

Real Nappies for London – meeting 26th July 2006

Hi, I am Jackie Ogden, my scheme covered the London Boroughs of Hounslow and Richmond upon Thames.

The dual borough project was funded by WRAP up until 31st March.

We gave the option to choose either to purchase the nappies for home laundering or use a laundry service.

Initial Pack

- ❖ Cover letter
- ❖ Starter nappy and instructions for use
- ❖ Nappy information leaflet
- ❖ Dates of Real Nappy Information sessions
- ❖ Terms and Conditions
- ❖ Feedback agreement
- ❖ Return envelope

Outline of Scheme

- ❖ On application - £30
- ❖ Receipt received - £20
 - £50 in total

The idea to split it was to encourage continuing use

In reality it is

- ❖ Difficult to administer
- ❖ Added pressure on participants who are already busy looking after a small child
 - Sending in initial paperwork
 - Sending in receipt
 - Two separate purchases
 - So this could have been a deterrent for the initial sign up or to continue on so may have lead to only determined people to benefit wholly from scheme.
- ❖ Can only buy a small amount of nappies with each voucher so cannot give a true trial. The same can be said of the sample nappy as residents saw it as a trial rather than a demonstration of what a modern nappy looks like.

Take up was improved by the addition of further suppliers willing to redeem the vouchers and using different methods of purchase, such as via the internet, mail order, in a shop or a home based business.

The vouchers scheme gave the participant the flexibility to choose exactly what nappies were best for the baby and so should therefore be a more positive experience.

We found that the schemes up take was greater in the London Borough of Richmond but believe that this is likely to be for two reasons

- ❖ Residents of the Borough are more affluent
 - More disposable income

- More educated
- ❖ There was previously no scheme.

In Richmond there were opportunities to work with Ante-natal Clinics whereas in Hounslow we had the most response via Surestart groups and primary schools as the pupils are aware of recycling issues through my colleagues' work.

Doctors' surgeries were not very useful, as the information was not necessarily passed onto the relevant person in the practice to promote it.

Started work with West Middlesex Hospital but this is a long-term project.

There has been interest from an incontinence perspective.

As I only had 7 months (I was only in post at the end of August 2005) to make the most of the funding, I tried to not only put in place the beginnings of a more extensive nappy awareness within the Boroughs but also to work in Colleges talking to Childcare students that may in the future be able to promote the usage of Real Nappies in their workplaces.

One college was having my talk and was to have a debate about them after. I asked if I could stay for the debate and it was quite comforting that they had obviously taken in some of what I was saying.

I use the Health Professionals Toolkit for all my talks and find it gives a good basis to start, as it can be adapted to suit the audience.

At the end of the project we had sent out 553 applications of which 51% actually applied for the first voucher and 41% the second across the two Boroughs.

Of the total only 3 vouchers were sent out for the use of the laundry service.