



Reusable Nappy Feasibility Study

Towards a best practice
reusable nappy program

Monash City Council on behalf of 12
Participating Councils

July 2022

FINAL REPORT

wsp

The Reusable Nappy Feasibility Study involved the following participating councils:



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Acknowledgement of Country

We acknowledge the traditional owners of this land and elders past and present.

We recognise Aboriginal people as the original custodians of the land. Aboriginal culture is integral to our understanding of belonging, community and care of the land.

Executive summary:

Reusable Nappy Feasibility
Study 'at a glance'



Executive summary

About the study

Twelve Melbourne councils led by City of Monash engaged WSP to undertake the Reusable Nappy Feasibility Study to recommend a best practice reusable nappy program.

The Reusable Nappy Feasibility Study and related research was designed to:

- explore the effectiveness of local government reusable nappy programs
- assess the performance of reusable nappy products
- understand community behaviour and attitudes in relation to reusable nappies, and
- assist in the development of a best practice model for a reusable nappy program that encourages long term behaviour change and waste reduction.

Approach and methodology

The study involved a combination of research activities including desktop analysis of reusable nappy products and council-led programs, interviews with councils and other stakeholders, plus survey, interview and focus group research involving members of the community.

Study context

Disposable nappies contribute significantly to plastic waste entering landfill. As identified in the contract specification, approximately two billion nappies¹ end up in landfill every year in Australia, comprising four percent of total landfill. According to bin audits across the participating councils, disposable nappy products make up 5 to 15% of total waste going to landfill. For councils transitioning to fortnightly waste collection, disposable nappies also present a challenge for families. Despite the environmental challenges of disposable nappies, a lack of public awareness and community education exists within the community to address the high proportion of disposable nappy waste to landfill.

Key findings

The Program Review demonstrated that without related evaluation, the success of reusable nappy programs cannot fully be understood. The review was limited by the lack of available reusable nappy program evaluations and related data. However, it highlighted the importance of education as a critical attribute of successful reusable nappy programs that support long term behaviour change. While reusable nappy rebate programs were well supported in terms of uptake, there was limited evidence available to support the outcomes of rebate programs in terms of waste reduction and ongoing behaviour change toward increased use of reusables. Based on the data available, the Program Review could not conclude that rebate programs support long term behaviour change.

¹ Sustainability Victoria, <https://www.sustainability.vic.gov.au/recycling-and-reducing-waste/at-home/avoid-waste/minimise-single-use-items/disposable-nappies>

Executive summary

Key findings (continued)

The Product Review identified a number of reusable nappy brands and products available to communities in Victoria that performed strongly in relation to triple bottom line (social, environmental and economic) criteria. The accompanying Product Review report is available to participating councils for their information when considering reusable nappy programs and potential procurement decisions. Further to this, the framework established to support conduct of the triple bottom line product analysis can also be used by the participating councils to inform future decision making.

The Social Research attracted a high level of interest and participation from more than 2,000 parents and carers who had used any variety of nappies in the past five years across the 12 council areas, well exceeding the target survey sample of 600 participants. The research indicated that:

- As many as 18% of participants were already reusable nappy users and another 34% used a combination of reusable and disposable nappies, higher than 15% within the general population in Australia*
- Parents and carers under 35 years were more likely to use reusable nappies or a combination than those in the older age groups
- The optimal time to influence decision making and encourage use of reusable nappies among parents and carers is *before the baby arrives*, with 72% of reusable nappy users choosing what type of nappy to use before their baby was born

- A major opportunity exists to influence behaviour toward increased use of reusable nappies, with as many as 90% of expectant parents and carers being open to assistance to help make the switch to reusables, through interventions such as a workshop, trial kit or advice from a trusted source.
- Once parents and carers start using a particular style of nappy, they are generally consistent in their nappy choices, with 85% of survey respondents who used disposable nappies having never tried reusables, and 74% having used the same nappy type for both their first child and youngest child
- Perceptions of reusable nappies varied considerably between reusable nappy users and disposable nappy users, providing opportunities to develop targeted communications that address existing barriers to use of reusable nappies (including their absorbency, convenience, accessibility and time requirement).
- Rather than an 'all or nothing' approach, the qualitative research demonstrated the opportunity to encourage more people to use reusable nappies more of the time.
- In line with the above, the research found a significant opportunity may exist to shift behaviour among members of the community across the 12 council areas, with a focus on *'more people using reusables, more of the time'*, rather than reusables being the territory of 'converts' and non-users.

Executive summary

Key findings (continued)

Survey, interview and focus group research participants were asked about potential interventions to encourage reusable nappy use:

- In individual scenario based survey questions, there was no clear preference expressed by disposable nappy users across the four reusable nappy program models tested. Across all types of nappy user, reusable nappy rebates attracted the most interest of the models tested in the survey in a forced question scenario (37%). However, this option was more than twice as popular among existing reusable and combination nappy users (compared with disposable nappy users).
- While rebate programs attracted a high level of interest overall, people who were already using reusable nappies were more than twice as likely as those who use disposables to find this option appealing. With this in mind, the rebate can be seen as a reward for existing reusable nappy users (ie with a reward being an initiative provided post-behaviour to retain behaviour).
- Analysis of qualitative responses showed that overall, removal of cost as a barrier was not a prominent reason for continued use of reusable nappies amongst current users.
- Qualitative research revealed that although a reusable nappy library idea could potentially be implemented by the councils through a subcontractor arrangement, this idea is not highly recommended as it is not likely to speak to mainstream audiences, at this time, due to concerns around hygiene.
- Strong support exists within the community for early intervention in hospitals, or similar environments such as antenatal education, to support reusable nappy use.
- As hospitals are out of councils' jurisdiction, the Victorian Government could consider or conduct 'train the trainer' activities with local hospitals, encourage use of reusables in hospitals or include product samples in the Bounty Bag or State Government Baby Bag.
- Community education was identified as crucial across all audiences. This could be implemented by councils directly and in partnership with Sustainability Victoria and other stakeholders such as maternal and child health centres, First Nations services and cultural groups.
- The reusable nappy program could be tailored at a local level down the track to increase participation of low income families, through a rebate-style offering, an AfterPay model or subsidised products through council or business partnerships. A targeted rebate or similar financial incentive is not recommended as a standalone initiative, rather as one that is supported by education and targeted communication.

Executive summary

Conclusions and recommendations

The Reusable Nappy Feasibility Study establishes best practice recommendations for a reusable nappy program model to support disposable nappy waste reduction and long term behaviour change. This report documents the findings of research and articulates how this evidence base has been used to inform development of the study recommendations.

The social research showed that program models or interventions to encourage increased use of reusable nappies should primarily target community members who are expecting a baby. Further to this, interventions should include education – to shift the stark perception gap between disposable and reusable nappy users around convenience, ease of disposal, absorbency (particularly overnight), chaffing and rashes, ease of use and cleanliness – with disposable users rating reusable nappies much lower in terms of these factors in the survey and qualitative research.

Interestingly, the research found that people generally recognise reusable nappies as being better for the environment, and most do not need to be convinced of this. Nonetheless, environment and sustainability interests are a core driver for reusable nappy interest.

While financial interventions were identified as having the potential to address the upfront cost barrier of using reusable nappies in the survey research, both the qualitative research and Program Review suggested that the effectiveness of financial interventions would be limited in the absence of community education to support the use of reusable nappies.

The Reusable Nappy Feasibility Study proposes two key recommendations for consideration and potential implementation by the 12 participating councils. It is recommended that the councils deliver:

- a joint Communications Strategy and Campaign, as a first priority
- opportunities for community members to experience and connect over reusable nappies, as a second and related priority.

Further details of the Feasibility Study – including the study methodology, findings and recommendations – are provided in this report. A more detailed summary of potential interventions by each stage of the behaviour change model is provided over page.

Supporting information including detailed data and research tools are included as appendices. The 12 participating councils have also been provided with separate reports on the Program Review, Product Analysis and Social Research plus supporting data.

Summary of potential interventions by stage of behaviour change

Stage of behaviour change	Intervention	
	Expectant parents	Disposable nappy users
Pre-contemplation	<ul style="list-style-type: none"> • Early intervention at the hospital, antenatal classes and GP clinics (and explore Baby Bunting as a possibility) • Awareness raising through social media, ‘mummy influencers’ and parent magazines 	<ul style="list-style-type: none"> • Awareness raising through multiple channels including social media, maternal child health (MCH) clinics, libraries and nurseries and childcare centres to reach disposable nappy users who are unaware of reusable nappies and their benefits
Contemplation	<ul style="list-style-type: none"> • Education and advice – such as an expectant parent workshop with different reusable nappy products– to not only physically interact with reusable nappies before the child is born, but to meet people in the same situation, ask questions and form in person connections • Council, through workshops, reusable nappy markets days and baby expos, can increase education and awareness around key points 	<ul style="list-style-type: none"> • Early education, advice and opportunities for peer support to move parents into the preparation stage • The six week checkup with MCH nurses was acknowledged as a time to introduce parents to a reusable nappy sample • A core barrier for social research participants in this stage was time constraints and additional washing pressure, and therefore education focused on increasing convenience is important
Preparation	<ul style="list-style-type: none"> • For those in the preparation stage, friends are a trusted source for advice, and a buddy network could further facilitate this. Professionally, advice and support from GPs and during antenatal education is important • Continued education is key – social research participants noted it is challenging to find the right information and difficult to know where to go for support. They would like to see council suggest brands that set people up for success and offer tips to increase ease of use, to take some onus off the individual to conduct significant research • A trial kit with information included for new parents • Financial incentives, such as rebates, to tip people into action – especially those facing financial barriers 	<ul style="list-style-type: none"> • Opportunities to try reusable nappies before investing such as attending a workshop with multiple reusable nappy products • A trial kit with key information for parents - to begin to build their own collection • Presentations and discussions at parents groups, similar to the toy library which comes to parent’s groups to encourage involvement and provide continued education • Financial incentives, such as rebates, to tip people into action – especially those facing financial barriers • Friends and buddy networks to increase peer support and professional support from MCH nurses • A laundry service was attractive to some social research participants, but only if collected regularly, and only slightly more expensive than current outlay for disposables
Action	<ul style="list-style-type: none"> • Reusable nappy library and/or trial kits • Raising awareness that it doesn’t have to be ‘all or nothing’ to reduce the mental commitment and increase confidence • Opportunities to return for advice and ‘troubleshoot’ any arising issues ie through regular workshops or an experienced buddy (continued professional and peer support) 	
Maintenance	<ul style="list-style-type: none"> • Widespread normalisation of reusable nappies in the community - a “push to make cloth mainstream” by raising awareness at MCH centres, libraries, nursing and parent's rooms. This may also assist others in overcoming perceived barriers • Financial incentives, such as rebates, to facilitate further purchase of reusable nappies (acting as an initiative provided post-behaviour to retain behaviour) 	

Introduction: About the Reusable Nappy Feasibility Study



Introduction

What is the Reusable Nappy Feasibility Study?

Twelve Melbourne councils led by City of Monash engaged WSP to undertake a feasibility study to recommend a best practice reusable nappy program. The Reusable Nappy Feasibility Study was funded by Sustainability Victoria's Recycling Victoria Councils Fund and the findings will be used to support decision making by the participating councils and a further grant funding application.

