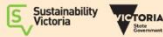
Workshops

Register to learn more about reusable nappies and how you can save over \$2,000 for each nappy-wearing child.

Eligible participants will receive a reusable nappy pack to try at no charge.

Scan the code or visit the website to register your interest. **Registration is essential.**

↳ Visit thenappyproject.com.au



This project is supported by the Circular Economy Councils Fund. The Fund is delivered by Sustainability Victoria under the Victorian Government's circular economy policy, Recycling Victoria: a new economy.



POCKET NAPPY



A pocket nappy is a 2-part nappy. You can put the insert either inside the pocket or on top.



ADJUSTABLE NAPPIES



Newborn



Toddler



FIT TIP



Make sure no absorbent parts are poking out from the elastic.

This helps prevent leaks.



DRYING TIP



Line drying is kinder on the planet, reduces bacteria loads and ensures a thorough dry.

WASH TIP



Choose a concentrated, quality detergent.

You use less of a concentrate, and make less waste.

PRE-WASH

Pre-wash nappies before the main wash.

This flushes out the bulk of the soiling.



DRYING TIP



A sock hanger is a handy way to dry nappies under a ceiling vent.

ADJUSTABLE NAPPIES



Waist snaps

Rise snaps

Can be adjusted to suit most newborn to toddler size

QUICK TIP



Different brands have different fits. You might need to try more than one to find what works for your bub.



Appendix 3. Data tables

Table 3.1 Waste produced and avoided – beginning of project

Nappy type used	Number of nappy-using households in the sample	Calculated number of nappies per day based on age	Average nappy weight when soiled (17.75 to 90g) 60g including 28g of nappy	Tonnes per annum	Estimated tonnes per annum to landfill	Estimated tonnes per annum reused/avoided from landfill
Disposable only	318	3,492	209,520	209.52	209.52	0
Equal mix	37	382	22,920	22.92	11.46	11.46
Mostly disposable	47	542	32,520	32.52	32.52	0
Mostly reusable	46	508	30,480	30.48	0	30.48
Reusable only	30	324	19,440	19.44	0	19.44
Total	478	5,248	314,880	314.88	253.5	61.38

Table 3.2 Waste produced and avoided – end of project

Nappy type used in the past week	Number of nappy-using households in the sample	Calculated number of nappies per day based on age	Average nappy weight when soiled (17.75 to 90g) 60g including 28g of nappy	Tonnes per annum	Estimated tonnes per annum to landfill	Estimated tonnes per annum reused/avoided from landfill
All/mostly disposable	41	456	27,360	9.98	10.0	0.0
Equal mix	60	662	39,720	14.49	2.9	2.9
All/mostly reusable	117	1288	77,280	28.21	0.0	28.2
Total	218	2,406	144,360	53	13	31

To compare follow up data with project commencement data, nappy use and weight was calculated per household and then multiplied to 478 households which represented the nappy-using households on commencement.

