



## How to run a Nappuccino coffee morning

### What is a nappuccino?

A 'Nappuccino' is a relaxed, free coffee morning event where families can come and learn about the benefits of Real Nappies over disposables. It could form part of a regular session, such as a playgroup or parent and toddler group, or it can be a free-standing event. Whether you include a presentation yourself or invite a 'nappy guru' along, there's plenty of support available. It's a good idea to invite several people who are already using Real Nappies for their children as they can be on hand to give advice.

### Why run a give and take event?

Around 8 million disposable nappies are thrown away in Britain every day, with each child using on average 5850 disposable nappies in their lifetime - that's the same weight as two fully grown dairy cows. When you think that every disposable nappy ever used has ended up in landfill, it's clearly unsustainable to keep using them. Real Nappies are not only better for the environment but they save money, too: approximately £250 for a first child, with greater savings on a second child  
[www.thenappygurus.com/savingmoney.html](http://www.thenappygurus.com/savingmoney.html)

The Cumbria Real Nappy Campaign encourages the use of Real Nappies through incentives. If your baby is under 6 months old and you are a Cumbrian resident, then you will be eligible to apply for a Real Nappy voucher. Vouchers have a value of £30 per child (minimum spend £45) and will be redeemable at local Real Nappy Campaign retailers against the purchase of Real Nappies. You might be able to sell Real Nappies and related products at your Nappuccino by inviting a 'Nappy Guru' to come along and give demonstrations.

A Nappuccino is a great way to advertise this campaign while doing your bit for waste reduction too.

### What things do I need?

- A child-friendly, practical venue, with pushchair access and baby-changing facilities. Parking nearby will be helpful.
- A good selection of Real Nappies and related products from different brands. A sample set can be loaned from Cumbria County Council (the contact email is included below).
- Tables and chairs for the parents so they can sit down and chat, as well as a table to display nappies.
- Toys and a soft play area for small children.
- Refreshments.

### TOP TIP

Have volunteers who currently use Real Nappies for their children on hand to give advice.

Use a teddy bear to demonstrate fitting a real nappy .

Remember that it's best to outline all the positives about Real Nappies, like the environmental benefits, rather than the negatives about disposables - avoid putting people off by making them feel guilty.



## Running the event

### Before the event:

Think about where you will hold your Nappuccino. If you have a pre-existing forum such as a baby and toddler group to host your Nappuccino, this works well as you will have a ready-made audience, and this may dictate the venue. Otherwise, you will need to look into costs, accessibility and insurance.

If you would like a real nappy expert to give a short presentation or demonstration, look on the Cumbria Real Nappy Campaign website [www.cumbriarealnappycampaign.org](http://www.cumbriarealnappycampaign.org) for local retailers. Alternatively, you can prepare your own using the format provided below. A real nappy pack can be loaned from Cumbria County Council for your event – contact [katharine.smith@cumbria.gov.uk](mailto:katharine.smith@cumbria.gov.uk)

If you are taking photos during the event, remember that you would need parental consent if you are going to share any photographs of children. A sample photographic policy and consent form from the Safe Network website is included in this pack (see *Resource C*).

### On the day:

#### 1) Setting the scene

Make sure all the toys are clean before they are put out and have the play area set apart from the nappies and refreshments. Assign one or two volunteers to look after the play area so that parents can spend time discussing Real Nappies and looking at the products on display.

Have a parent who currently uses Real Nappies for their children on hand near the stall of products to answer people's queries and talk about their own experiences.

#### 2) Introductions and icebreaker – approx. 5 mins

Once everyone has arrived and got their children settled, ask everyone in the group to introduce themselves and tell the group anything they already know about real nappies. Have they used them before? What are their preconceptions?

People often think they are all about folding, pinning and boiling, and are really surprised to see that they are not like that these days.

#### 3) Real nappy demonstration – approx. 40 mins

- If the group is made up of people already into the idea of using washables, then get stuck straight in to showing them the different types of nappies, and explaining the pros and cons of each type. For example, you might show them a pocket nappy, an all in one, a 2-part and a hybrid, if using a trial pack from Cumbria County Council, each nappy is explained in the pack. Pass the nappies round for parents to look at. Parents are often very surprised to see how easy they are to use. **The real nappy pack sample set from Cumbria County Council includes clear instructions on how to use each one.**
- If, on the other hand, the group includes people who are a bit iffy about washables, you might also ask them to work out how much they spend on disposables (usually between 50p-£1 per day, depending on the brand). When you work out how much the cost will be for 2.5 years per child, it's easy to see how much cheaper washables will be. You might also ask how full their bin gets, and explain how every disposable that's ever been used is still out there – but remember, you don't want to put people off by making them feel guilty!
- Parents can then discuss the different types and narrow down their choices of nappy by working out their personal priorities e.g. do they need something that will dry fast on an airer inside? Do they need it to be really easy to use, if a baby-sitter or childminder is going to be using them?
- Demonstrate how to fit a nappy using a teddy or, if you have the means, show a short video such as: <https://www.youtube.com/watch?v=C5EtTYQJWAU&feature=youtu.be&app=desktop>
- Finally, make sure that parents are aware of the incentives available - and double-check the availability of these on the Cumbria Real Nappy Campaign website: <http://www.cumbriarealnappycampaign.org/>

#### 4) The take away challenge

Before you finish the session, set your attendees the challenge of trialling real nappies with Cumbria County Council's discount offer. Those that do can add a photo or a comment on the group's facebook page or by some other means appropriate to the group, giving you useful feedback on how you've helped to reduce waste. Remember to share your success with us, too.

### Testimonials

#### On using Real Nappies:

*I decided to use washables to save money and reduce the waste I was sending to landfill. I thought it may take a bit more effort than disposables but I was surprised at how easy the nappies are to use. The washing takes no time: just empty the bucket into the machine, press the on button and they come out clean.*

Kate, mum of two from Endmoor

#### On attending a Nappuccino event:

*It was really useful to meet with a fellow mummy who had used them and could give advice on the pros and cons and someone equally as enthusiastic about washables.*

*It really helped to see and hear how the nappies work 'in the flesh', instead of trying to figure it all out online.*

### Further information and support

<http://www.cumbriarealnappycampaign.org/> contains information about Real Nappies as well as detailing the incentives available to parents. This website also has details of local nappy retailers that would be willing to come to groups to do demonstrations.

The Real Nappy Information Service has lots of useful information, links and resources. It can be found at <http://www.goreal.org.uk/>

A sample photographic policy and consent form can be accessed on the Safe Network website: [http://www.safenetwork.org.uk/resources/Pages/policies\\_and\\_procedures.aspx](http://www.safenetwork.org.uk/resources/Pages/policies_and_procedures.aspx)

<http://www.resourcecumbria.org/default.asp> is useful for facts and figures on waste in Cumbria