Study objectives

The objectives of the Reusable Nappy Feasibility Study and recommended model or models were to:

- identify the main barriers to using reusable nappies and identify a program model that addresses main barriers.
- target parents that are “cloth curious”, that are firm disposable nappy users, and those who would use reusable nappies regardless of a program (the early adopters).
- create long term behaviour change in the community in the use of reusable nappies as an alternative to disposable nappies.



Introduction

What was the Study approach?

The Reusable Nappy Feasibility Study involved three streams of research:



1. Program Review. Evaluating reusable nappy programs in Victoria and other jurisdictions on their effectiveness in terms of waste reduction and continued behaviour change



2. Product Review. Conducting a triple bottom line analysis of reusable nappies available on the Australian market to understand the performance of key brands according to social, environmental and economic indicators



3. Social Research. Conducting social research targeting parents and carers across all 12 council areas to build an understanding of their experiences using reusable nappies, key barriers to use, and opportunities to encourage and support increased use of reusable nappies. The study was designed to target the following audiences, as identified in the contract specification:

- current and recent users of reusable nappies
- cloth curious – people who have tried or wanted to try reusable nappies
- disposable nappy users
- low socio-economic status nappy users
- culturally and linguistically diverse nappy users

Study methodology: What did we do?



Study methodology: Overview

The three streams of research were conducted as follows:

1. Program Review

- Detailed review of 16 reusable nappy programs implemented by councils in Victoria, Australia, the United Kingdom and New Zealand
- Programs were evaluated according to their effectiveness in term of waste reduction and behaviour change
- Research included desktop analysis and interviews with council contacts

2. Product Review

- Desktop review of a selection of reusable nappy products available in the Australian market
- Evaluation according to triple bottom line analysis – to rate the social, environmental and economic performance of each brand/product
- Selected products were identified that can be used to support best practice waste and sustainability outcomes

3. Social Research

- Social research conducted from January to March 2022
- Activities included interviews with key stakeholders, an online survey, interviews and focus groups with parents and carers
- The research was designed to build an understanding of attitudes, motivators and barriers to reusable nappy use and investigate 'ideas' to support and encourage this behaviour

For further details of the social research methodology see [Appendix A](#).

Study methodology: Considering behaviour change

The transtheoretical model of behaviour change was used to inform design and delivery of the social research. This model incorporates five stages of behaviour change and was used to consider the most effective interventions to support behaviour change in each stage of parents and carers' nappy journey.



Key findings: What did we learn?



Learnings from the **Program Review**



Reusable Nappy Program Review

Programs selected for analysis in the Program Review included:



Rebate programs



Workshops or education programs

The Program Review found that for the majority of reusable nappy programs reviewed, most had not been evaluated, resulting in *a lack of associated data to support an understanding of their success* in terms of waste reduction and ongoing behaviour change.

At the time of conducting the Program Review, a limited number of Australian reusable nappy programs had attempted to measure related waste reduction and behaviour change outcomes. Programs conducted in the United Kingdom and New Zealand had been evaluated, albeit with some gaps in related data. As such, this Feasibility Study was not able to recommend a best practice program model for the participating councils to implement, based on the outcomes of the Program Review.

The Program Review did however provide important insights on reusable nappy rebate programs, workshops and education programs, as discussed over the page. In addition, all of the reusable nappy programs reviewed were found to provide ‘qualitative’ benefits. These included opportunities for councils to connect with their communities, to promote sustainability, and to facilitate community learning and knowledge-sharing.

For further details of the Program Review methodology see [Appendix B](#).





Rebate programs

Many of the rebate programs reviewed had attracted a large number of applications. In comparison to workshops, the review found that rebate programs appeared to offer greater potential ability to measure program outcomes in terms of waste reduction and behaviour change, although this remained limited overall at the time of review.

Behaviour change

The available data suggested that, in the short term, rebate programs may encourage reusable nappy trial and adoption in the community. This data was obtained through surveys sent to rebate recipients six to 12 months after receiving a rebate. However as most councils had not yet conducted follow up evaluation, available data on *longer term* outcomes was limited. Without this data it is not possible to definitively identify the impact of rebate programs on community behaviour.

Survey data provided by an Australian council showed that out of approximately 90 respondents, one quarter of rebate applicants surveyed six months after applying for the rebate were 'usually' using the reusable nappy products purchased as part of the rebate and three quarters 'always' used them. Close to two thirds (60%) were using reusable products in combination with disposables, while around 40% had used reusable products before applying for the rebate.

The latter reflects survey results provided by another Australian council, whose results showed around 40% of rebate applicants were 'always', 'usually' or 'sometimes' using reusable nappies prior to the rebate. Further to this, the program mentioned above also found that over one third of applicants made their eligible reusable nappy purchase prior to the introduction of the rebate. Together these findings suggested that a number of rebate applicants (potentially four in ten) may have *already* been using reusable nappies prior to accessing the rebate, weakening the extent of behaviour change that can be attributed to these programs.

Waste reduction

The review found that most councils did not have evaluation data on the effectiveness of rebates in terms of waste reduction. A small number of programs reviewed attempted high level estimates using participation data and accepted diversion figures. In some cases, diversion figures operate on the assumption that every applicant transitioned to reusable full-time, which may skew the result. Data collected as part of future programs – through follow up surveys – could be used to obtain a clearer understanding of diversion from waste estimates and ongoing rates of reusable nappy use.



Workshops and education programs

The review found that workshop programs had reached smaller numbers of participants than rebate schemes had received applicants. However, it suggests that targeted and well-rounded education programs may be more effective in terms of supporting behaviour change in the community.

Workshops

Limited data was available on how workshops had influenced use of reusable nappies within the community over time. Workshop participation was recorded. However the review found that post workshop evaluation to measure waste reduction and behaviour change was not undertaken.

Education program

The research suggests that workshops, as part of education and information campaigns, may be more effective than standalone sessions. Education programs may provide an opportunity for awareness raising and knowledge sharing and create the potential for ongoing networks to be established within the community.

Education programs appeared to be effective in the short term at influencing behaviour towards reusable nappies, particularly if they were able to reach a large number of community members, including those who had previously never considered reusable nappies. For example, a New Zealand council implemented an education and nappy trial kit program. The trial kit could be hired for a period of seven weeks, and was coupled with an in-person education centre, workshops, a hospital trial and training to midwives and other key stakeholders. The program was able to reach a large proportion of the community and influence parents in the early stages of their nappy journey. The short term findings of this program were positive in terms of waste reduction and behaviour change. The local hospital trial diverted 20,000 nappies from waste over a three month period, and 99% of parents who hired a trial reusable nappy kit reported that they would purchase their own reusable nappies.

Learnings from the **Product Review**



Reusable Nappy Product Review

Of the 12 reusable nappy products analysed in the Product Review, several were identified for their strong environmental, social and/or economic performance.

The review found strong similarities across the reusable nappy products in relation to material type, sizing and packaging/shipping options. Key differences included price, transparency of communications, and investment in social or corporate responsibility.

The review was informed by publicly available information published by each reusable nappy company, and was accordingly limited in terms of detailed analysis.

As per the councils' grant funding specifications, the review sought to focus on Victorian manufacturers and retailers of reusable nappy products. While a number of reusable nappy companies were based in Victoria, no products were found to be manufactured in Victoria. Handmade and Australian manufactured products were available from other parts of the country.

The triple bottom line methodology used to support the Product Review is replicable and may be suitable for use by councils in evaluating potential partnerships with reusable nappy companies.

Characteristics of the most responsible reusable nappy brands and products are demonstrated over the page.



Environment

The most environmentally responsible companies demonstrated:



High percentage of organic or recycled materials



Recycled or minimal packaging



Carbon abatement or renewable energy in their processes



Accountability regarding the manufacturing of their products (through both local and overseas suppliers)

Social

Companies focusing on social responsibility provided evidence of:



Local employment and investment eg supply chain supports local businesses



Social accreditation for overseas manufacturing eg member of Sedex



Community benefits eg support organisations or charities

Economic

Products were ranked according to consumer cost per nappy:



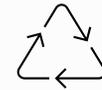
Less than \$20



Between \$20-34



More than \$35

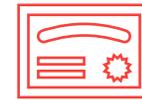


Special consideration was given to companies that offer sale of second-hand products

The research found that reusable nappies at a cheaper price point often provided less information on environmental performance and social responsibility considerations relating to processing, materials and packaging

Overall performance

In general, the most responsible reusable nappy companies exhibited the following characteristics:



Manufacture products locally or overseas under internationally recognised ethical trade service accreditation



Use recycled, organic or biodegradable materials (accredited or not) and limit the use of non-natural fibres



Use sustainable packaging and delivery services



Reduce carbon emissions either through practices or the use of renewable energy

Learnings from the **Social Research**



Social research approach

Quantitative and qualitative methods

The mixed method study included:

- Quantitative research – the online survey was conducted to identify the behaviour and perspectives of a large number of residents across the 12 council areas
- Qualitative research – the interview and focus group research was undertaken to explore in depth the behaviour and perspectives of a small number of residents and key stakeholders, with a focus on understanding each stage of the behaviour change model from pre-contemplation to maintenance. The qualitative research was conducted following the survey research, providing an opportunity to test and explore key results from the survey research.

Limitations

It should be noted that the online survey was an **opt-in survey**, rather than a random sample survey. It was widely promoted by each of the participating councils and open to all members of the community within the 12 council areas. As such, the survey results describe the behaviours and attitudes of the sample of people who participated in the survey, rather than being statistically representative of the general population. For instance, the higher level of reusable nappy use within the survey sample (compared with an estimate for the general population), is suggestive of the higher level of interest in the topic area among participants, than exists within the general community.



Online survey findings

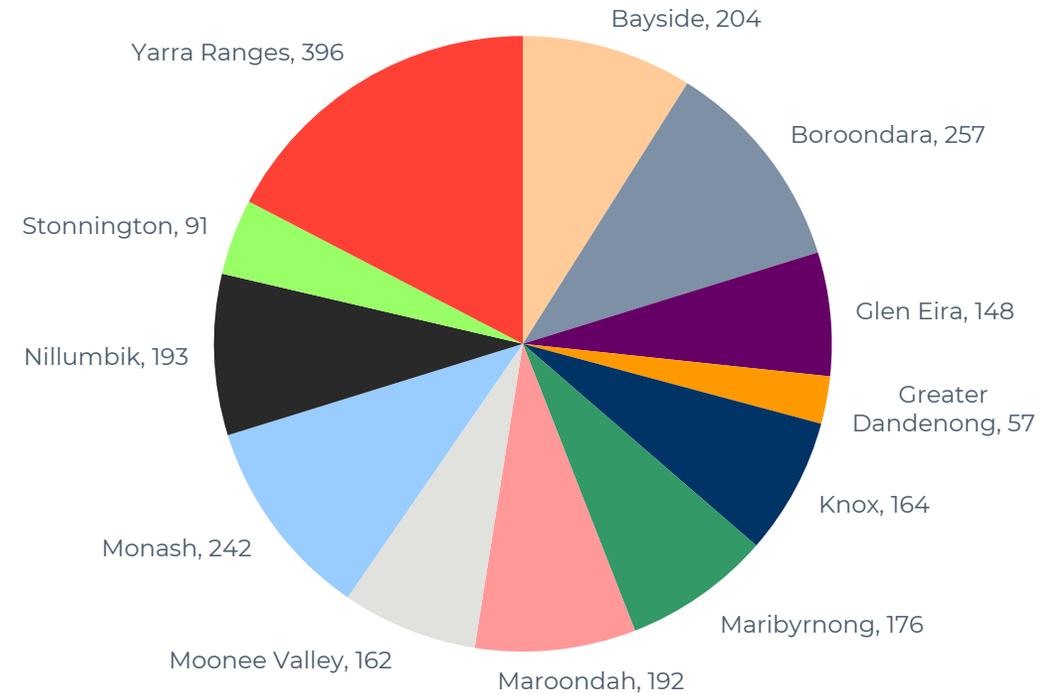


Online Survey Participant profile

Key **characteristics of residents** who participated in the online survey were:

- 98% of survey respondents were aged 25-49 years
- Yarra Ranges had the highest proportion of younger respondents (57% under 35 years old)
- Moonee Valley had the oldest respondents, (65% aged 35+)
- Around 1 in 5 respondents (17%) reported speaking a language other than English at home
- Greater Dandenong had greatest number who speak a language other than English at home (46%)
- 90% of respondents were female
- The largest proportion of male respondents were from Monash (17%)
- 97% were two-parent/carer households.