Figure 3.3 Nappy waste (tonnes) by nappy type

Nappy weight in tonnes across 478 households

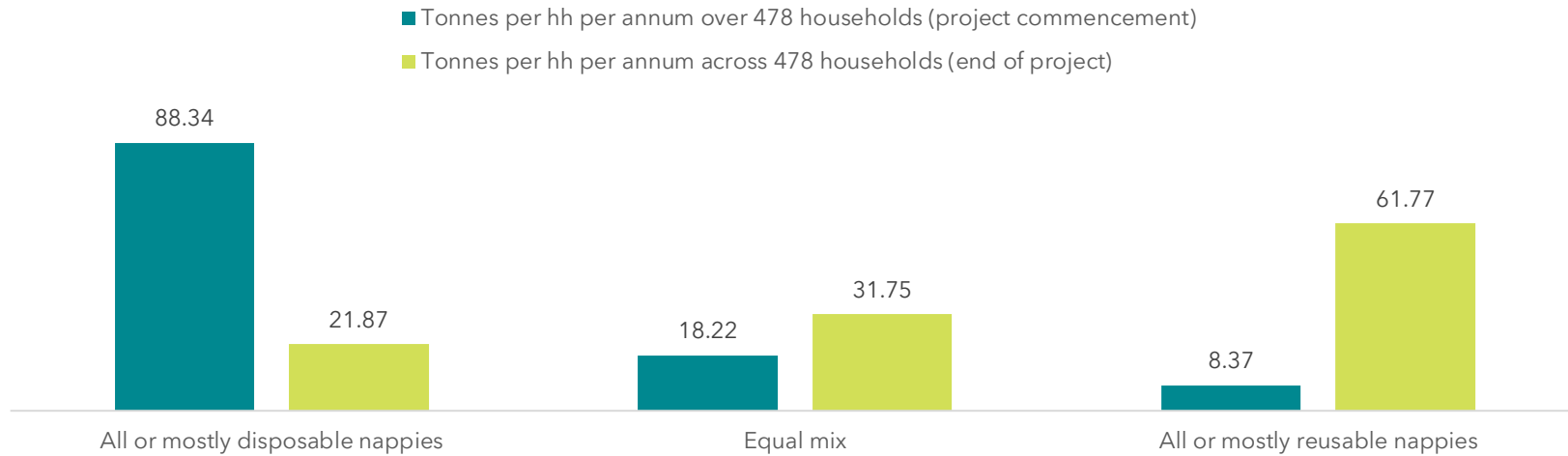


Table 3.4 Reuse and waste avoidance (nappy packs)

Nappy brand	Weight (grams)	Number of uses	Disposable nappy waste avoided (tonnes)	Reusable material reused (tonnes)	Disposable nappy waste avoided (tonnes) for 748 kits	Reusable material reused (tonnes) for 748 kits
Bare Love	166	250	0.015	0.04	11.22	31.04
EcoNaps	187	250	0.015	0.05	11.22	34.97
Kidsaroo	148	250	0.015	0.04	11.22	27.68
Totals		750	0.045	0.13	33.66	93.69
					Waste avoided	Tonnes reused

Notes: 748 nappy packs (kits) distributed so far. Number of uses is based on 24 nappies for 6000 uses. Disposable nappy waste avoided (tonnes) is based on 60g per disposable nappy per kit. Reusable material reused (tonnes) is based on reusable nappy weight per kit.

Assumptions

Calculating number of nappies

There were discrepancies in the self-reported number of nappies used per day. For example, a newborn will have 2 hourly changes resulting in 12 nappies used per day, however some respondents answered 2 nappies per day. This may be that respondents were referring only to reusable nappies, or simply a flaw in self-reporting. Further limitations came from households that were still expecting and thus unable to provide nappy-use data at this point.

Daily nappy-use numbers by age were based on recommendations by hospitals, midwives, nappy manufacturers and sources such as the American Academy of Paediatrics*. Where a range was supplied, the average number of nappies per day for that age range was used.

* [American Academy of Pediatrics https://www.happiestbaby.com/blogs/baby/how-many-diapers-does-baby-use](https://www.happiestbaby.com/blogs/baby/how-many-diapers-does-baby-use)

These were:

Child age	Average number of nappies used per 24 hours
Newborn	12
Six to 12 months old	9
One to two years old	8
Over two years old	6
Toilet training/over three years old	4
Night nappy only	1
Permanently incontinent	8



Based on the number of children in each nappy-using household, and the age of the children, it was calculated that the average household nappy used per day was 11.

Table 3.5 Nappies per day

Number of nappies used per day	Number of households	Total nappies used per day
1	1	1
6	17	102
8	25	200
9	47	423
12	154	1848
13	2	26
16	14	224
20	3	60
21	2	42
24	1	24
25	1	25
Expecting	62	0
Sub Total	329	2975
Total households with children in nappies	267	

The number of households with children currently in nappies was 267 (excluding those still expecting) however there was some missing data (unanswered question). The total therefore was 218 nappy-using households with an average of 11 nappies per household per day. This is similar to the baseline survey of 10.99 (11) nappies per household per day. This number is likely due to the high proportion of newborns that were born during the project thus now counted in the data, and households that had gone from one to two children in nappies.