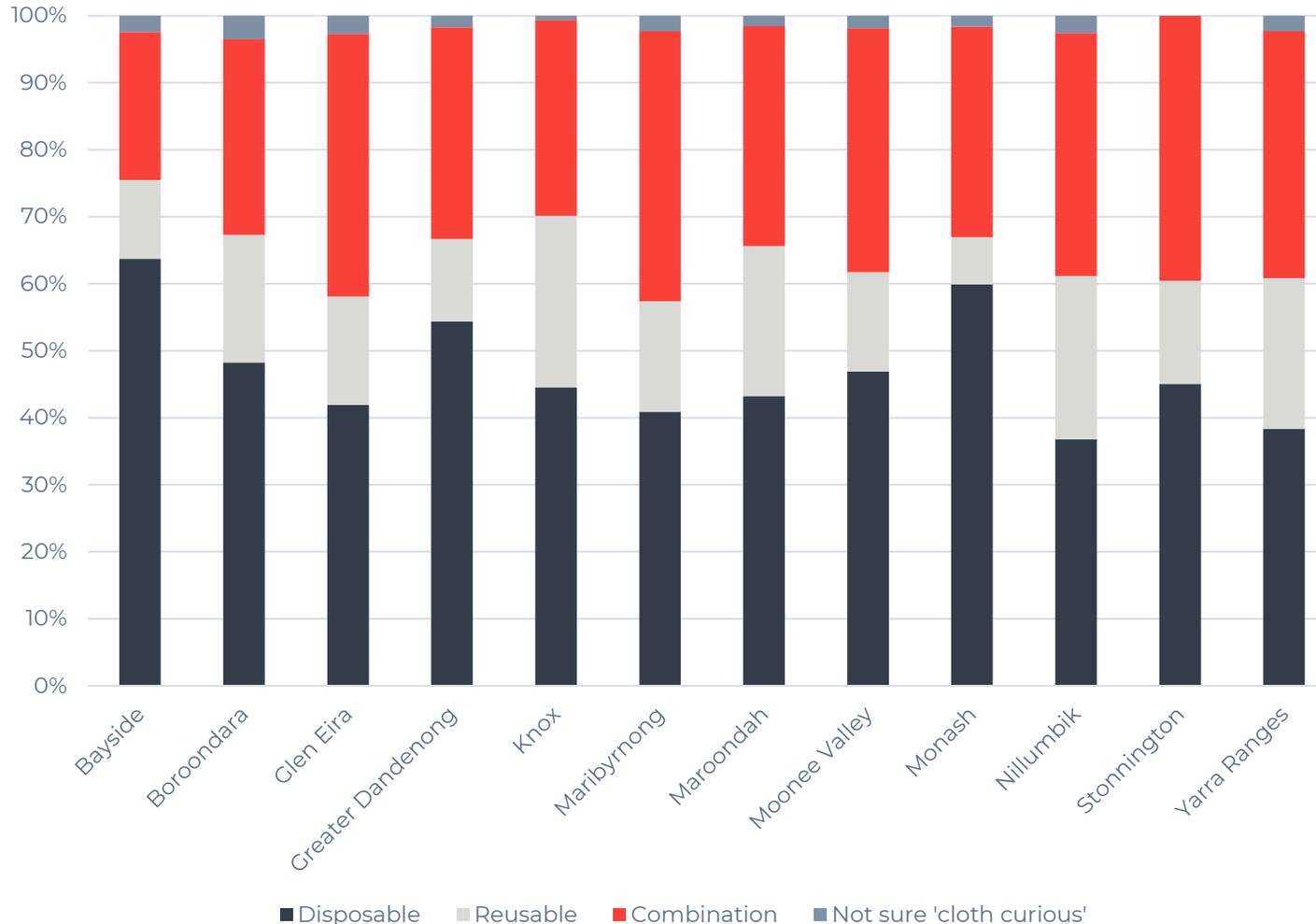
Survey participants by Council area (N=2,282)



A total of **2,282 residents** of the 12 council areas participated in the survey research. Further to this, another 683 people from outside these areas also provided feedback, with the latter not included in the analysis and this report. Please note, 'n=' refers to the number of respondents in that sample.

What type of nappies did you use / currently use / plan to use for your child?

Nappy use by council area (n=2,234)



Just under one in five (18%) of all survey respondents were **reusable nappy users** and a further 34% were combination users. This was higher than the 15% of Australians who use reusable nappies overall, as reported by Australian Nappy Association. The higher rate of use among research participants may be due to the opt-in nature of the survey. Almost half of all respondents were disposable nappy users. 2% of respondents were 'not sure', which represented 'cloth curious' expectant parents.

All respondents

Disposable	46%
Reusable	18%
Combination (disposable and reusable)	34%
Not sure	2%

Questions asked to define nappy use:

*What type of nappies did you use (or are currently using) for your **youngest child**? (n=939)*

*What type of nappies did you use (or are currently using) for your **child**? (n= 929)*

*What type of nappies are you planning on using for your **new baby**? (n=367)*

Total responses n=2,244

What type of nappies are parents and carers using (across demographics)?



Males (n=189) were more likely to use only disposable nappies (67% vs 45% of women)



Females (n=2018) were more likely to use reusable nappies, with 19% using reusables only (vs 11% of males) and 36% using a combination of reusables and disposables (vs 22% of males)



Single parent households (n=74) were more likely to solely use disposable nappies (54%) than two parent/carer households (n=2,139) at 42%

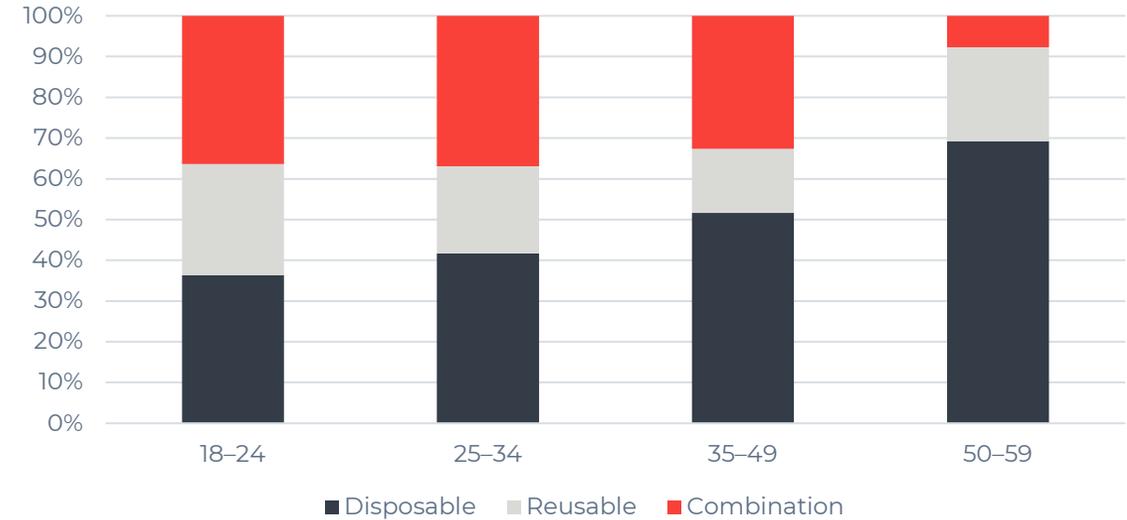


Parents aged 25-34 (n=1,014) were less likely to use disposable nappies (40% compared to 51% in next age bracket) and more likely to use reusable nappies or combination (57% compared to 48%)

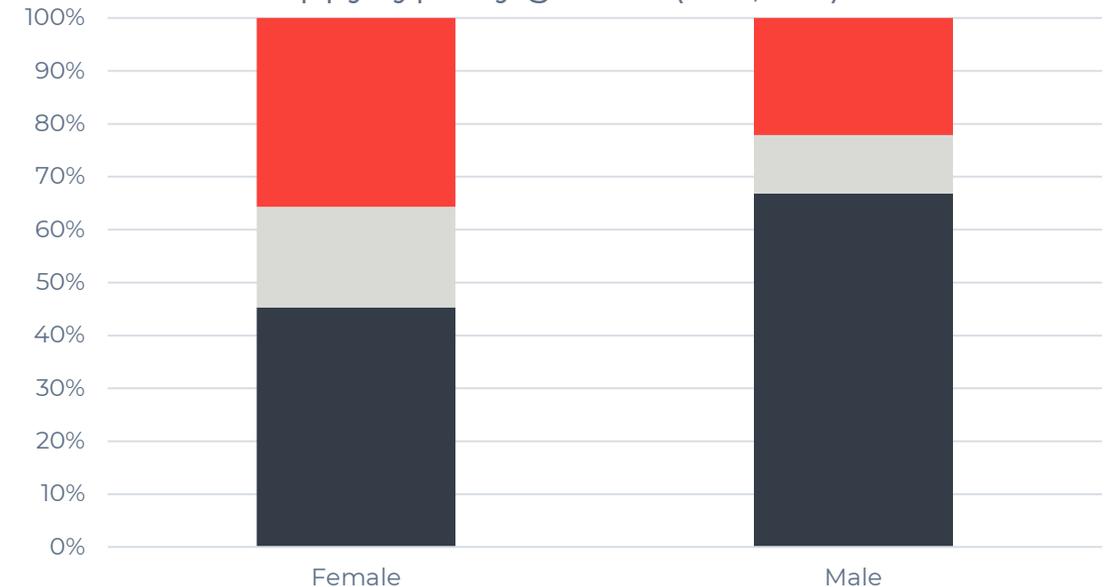


High income earners (>\$2,500 /week) (n=779) were more likely to use disposable nappies (51%) while those in the middle income bracket (n=1,148) were more likely to use reusables or a combination (56%).

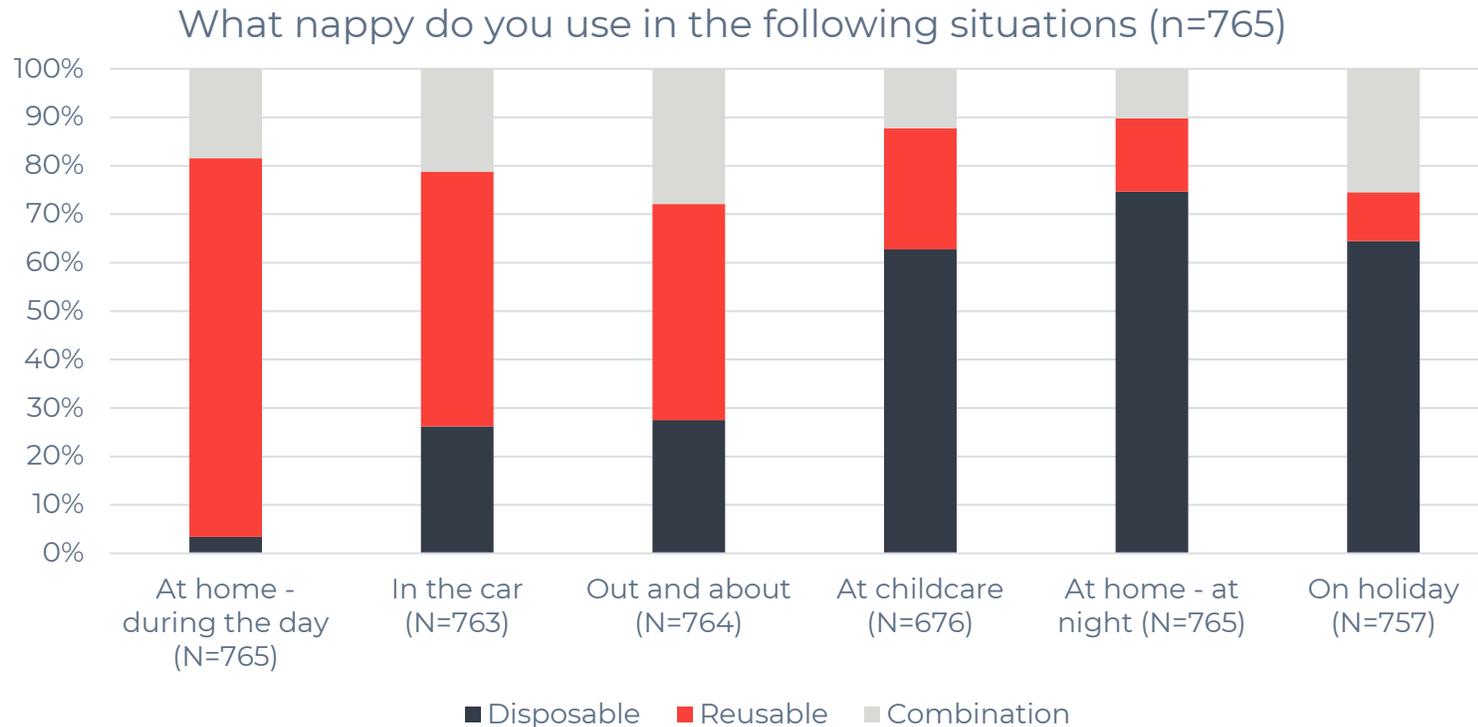
Nappy type by age (n=2,214)



Nappy type by gender (n=2,208)



What type of nappies are 'combination users' using in different situations?



Combination nappy users ranged from respondents who *rarely* used reusable nappies to those who *mostly* used reusable nappies. To help identify what drives decisions around nappy use, combination users were asked what type of nappies they used in different situations.

Over 80% used reusable nappies at home during the day. By comparison, the majority used disposables when at childcare, overnight and on holiday. This directed further qualitative analysis to explore statements around childcare and over night use of nappies as opportunities to create the most impact through behaviour change (noting that holidays are infrequent).

Qualitative analysis of comments on "childcare (31)" and "daycare (14)" found that over half (N=23) of these respondents attended services that did not accept or promote reusable nappies.

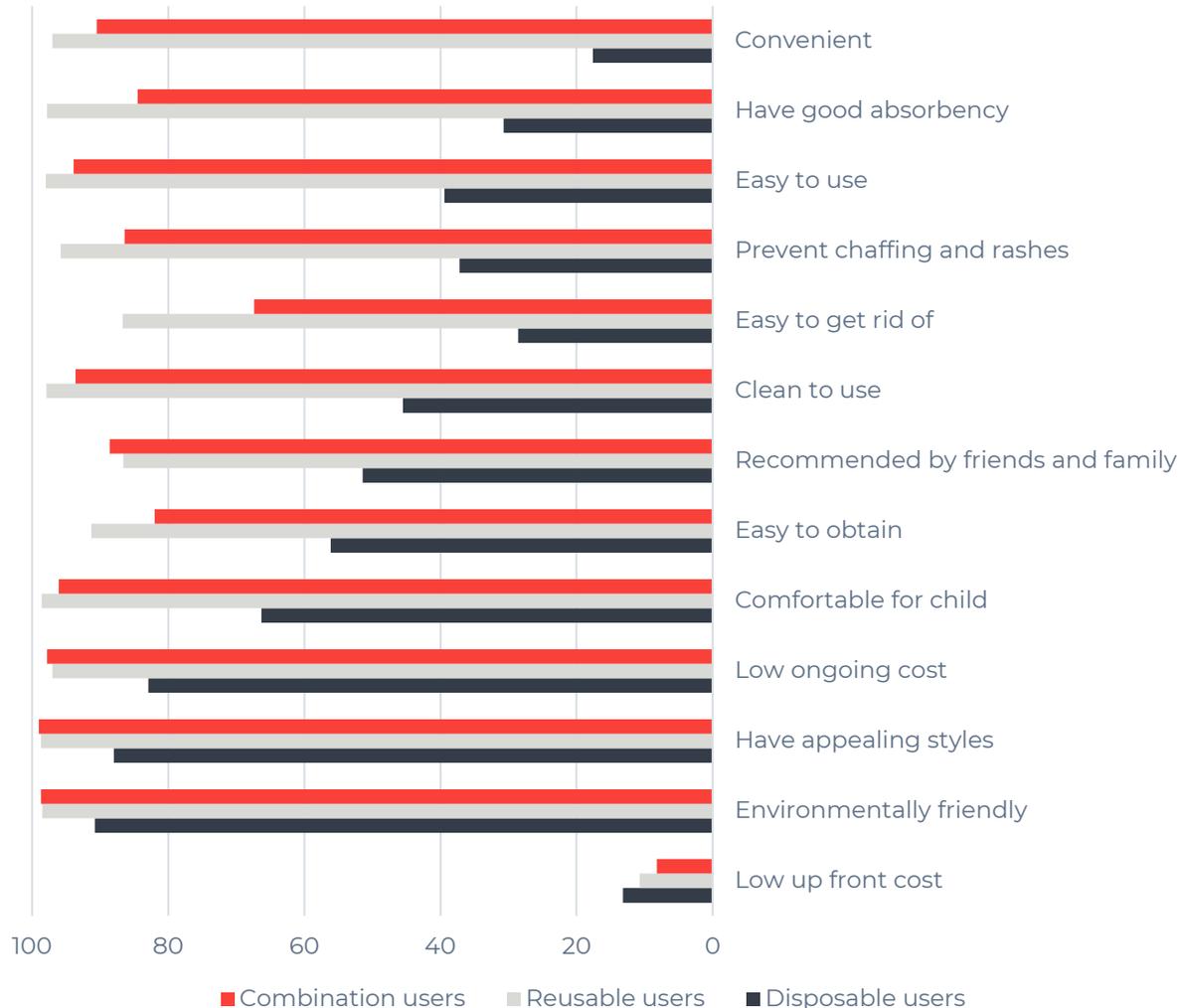
An opportunity exists to target childcare centres to promote use of reusable nappies while children are in care. This would both remove the 'break' in positive behaviour for current reusable nappy users, and potentially contribute to awareness raising and increased use among those who use disposables.

Qualitative interview research highlighted using reusable nappies outside the home as a barrier, with participants concerned about the inconvenience of managing reusable nappies in public change rooms and needing to take the nappy back home. Some suggested the need for better facilities and education to enable use of reusables outside the home.

What do people think about reusable nappies?

Participants were asked: How much do you agree or disagree with the following statements about reusable nappies? (n=2,072)

Respondents could choose: *Strongly disagree* | *Disagree* | *Neutral* | *Agree* | *Strongly agree* | *I don't know/Unsure*



The research showed that a high proportion of reusable and combination nappy users agreed with statements such as “they are convenient to use” and “they have good absorbency”. However, this was not the case among disposable nappy users. Reusable nappy users’ views on reusables were generally favourable, however only just over 10% thought reusables involved a low upfront cost.

All nappy users were generally aligned in their perspectives on the upfront cost, environmentally friendly qualities and appeal of reusables (i.e. the factors at the bottom of the figure).

However, there was a **major gap in the perceptions of the two groups** as shown at the top of the graph. In contrast to reusable users, disposable users rated reusable nappies much lower in terms of:

- convenience
- absorbency
- ease of use
- chaffing/rashes
- being easy to get rid of
- being clean to use.

These are particularly important factors to address in messaging as part of future communications and education campaigns, to encourage increased use of reusables.

Feedback on individual scenarios to encourage reusable nappy use

Survey participants were asked four scenario questions.



Situation 1: Your local council is running a rebate program that allows you to get a discount on your reusable nappy purchases. You can receive 50% of the purchase price back, with a maximum refund of \$100.

How likely is this situation to make you consider using reusable nappies for your child?

Not likely Somewhat likely Very likely Unsure / don't know



Situation 2: A reusable nappy library has opened in your area. The library allows you to try different types, sizes, and brands of reusable nappies at a subsidised cost. You can hire out a kit of nappies for a trial period and return them, allowing you to try before you buy.

How likely is this situation to make you consider using reusable nappies for your child?

Not likely Somewhat likely Very likely Unsure / don't know



Situation 3: A reusable nappy workshop is running in your area which costs \$20 per person to attend. The workshop will give you advice on how to use reusable nappies, as well as providing you with a starter kit which includes two new reusable nappies.

How likely is this situation to make you consider using reusable nappies for your child?

Not likely Somewhat likely Very likely Unsure / don't know



Situation 4: Someone from your friend group has talked to you about how they use reusable nappies for their child. They explained the benefits and offered to help you choose some for your child.