Nappy weights

To calculate the estimated waste to landfill or waste avoided from landfill/reused materials, nappy weights were used.

To arrive at an average weight per nappy, the following was considered.

- an unsoiled (new) disposable nappy weighs between 28 and 40 grams.
- the consensus across breastfeeding groups, hospitals and nappy suppliers on the average weight of a soiled nappy, with 60 grams being the mid-point.



Appendix 4. Recommendations from participant feedback

Table 4.1 participant recommendations

Topic	Participant suggestions for program improvement and recommendations
Newborn nappies	<p>A handful of newborn nappies were available, but given the project logistics and timeframe, these were not as readily available as they could have been.</p> <p>In future programs, newborn nappies could be considered, or workshops could be targeted to folding or snapping nappies down to newborn size. This was covered only briefly in the Project workshops.</p>
Quick tutorial videos	<p>Workshop recordings are very long. Short videos on each component would be beneficial though were not funded in the current project. This could be developed moving forward to make the information more accessible and user friendly for participants and distributed on both social media and the website.</p>
<p>Follow up fitting and trouble shooting sessions / Drop in sessions</p> <p>BYO nappy workshop for fitting advice</p>	<p>There would be a lot of value in this however it can be resource intensive. It should be considered that some of the future workshops will be dedicated follow-up sessions rather than introduction sessions.</p> <p>Further Train the Trainer training could upskill MCHNs to offer this service.</p>
Links/discounts to membership for Clean Cloth Nappies	<p>The spirit of the program was to provide reliable information that did not cost extra for households. There is sufficient, reliable information readily available to residents without the need for membership fees.</p> <p>Given the feedback from many participants that the hard-line approach of the subscription-based advice services can be overwhelming or off-putting, which can be a barrier to beginning, it is not recommended to support this suggestion. Residents can subscribe to services such as Choice and Clean Cloth Nappies if they wish.</p>
Detergent samples, comparisons and advice	<p>The program kept the detergent advice fairly generic, with participants being advised that a good quality, concentrated detergent from the supermarket is adequate. Resources such as Choice and Washwise.org.au fulfil this niche.</p> <p>Procurement could be challenging as most commercially available detergents are suitable, and guidelines on washing nappies are forever changing. If councils wish to pursue this suggestion, they could consider commissioning a chemistry study into the effectiveness of zero-waste detergents (such as detergent sheets) on reusable nappies and subsequently offer a sample.</p> <p>Given that households already have and use laundry detergent, this suggestion is a low priority.</p>

Topic continued...	Participant suggestions for program improvement and recommendations
Discount codes and Council rebates	<p>The feasibility study suggested that rebates and discounts are attractive to those already using reusable nappies rather than a motivator to get a household to trial them in the first place.</p> <p>Given the project success in getting households to trial reusable nappies, this could be utilised to assist households in increasing the number they use daily. EcoNaps provided a discount code that was provided in the nappy packs.</p> <p>Moving forward, council rebates and incentives could be conditional (just as the nappy packs were). Conditions could be the attendance at a workshop, which reusable nappy 'converts' are less likely to attend, or filling out a questionnaire on nappy use for future data analysis.</p>
Cleaning advice	<ul style="list-style-type: none"> ● A shorter workshop with less emphasis on cleaning ● A longer workshop with more detail on cleaning ● Cleaning without the harsh chemicals ● Bleach doses ● A physical demonstration of cleaning ● Photos of unwashed nappies <p>Future workshops could be customised to beginner workshops (Getting started) and troubleshooting workshops (Keeping going) to address more detailed washing advice.</p> <p>The washing advice provided in the project workshops was generic, offering many different ways to wash reusable nappies to achieve hygiene. Participants were encouraged to try different things to find what works for them.</p>
Nappy fit check sheet	<p>While every child and every nappy is different, a generic 'fit sheet' covering gaps around legs, leak prevention etc could be provided with future workshops or the website.</p>
Smaller workshops / less people	<p>Due to the scope and budget, the intention was to get 1038 households into 38 workshops. This would mean 27 households per workshop. Often more than one person from a household would attend.</p> <p>Councils can consider their budgets moving forward and decide on the desired number of households or participants per workshop. The budget stretches further the more households that can attend a workshop, which is an important consideration.</p>