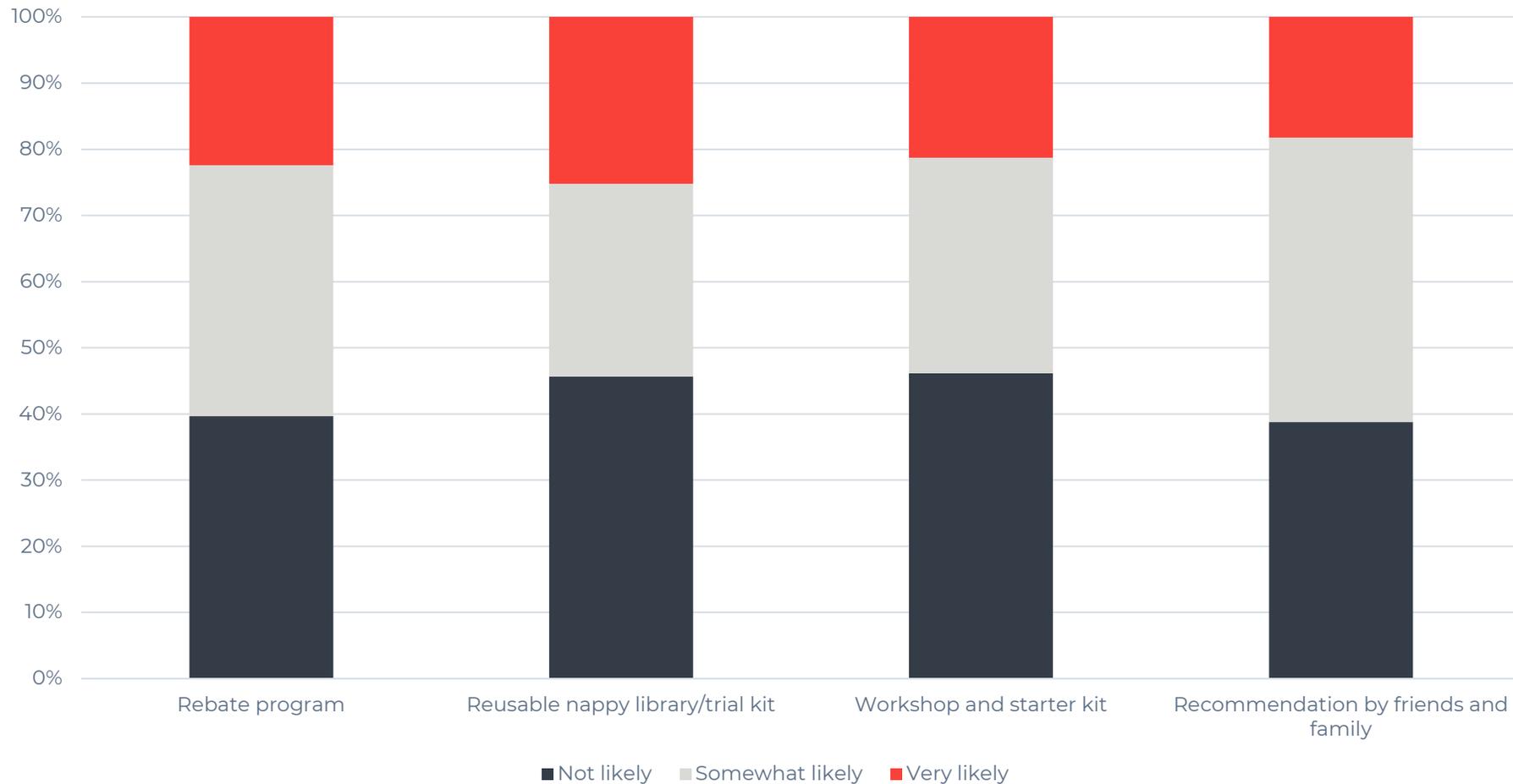
How likely is this situation to make you consider using reusable nappies for your child?

Not likely Somewhat likely Very likely Unsure / don't know

Feedback on individual scenarios

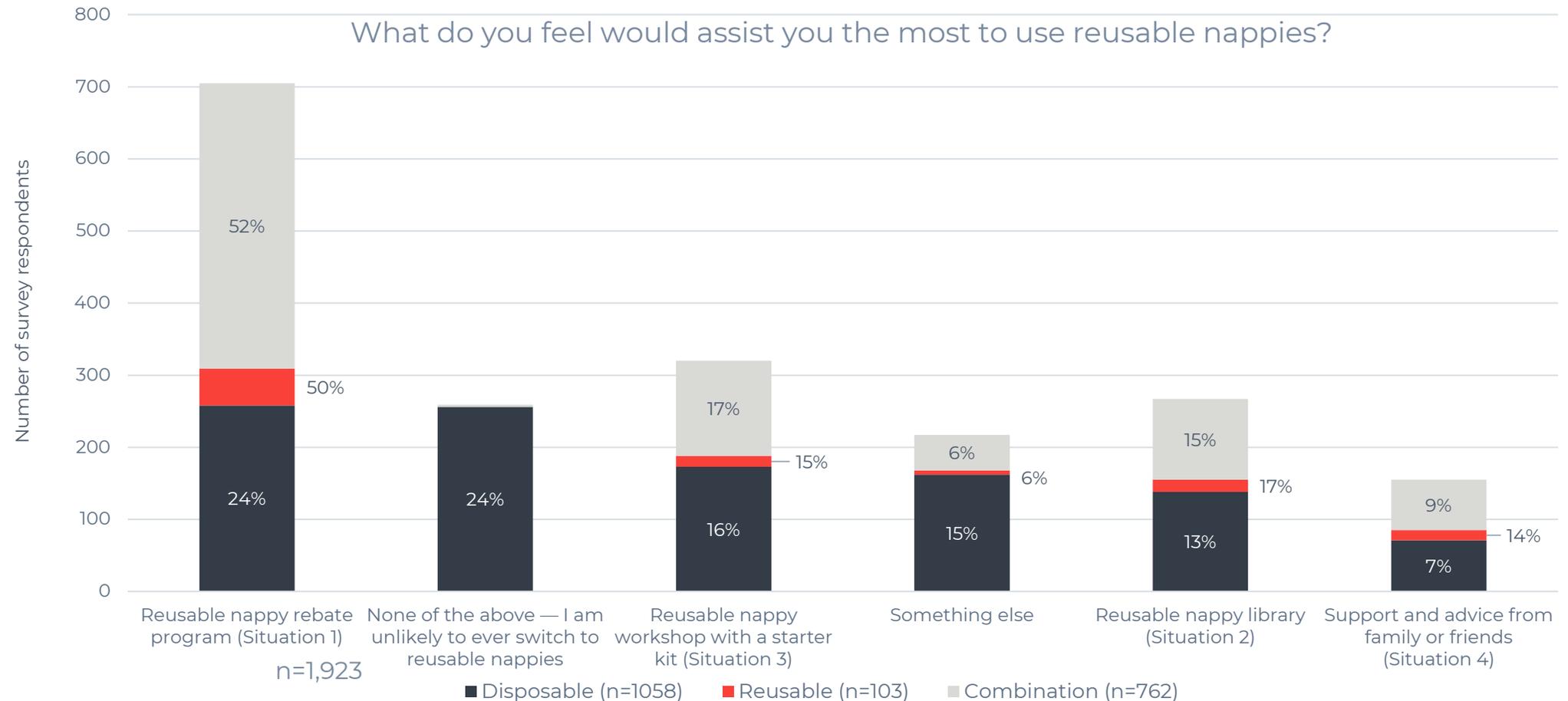
Responses to the scenario-based questions on the previous page are presented for **disposable nappy users** in the figure below. When asked 'how likely is this situation to make you consider using reusable nappies for your child', each of the options presented attracted a similar response – with no clear preference for a particular model among disposable nappy users.

How likely is this situation to make you consider using reusable nappies for your child?



Feedback on single most useful scenario

Survey respondents across **all types of nappy user** were also asked to respond to a 'forced choice question' by selecting one scenario only that would be 'most likely' to assist them to use reusable nappies. Of the reusable nappy program models tested in the survey, the rebate program was the most frequent response. However, analysis of responses by nappy user type showed that a rebate program was nominated by around *one quarter of disposable nappy users*, compared with *half* of all reusable and combination nappy users. As such, while rebate programs attracted a high level of interest overall, people who were already using reusable nappies were more than twice as likely as those who use disposables to find this option appealing. With this in mind, the rebate can be seen as a reward for existing reusable nappy users (ie with a reward being an initiative provided post-behaviour to retain behaviour). As shown below, each of the other interventions tested in the survey attracted higher or similar levels of support by disposable nappy users, compared to reusable and combination users. Many respondents who wanted 'something else' expressed a desire for a subsidised washing or laundry service (59%, n=128).



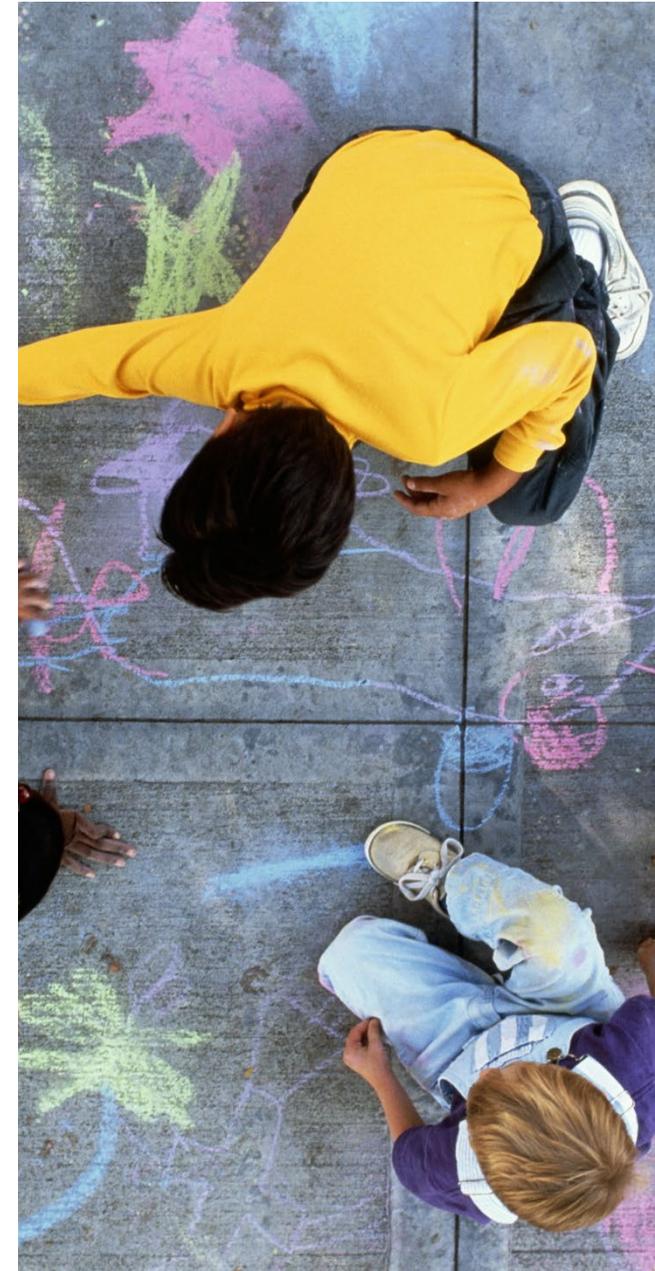
Further exploration of research results

It is important to note that the figure on the previous page shows which scenario parents and carers thought would be “most likely” to assist them, as part of a *forced choice question*. The findings do not mean that a particular option *will work* for 24% of survey participants, but that that they believed it to be more likely in comparison to the other options presented. Further to this, the scenarios presented did not include the holistic options developed and tested through interviews and focus groups. Further exploration into a wider range of options was conducted as part of the qualitative research; this involved testing of all the options listed in the survey, plus early intervention at the hospital, assistance with washing and related initiatives (as shown on slide 41).

Analysis of survey responses across the three nappy user types (disposable, reusable, combination) showed that:

- disposable users were significantly (statistically) less likely to nominate a rebate program (24% compared with 50-52%) or support from friends and family; and they were more likely to nominate “something else” than combination and reusable users (24% compared with 6%)
- disposable nappy users were significantly (statistically) more likely to never switch to reusables (24% compared to 0%); this is unsurprising but indicates the likely proportion of nappy users unlikely to ever take up reusable nappies.

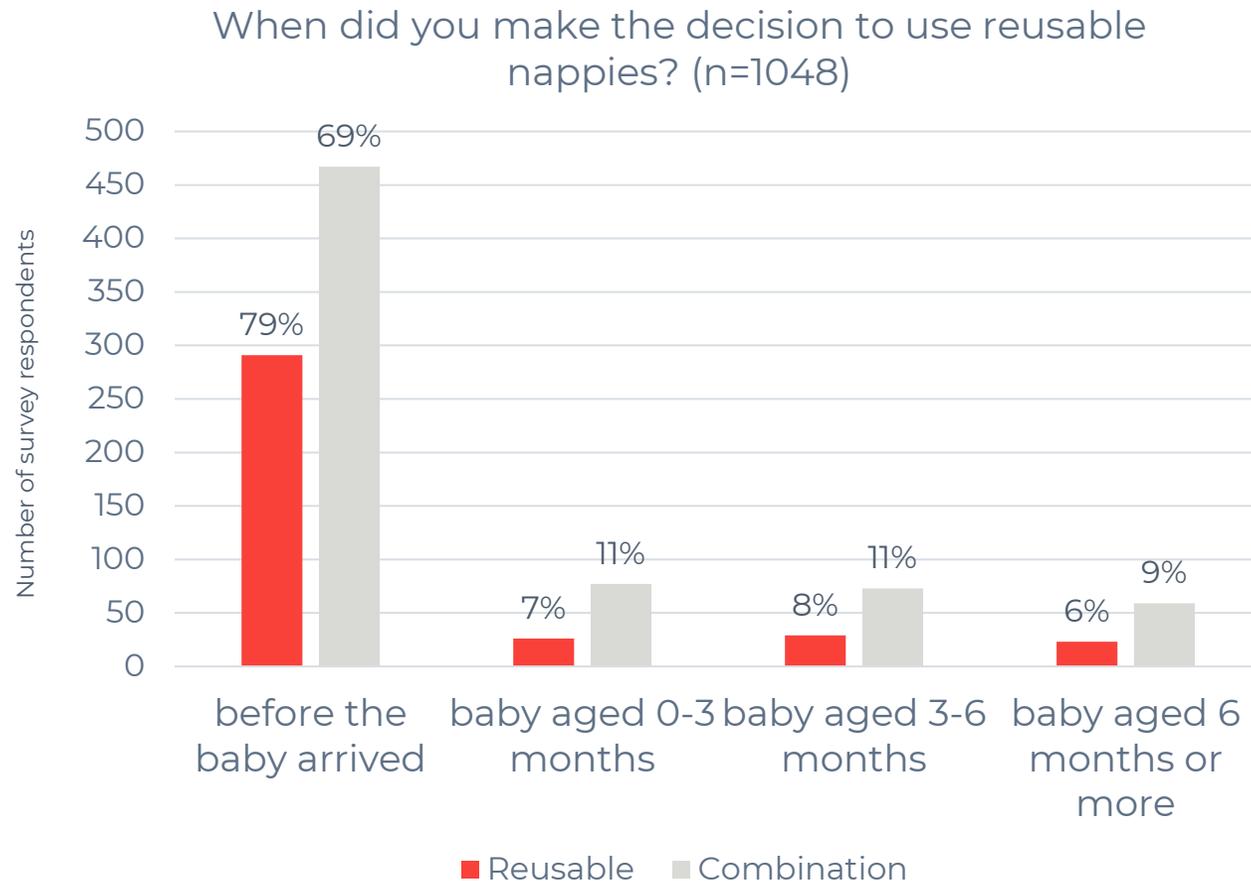
Survey respondents who were already using reusable nappies were asked “What has helped you most to use reusables?” as an open-ended question. Analysis of responses showed that overall, removal of cost as a barrier was not a prominent reason for their continued use. Only six of the 569 comments mentioned a rebate or removal of cost as enabling them to use reusable nappies for their first or only children (1%); and only two of 273 identified this as a reason for using reusable nappies for their youngest child (0.7%).



When change can be influenced?

The survey research showed that 72% of reusable nappy users chose what type of nappy to use **before their baby was born**.

Further to this, **90% of those expecting a baby** were open to assistance to help make the switch to reusables (i.e., only 10% selected 'none of the above' in the forced question scenario).



The qualitative research showed that while most reusable nappy users made the decision to use prior to birth, some did not use reusable nappies at that time. Interview and focus group participants described plans to 'wait' until their baby was slightly older to begin. This may be a key message to include in communications to ensure attempts at reusable nappies do not fall short at the newborn stage.

In addition, some parents reported a desire for opportunities to shift behaviour after the newborn stage, with one participant referencing a "second wave" of desire to use reusable nappies, further down the track.

Consistency in nappy use

The survey research revealed that:

- once people have made a decision on nappy use, they are unlikely to change. This highlights the importance prior to birth for targeting intervention
- people are also consistent in their nappy choices, with 74% (N=939) using the same nappy type for their first and youngest children and leading *first time* pregnancy to be a key time to influence
- among those who had changed nappy type, there was very little difference in the proportion of people who moved away from disposable nappies (36%) and those who moved to disposable nappies (38%), from either combination or reusables
- overall, 85% of respondents who used disposable nappies had never tried reusables, with only 15% having attempted reusables and stopping.



Key survey findings informing qualitative research activities

Based on the survey findings, it was recommended that interventions take a **holistic approach**, as there was no clear 'winner'. Interventions to be investigated further in the interviews and focus groups included:

- education – to shift the perception gap between disposable and reusable nappy users around convenience, ease of disposal, absorbency (particularly overnight), chaffing and rashes, ease of use and cleanliness
- financial – to address the up-front cost barrier

It was also recommended that intervention programs primarily target community members who are expecting a baby.



Interview and focus group findings



Barriers and drivers – qualitative research findings

The qualitative research – interviews and focus groups – explored perceptions of reusable nappies, as well as barriers and drivers to use, and opportunities to encourage increased use. The 56 participants who shared their insights through these in depth discussions reflected diverse demographic characteristics, nappy user types and stages of the behaviour change model. Commonly identified barriers and motivations are outlined below.



The research demonstrated that residents *value the environmental benefits* of reusables, but this alone may not tip them into use (with many expressing feelings of 'guilt' about this). *Convenience and ease* are key considerations, particularly for time poor households. Parents and carers were concerned about the inconvenience of washing and managing with reusable nappies whilst outside the home. The process of conducting their own 'research' on reusable nappies was also described as time consuming and inconvenient.



The research showed that convenience is important at all stages of the reusable nappy journey. This includes members of the community having *easy access to basic information* about reusable nappies such as:

- what is a reusable nappy or modern cloth nappy (MCN)
- what are the product options and features
- where to purchase reusable nappies
- how to wash and care for them.



Further to this, people were interested in 'how environmentally friendly' reusable nappies are, expressing *confusion* about water and energy requirements and reusables compared to "biodegradable" disposable nappies.



Other motivators included the long term cost of reusables and perceived health and wellbeing benefits such as less chemicals and nappy rash.



Do they [reusable nappies] actually help the environment? *(Focus group participant)*

Barriers and drivers – qualitative research findings

Information about reusable nappies can feel overwhelming.

The research showed that parents and carers feel intimidated by the amount of information on reusable nappies and the level of choice in terms of different brands, styles and designs. Some reported feeling “overwhelmed”, “daunted” and “like a deer in headlights”.



Participants revealed that despite considerable online searching, they struggled to find a single trusted source of information about reusable/disposable nappy products. Additionally, when credible information to support decision making is not available, the question about whether to use reusable nappies can be all too hard. Parents are interested in being able to make informed decisions based on trustworthy information about the pros and cons of reusable vs disposable nappies, including their environmental outcomes and return on investment. They are seeking relevant and current information and opportunities that contribute to their confidence and help them feel in control. Information should be presented in a clear, friendly, helpful and non-judgemental manner.



The reason why I haven't tried is the unknown, it's so daunting. *(Focus group participant)*

Choosing reusable nappies can be seen as a major investment.

The process of researching, purchasing and using reusable nappies was discussed as involving a substantial commitment of time and money in the short term.



The additional work required by choosing reusables may make them less attractive to some parents and carers. Importantly, community members are weighing up the cost of their time as well as the financial cost in decision-making. Providing information and resources that set parents and carers up for ‘successful reusable nappy use’ may also reduce the time spent sourcing information and troubleshooting issues.



Given the higher upfront cost of reusables compared with disposable nappies, information about their lower long term cost and potential resale or re-gifting value should feature in communications and education to encourage behaviour change. Opportunities to try reusables may help parents and carers find the right product before purchasing or committing to a particular reusable nappy.



The initial outlay for reusables is quite high. You need to have a *commitment* to use that item. *(Focus group participant)*

Barriers and drivers – qualitative research findings



Using reusables should not be “all or nothing”.

Rather than an ‘all or nothing’ approach, the qualitative research demonstrated the opportunity to encourage *more people to use more reusable nappies more of the time.*

The research showed reusable nappy users rarely use reusables 100% of the time, including overnight, at childcare, when going out and on holidays. Dispelling the myth of ‘all or nothing’ when it comes to reusable nappy use may help disposable nappy users feel less “guilty” about their choice and provide confidence to try reusables at least some of the time. This may be an opportunity to create a ‘feel good’ factor that parents and carers associate with reusable nappy use (for instance 'doing the right thing for the environment') among a broader base of community members. The benefits and impact that part time use can have should be highlighted. In addition, the way people perceive reusable nappy users can be polarised, and correct messaging may present an opportunity to recast ‘who’ the reusable nappy user is and to challenge existing perceptions.



Having people understand that it’s not all or nothing makes it *a lot easier.* (Focus group participant)



Parents want to know they are not alone in their decision.

Many parents are looking for support and advice from their peers and networks. The research showed that parents and carers seek social connections and encouragement from their networks on their reusable nappy journey.

Opportunities for parents to meet, talk, share stories and to touch and try reusable nappy products may encourage increased reusable nappy use. Online connections and information is likely to be convenient for parents and carers to share, learn and connect over. The research also revealed, for two parent households, the importance of support from the other partner, identifying the potential for challenges to arise if only one parent is dedicated to using reusable nappies at home.



I really missed that [social aspect]. I was very unsure on how to use them and not many of my friends have kids yet. The ones that do, mostly use disposables” (Focus group participant)

For further details of the qualitative research findings see [Appendix E](#).

Learnings about interventions:

What ideas or models will support increased use of reusable nappies?



Considering reusable nappy program models and interventions

The Program Review highlighted both the importance of evaluation to accompany reusable nappy programs, and the existing lack of reusable nappy program evaluations and associated data. Without formal evaluation of reusable nappy programs, councils and program funders are not able to fully understand the reach and outcomes associated with the programs they are leading to support increased use of reusable nappy products. Where conducted, reusable nappy program evaluations have revealed positive outcomes in terms of waste reduction and behaviour change, among programs that offer opportunities for information sharing through workshops that form part of an overarching education campaign.

The social research tested a number of reusable nappy program 'ideas' or models through survey and focus group research, with the findings of this research (discussed in [section 5](#)) having been considered in developing the Feasibility Study recommendations (outlined in [section 7](#)). The research findings have also been used to provide an understanding of why some of the models tested with participants were not recommended for implementation by the 12 participating councils.

The full suite of potential 'ideas' or models are presented over the page and each is discussed further on pages 46 to 49.