Appendix 5. Documentation of participant suggestions

Participants were asked what else could have been provided to assist the program. Many of the ‘additional items’ participants suggested were already provided as a part of the program. This demonstrates the importance of repeated messaging in education programs. Their suggestions and the response from the project team are shown below.

Table 5.1 Additional items suggested by participants

Suggestion	Response
A follow up meeting/workshop	A follow up meeting was offered in February. Every one of the 726 participants were emailed to offer the session. Not one household accepted the invite. This could have been due to the weather and it being a daytime session in summer. Further follow up/support sessions will be offered in the near future.
Reusable wipes	Two were included in the nappy packs and covered in the workshops. The workshops suggested that rather than spending money, cut up an old flannelette sheet or towel.
A brochure/print out with usage instructions/washing instructions	This was included in the nappy pack (simplified version with links for support), available at the workshops and available as a download from The Nappy Project website.
A card with washing instructions	Several were included in the nappy packs (from two of the manufactures) and a link was provided to the wash card of the Australian Nappy Association. As there is more than one way to wash nappies, a wide range of options was included in the workshops so that participants could trial what worked for them. All participants received a copy of the workshop slides 3 hours after the workshop.
Information booklet to take home	Individual information brochures were available at each workshop so that participants could take just what they needed.
Printed brochures, fliers, info sheets	These were available at all workshops where Council officers attended and as downloads from the website.
A swim nappy	As discussed in workshops, shells can be used without inserts as swim nappies, so it was not necessary to include a separate swim nappy.
Workshop trying nappies on dolls	All participants were encouraged to bring a doll to the workshop and practice from their nappy kit during the workshop.
Advice on which washing detergent to use	Participants were encouraged to use a concentrated detergent that is not full of fillers. Look for the word “concentrated” or “Ultra concentrated” on the pack.

Continued overleaf...



the
nappy
project

Suggestion continued...	Response
Details of nappy cleaning services?	This was provided on the website
Discount codes from nappy suppliers	Nappy packs included a discount code for EcoNaps.
Environmental impact	This was covered in the workshops, brochures and website
Follow up email with slides	This was provided automatically 3 hours after the workshop
Links to nappy hire	This was provided on the website
Follow up email with slides	This was emailed to every workshop registrant 3 hours after each workshop.



Appendix 6. Glossary

Term	Description
OSFM	One size fits most – adjustable nappies
Eco-disposable	Disposable nappies made with reduced plastics, reduced toxins on increased sustainable materials such as certified organic cotton.
Cloth curious	Households that are interested in learning about reusable nappies but have not yet taken the plunge.
Reusable nappy	Modern cloth and other cloth nappies designed to be washed and reused after each soiling.
Disposable nappy	Single-use nappy sent to landfill once soiled.
Meaningful survey	A baseline survey that was completed (not left blank) and thus had data to analyse, and was also not a duplicate survey by the same person (these were consolidated), blanks and those with inadequate data were excluded
MCHN / MCHC	Maternal Child Health Nurse / Maternal Child Health Centre
Cloth nappy vs reusable nappy	While the terms are interchangeable, the term reusable nappy was adopted by councils for public communication as it was deemed that 'cloth nappy' brought up memories of the terry towelling nappies and not modern cloth nappies. The project focus was on modern cloth nappies for ease of use.