Potential models and interventions*

Ideas to support successful reusable nappy use



Financial incentive

- Nappy rebate
- Rebate plus education
- Subsidised product or service
- Second-hand purchase
- 'Afterpay' model – re-pay the cost in small increments over time
- Reward system for knowledge sharing and encouraging reusable nappy use



Trial kit / nappy library

- Hire and test reusable nappies before purchasing, plus educational guide
- Purchase a starter kit, including a few different brands/styles
- Service that accepts your nappies when you no longer need them



Early intervention at hospital

- Ante-natal classes
- Inclusion in Bounty Bag from the hospital
- Support from nurses/midwives in hospitals



Washing

- Someone to help set up your washing and drying system/routine at home
- Laundry service
- Nappy supply & launder service



Advice

- Recommendation from friends and family
- Recommendation from a Maternal Child Health nurse
- Recommendation through an early learning centre or parents group
- Joining an online cloth nappy community
- A buddy system – a local user to help you get started and support you through the process



Education

- Attending a workshop
- Attending a workshop and receiving a trial product
- A community education campaign (through Council, at hospitals, MCH, ELC, libraries, parents groups)
- Information online about brands, styles, washing guides, how-to-use

WSP Towards an effective and workable reusable nappy model



1. Financial incentive

The survey research demonstrated that reusable nappy rebates act as an incentive for some (approximately 24%) disposable nappy users, however, it also suggested the interest in rebates was primarily as a reward for people who are already using or likely to use reusable nappies. The qualitative research showed some interest in financial incentives such as rebates or AfterPay style schemes to help offset the upfront cost of purchasing reusable nappies. A number of research participants sought a discounted product *along with* a starter kit or workshop to develop an understanding of reusable nappies from a practical perspective. Financial incentives were considered 'initially appealing' by some research participants, although others questioned whether the interest in rebates was due to a lack of understanding about the long-term cost benefits of reusables. Overall, many participants acknowledged the upfront cost of reusable nappies as a barrier to use. Lower income and single income parents were the target for one particular focus group, where some participants outlined cost as a concern.

While financial incentives could be implemented by the councils, their use **alone** is not recommended for a number of reasons. The research demonstrated that cost is only one of a number of important barriers to use of reusable nappies. Delivery of the rebate following arrival of the child misses the optimum opportunity to influence behaviour change (that exists before the baby is born). Based on the data available, the Program Review could not conclude that rebate programs support long term behaviour change. A business or council model to allow residents to pay back the cost of reusable nappies or offer and facilitate access to cheaper options could be explored. Targeted programs to reach lower income households may also encourage behaviour change.

2. Trial kit or Nappy library

The social research demonstrated strong support for a reusable nappy **trial kit** and desire within the community to be able to 'try before you buy', to support a sound 'investment' in reusable nappies. For this idea, parents would receive a small kit of reusable nappies to keep and trial at home. A reusable nappy trial kit could be implemented by councils directly, or through partnerships (eg with maternal child health centres) and connections with nappy brands identified as strong performers from a triple bottom line perspective.

Community members expressed mixed support for the **nappy library** idea. Some were keen to use a nappy library (recommending its promotion alongside their local toy library), while most were not, with their primary concerns being a perceived lack of cleanliness, worn appearance, and 'used' nature of the product which was seen as inappropriate for their 'new' baby. Although the nappy library idea could potentially be implemented by the councils through a subcontractor arrangement, this idea is not highly recommended as it is not likely to speak to mainstream audiences, at this time.

wsp Towards an effective and workable reusable nappy model



3. Early intervention at the hospital

Strong support exists within the community for **early intervention in hospitals** to support reusable nappy use. This idea presents an opportunity to reach a large number of expectant and new parents and to provide them with reusable nappy product samples, information and education – all from a highly credible source.

Community members expressed a preference for delivery of interventions either before or several weeks after the birth of their child, rather than immediately following their arrival (a time when they have many important issues front of mind – from the health of their baby to getting some sleep!). This intervention provides a benefit that with each subsequent child, parents' confidence grows and timing for decision making about use of reusable nappies is likely to take place earlier.

Councils could advocate for the Victorian Government to consider or conduct 'train the trainer' activities with local hospitals, encourage use of reusables in hospitals or include product samples in the Bounty Bag State Government Baby Bag. While beyond the scope of councils, there is an opportunity for the Victorian Government to play a leadership role in supporting increased use of reusables.



4. Washing

The idea of education to establish home based washing/drying systems and to help parents and carers with ongoing care of reusable nappies received support from some members of the community. Parents and carers who live in apartments and homes with compact laundries were less keen on this idea, however there may be an opportunity for education that speaks to people with limited space (eg to introduce vertical hanging). Parents and carers highlighted the importance of communication in person and through online/digital platforms, to reach them in their busy lives.

A laundry service was a popular idea, particularly among survey participants, but only if it was cost effective and affordable. Community members commented that it would need to be widely promoted to ensure parents and carers know how to access it and whether it is convenient and clean (of particular importance was the length of time until collection of dirty nappies, with smell and lack of appropriate storage space being key issues). While the research revealed strong interest in reusable nappy washing and laundering services, it suggested that the cost of procuring these services would be prohibitive for many members of the community, particularly low and moderate income households. A nappy washing support and laundry service could be promoted by councils (before the baby arrives and several weeks following its arrival) or implemented through subcontractor arrangement, however this was not identified as a priority recommendation due to lack of affordability for many.

wsp Towards an effective and workable reusable nappy model



5. Advice

A strong desire exists within the community for maternal child health (MCH) advice and support, with MCH services being highly valued and trusted. Recommendations from family and friends were also identified as being very important to influence the behaviour of parents and carers. Relating to this, the research found considerable interest in a buddy system for those members of the community who don't have a personal connection with someone in their lives who they can swap 'nappy' stories with.

Opportunities exist to implement advice and support pre and post birth – through parents groups, MCH centres and online. Suggestions included regularly occurring information sessions that parents and carers can 'drop into', videos that people can watch in their own time, online communities where other parents and carers can provide advice and share tips.

These initiatives focused on providing valuable advice to parents and carers could be implemented by councils in partnership with MCH centres, stakeholders and communities as part of the recommended joint Communications Campaign and Opportunities for Experience and Connections (discussed in [section 7](#)). It is proposed that these interactions should be introduced pre-birth and several weeks post birth to maximise take up.



6. Education

Members of the community expressed a strong desire for more information and educational opportunities to provide parents and carers with information to support their choice of reusable nappies and their ongoing nappy journey.

The research indicates that communications and education are likely to be effective in supporting increased use of reusable nappies at every stage of decision making – importantly, including before the baby is born.

Community education could be implemented by councils directly and in partnership with Sustainability Victoria and other stakeholders such as MCH centres, First Nations services and cultural groups.

This intervention is likely to achieve wide reach, particularly through the use of online and digital resources. Face to face opportunities to learn were also sought by social research participants – as part of a 'show don't tell' approach. It is noted that education should not be one off, but to be effective it should be repeated to target new waves of parents and carers, with a strong focus on reaching members of the community before the baby arrives.

Conclusions and recommendations:

What model or models will support increased use of reusable nappies?



Conclusion and recommendations

The research highlighted two key recommendations. These priority actions were identified as having the greatest potential to shift behaviour among the largest proportion of parents and carers and to support increased use of reusable nappies.

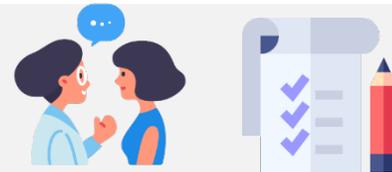
The research found that while use of reusable nappies is not currently widespread in the community, interest is strong and potentially growing among under 35 age cohorts, as parents and carers under 35 years were more likely to use reusable nappies or a combination than those in the older age groups. A significant opportunity may exist to shift behaviour among members of the community across the 12 council areas, with a focus on *'more people using reusables, more of the time'*, rather than reusables being the territory of 'converts' and non-users.

The research identified and explored responses to a series of potential models and interventions. While each of these is likely to have some effect in shifting behaviour change, the recommendations described in this report focus on those that are likely to provide the *greatest opportunity to shift behaviour*.

Ongoing evaluation of the proposed interventions will be critical to effectively measure their contribution towards behaviour change and waste reduction over time.

Discussed over the page, the key recommendations informed by the research were:

1 *Joint Communications Strategy and Education Campaign*



2 *Opportunities for parents and carers to 'experience' reusable nappies before investing*



Study recommendations

Priority 1	
Joint Communications Strategy and Education Campaign	
Goal	Awareness raising, myth busting and normalising reusables across the 12 local council areas – to set parents and carers up for success, with relevant and easy access to information
Rationale	<ul style="list-style-type: none"> • Should address key areas of interest and issues raised (eg relating to cost, impact, how to choose, how to use, how to wash) • Effectively communicate key messages such as 'it doesn't have to be all or nothing' (ie even part time use has a positive impact environmentally) • Potential to reduce the upfront cost barrier through communications and education campaign by presenting clear information on the return on investment (eg online calculator), dispel myths about second-hand nappies (increase education around sanitation, what to look for in a second-hand nappy) and encourage people to 'build up a stash' of reusable nappies over time (not necessarily all upfront)
Intervention points and engagement and promotion activities	<p><i>Councils to develop a central webpage/microsite as source of all information and resources - linked to the Sustainability Victoria website and their own websites</i></p> <p>Getting in early (pre-birth):</p> <ul style="list-style-type: none"> • Develop promotional collateral for display and distribution via GP clinics, antenatal services, hospitals, baby expos with links to the centralised resource • Contact Baby Bunting (and or other major retailers) to test opportunities to display and promote collateral <p>Down the track (post-birth):</p> <ul style="list-style-type: none"> • Develop promotional collateral for display and distribution via MCH clinics, libraries, early learning centres and community centres (parents' groups and first time mothers' groups) with links to the centralised resource • Train the trainer – promote and educate providers to in turn support community information and education on reusable nappies through MCH nurses, other council advocates such as Toy Library team and parents group coordinators • Use social media to share information and spotlight 'everyday' parents and carers, babies, and their reusable nappy stories • Expand library of resources to include relevant content, links and videos (including culturally appropriate material)
Maintenance	Provide ongoing and up to date communications, education, and support

Study recommendations

Dealing with upfront cost as a barrier

As shown in the survey results, the perception of a high upfront cost was consistent across all nappy users. A key goal within the communications strategy and education campaign should be focused on reducing the upfront cost barrier and providing ideas to spread this cost out. The survey research showed *that disposable nappy users were more likely to be in the high-income bracket*. Therefore, there may be an opportunity to reduce the impression of high cost and encourage reusable nappy use in this income bracket, such as:

- Providing clear information on the return on investment of reusable nappies, such as an online calculator or similar tool
- Dispelling myths about second-hand reusable nappies as ‘unhygienic’ and increasing education around sanitation, what to look for in a second hand nappy and where to look
- Encouraging building up a reusable nappy stash over time.

For lower income and single household families, the financial barrier may be difficult to overcome. It will be important that current disposable nappy users who want to change behaviour but are facing a financial barrier feel supported by the recommendations. Additionally, whilst a general financial incentive offered to all parents is not recommended, this type of intervention may provide benefits in a targeted manner. The reusable nappy program could be tailored at a local level down the track to increase participation of low income families, through a rebate-style offering, an AfterPay model or subsidised products through council or business partnerships. A targeted rebate or similar financial incentive is not recommended as a standalone initiative, but supported by the recommendations.



Why will a joint Communications Strategy be effective?

Based on the research undertaken for this study, a best practice reusable nappy program model should include a Communications Strategy and Education Campaign. The social research outcomes highlighted:

- importance of awareness raising
- importance of myth-busting and normalisation of reusable nappies
- level of confusion within the community
- desire for clear information and easy to understand comparisons
- desire to be informed in decision making.

The importance of well-rounded and maintained education was reflected in the Program Review. The research findings suggested that no intervention (i.e., a rebate program or nappy library) could be as effective as possible without a targeted communications strategy and education campaign. To reflect best practice, this strategy and campaign should be designed to:



specifically target expectant first-time parents wherever possible - This group represents the most significant opportunity to influence decision-making



extend to decision makers later on - Communication strategies should also target parents/carers further down the track, although noting the ability to influence may reduce at this point.

A variety of opportunities to get in front of expectant and current parents may be key to expanding reusable nappy awareness and knowledge in the community, combatting the overwhelming nature of the topic and providing clear information, facts and comparisons.

Study recommendations

Priority 2 Create Opportunities for Experience and Connections	
Goal	Enabling and encouraging people to feel, touch and try reusable nappies, develop understanding and knowledge, and form peer to peer connections
Rationale	<ul style="list-style-type: none"> • Parents and carers want to see the product in real life and understand what will or won't work for their baby and family before they make a commitment • They also want to be supported on their journey within personal (family, friends contacts) and professional networks (educators and maternal child health nurses) • Ensure that reusable nappies are not a 'foreign object' for new parents, by providing them opportunities to become familiar with product options before their baby is born
Intervention points and engagement and promotion activities	<p><i>Council invests in a kit of reusable nappies to have available (including a range of brands, size options and styles), as well as associated products such as wet bags. This could function as a rotating kit that can be transported between locations. The kit could include local, premium brands alongside more affordable options. Suggest nappy products are from Australian brands only, with a focus on those that achieve a strong triple bottom line rating.</i></p> <p><i>Getting in early (pre-decision):</i></p> <ul style="list-style-type: none"> • Regular workshops with various options available to touch and feel product options • Reusable nappy market days - Council stall with nappy kit and educator present <p><i>Down the track (post-birth):</i></p> <ul style="list-style-type: none"> • Regular workshops with various product options available to feel, touch and even try on their baby, with specific advice provided • Option to return to the workshop/educators for a refresh or to 'troubleshoot' any issues arising • Presentations and discussions at parents' groups through MCH → create the social interaction with other parents and connect their respective journeys • A database of 'reusable nappy helpers' or buddies, to reach out to for those who don't have already have a reusable nappy buddy in their network

Opportunities to facilitate ‘try before you buy’

Options for community members to try before they commit or invest

Options for further investigation, to provide opportunities for parents and carers to receive their own products and trial them at home, before committing to buying more of a particular style, brand, size etc. *These opportunities may also support councils to reduce the upfront cost barrier faced by some residents.*

- Multi-brand starter kit
 - Brand new nappies in a pack of 3-6
 - More expensive
 - Facilitated by Council, through MCH or in collaboration with a provider / manufacturer
- Second-hand starter kit
 - Pre-loved nappies
 - Cheaper option
 - Facilitated by Council → purchase quality used reusable nappies from Facebook Market Place, other relevant locations and from manufacturers for secondary purchase by the community in a kit
 - Opportunity for end-of-life model → take back and sell on scheme where residents can donate or sell their reusable nappies at a significantly reduced to no cost to allow those facing an upfront cost barrier to access quality nappies

The additional options above may be investigated further as an addition to recommendations 1 and 2. Provision of reusable nappy products may provide opportunities for parents to own a number of reusable nappies, across a few different brands, to try at home and assess suitability before investing further.

- The second-hand starter kit may offer a cost-effective option to the upfront financial barrier, with potential for an end-of-life scheme. For example, those who participate in the program may have an optional pledge to donate or gift nappies to the scheme in the sign-up process.
- There may be potential for partnerships with disadvantaged groups to provide these kits and targeted education.
- The social research findings showed the majority of reusable nappy users planned to re-sell and re-gift their nappies.

These reusable nappy product options should be consistent with and supported by recommendations 1 and 2, rather than a standalone initiative.

Why will creating opportunities for experience and connections be effective?

Based on the research, a best practice reusable nappy program should provide opportunities for expectant and current parents and carers to 'experience' reusable nappies before they invest, delivered in tandem with the Communications Strategy and Campaign.

This includes visual and physical experiences to understand the types of reusable nappies and related products available. The social research showed families may be reticent to invest in a product they have not seen in person, and are particularly interested in firsthand experiences to understand size, style and absorbency.



It is advised this recommendation is accompanied by a varied reusable nappy kit to be transported where necessary and an educator who can run workshops and information sessions and recommend specifics on brand, style and fit.



First time mothers / parents' groups through MCH clinics often host presenters and these sessions may provide opportunities to reach people who may not usually attend a workshop.

These activities may also present opportunities to connect parents with other peers on a similar journey. The social research showed expectant and current parents do not want to feel alone in the decision to use reusable nappies, and especially would like to receive advice and share experiences within their peer network. A council or volunteer managed database of volunteer reusable nappy advocates within the community may assist those who don't already have a reusable nappy buddy in their network.

How can the recommendations be implemented effectively?

Target audiences

The recommendations are designed to target two key audiences identified as key groups in the social research findings.



1. *Expectant parents*, especially first-time expectant parents who are not sure which nappy to use or are planning to use disposables. The survey results indicated the greatest opportunity for behaviour change amongst this group, with 90% of those expecting a baby open assistance to help in using reusables. The results also revealed that once people have made a decision, they are less likely to change (especially without any support or incentive).



2. *Disposable nappy users*, who are curious about reusable nappies and would potentially like to use them, but are driven by the convenience of disposables. In contrast to the first group, shifting behaviour among this group may be less 'easy', as patterns have been established. However, the social research showed that this group represents the largest proportion of the community that is interested in reusable nappies, and which appears to have a level of awareness about environmental benefits and desire for change. This audience may shift behaviour with correct support and incentives in place. Additionally, a well-rounded offering should support later stages and second children shifts, especially as this speaks to a broad cross section of parents and carers.

Target	What to focus on	Where to influence	How to reach
Expectant parents	<ul style="list-style-type: none"> Awareness and normalisation of reusable nappies Increased education for decision-making Support from networks 	<ul style="list-style-type: none"> GP, ultrasound and antenatal clinics Baby Bunting Community events Social media Mummy bloggers / influencers (Pinky McKay, Sonia Walker) Parenting magazines 	<ul style="list-style-type: none"> Promote collateral with centralised, clear and relatable information Workshops and information sessions providing physical experiences and social connections Word of mouth through friends and family Social media advertising
Disposable nappy users driven by convenience	<ul style="list-style-type: none"> Convenience and ease of use Access to straightforward information Environmental impact/sustainability 	<ul style="list-style-type: none"> MCH clinics and appointments, Libraries and nurseries First-time mothers groups / parents groups Social media presence highlighting 'normal' parents 	<ul style="list-style-type: none"> Promote collateral with centralised, clear and relatable information Workshops and sessions at parents groups to connect with other parents and experience the different brands and styles available Word of mouth

How can the recommendations be implemented effectively?

Reach

With Australian Bureau of Statistics (ABS) Community Profile data identifying 51,150 children aged zero to two years across the 12 council areas, a target reach of 10% of the population would equate to an estimated 5,000 families. This is recommended as the target reach for the Communications and Education Campaign and associated workshop and information session activities, with a view to achieving an actual conversion rate to reusable nappies in the vicinity of 2%. Importantly, with a child in nappies for approximately two to three years, in order to maintain and enhance reach, initiatives cannot be one off, but should be repeated over time to reach each new wave of parents and carers before and as they commence their nappy journey.

Meeting the needs of different demographic groups

The research indicates that:

- Information and education resources and activities should be refined in order to target diverse community members including culturally and linguistically diverse parents and carers, First Nations community members and men
- Information provided to culturally and linguistically diverse communities should be delivered by or in partnership with a trusted and respected member or representative from their community
- Consideration should be given to translating key printed collateral or videos into community languages.

Collaboration across councils

Collaboration across the 12 council areas is key to maximising the impact of these recommendations. Covering a broad area, the communications and education campaign can provide one clear source of truth to the community about reusable nappies. This broad reach provides an opportunity to both increase the impact of the program, and provide an effective return on investment compared to implementation in a single council area. Collaborating across councils would also increase the purchasing power dedicated to the program (eg for procuring reusable nappy products to use in reusable nappy kits). The same videos and in language resources could be used across the council areas. There is also potential for individual councils to implement the recommendations within their respective resource limitations.

How can the recommendations be implemented effectively?

The overall cost of implementing the recommendations will include a combination of design and delivery of the communications and education campaign and targeted social activities and events, but the broad nature of the recommendations provides scope for their implementation at a range of budget levels, depending on available funding and resources.

Evaluation

The Program Review highlighted the importance of robust evaluation to support any intervention – as a critical part of understanding effectiveness and impact. It is advised that a participant survey is designed into the reusable nappy program/s at commencement and implemented at appropriate points in time. This will allow for robust measurement of program impact and outcomes over time, and insights into what influenced decision-making. The evaluation survey should be built into any workshop and reusable nappy kit offering. There should be time set aside for the analysis and reporting of these findings and refinements to the initiative, as appropriate. Sharing learnings from the evaluation across the council areas will support an understanding of what works well and for whom.

Checklist

Participant survey for trial kit and workshop activities

- Pre and post surveys targeted at all participants
- Surveys to include questions to measure behaviour and waste generation including number of disposable and reusable nappies used within the last day
- Tracking of participant responses to measure extent of behaviour change and waste reduction, and if they are facing any new challenges

Measure communications and education campaign reach and outcomes

- Number of hits to Council-related information and education websites
- Number and type of comments on social media pages
- Number of followers to dedicated campaign social media pages
- Discussions with maternal child health care nurses and early learning centre educators: Are they seeing changes in reusable nappy use, interest, related questions?

Engagement activities

- Number of participants in workshops, drop-in sessions, parents groups
- Number of registrations for buddy network

Reusable Nappy Feasibility Study **Appendices**



Appendix A:

Further details of Social
Research Methodology



WSP Appendix A: Social Research Methodology

Survey

- An online survey was developed based on a review of published literature around known barriers and motivators and an initial understanding of model types.
- The survey was mostly multiple-choice questions designed to explore attitudes towards reusable nappies by users (in the past five years) and non-users (current and expectant parents).
- The survey link was posted to each council's website and promoted widely. The survey was live from 13 January to 24 February 2022.
- A total of **2,282** eligible residents completed the survey, with more than 50 responses per council area. Eligible respondents had a child in nappies within the last 5 years.

Informant interviews

- 10 semi-structured interviews were conducted throughout February and March 2022, representing a cross-section of key stakeholders (shown over the page).
- The informants including staff at Maternal Child Health and Early Learning Services provided a unique view of reusable nappy use and experiences in the community.
- This was also important to understand stakeholder involvement and support in any proposed model.

Resident interviews

- 10 semi structured resident interviews were conducted to provide rich qualitative data.
- Participants self nominated in the survey for an interview.
- Interview participants were chosen to represent each stage of the behaviour change model and exploration of cultural perspectives, lower income or single parent experiences. Interview participants also included fathers, apartment dwellers, and younger parents (18-24).

Focus groups

- Six focus groups were held with residents from across all 12 council in March 2022 to further interrogate barriers, challenges and motivations for reusable nappies.
- Five focus groups were held on Zoom and one session held in person in Greater Dandenong.
- Focus group participants represented a range of ages, genders, household structures, income levels, cultural backgrounds and council locations.
- There were 46 participants overall. Specific focus group details are over the page.

Social Research Methodology

Informant interview details

Stakeholder/Role	Council/Organisation
Maternal and Child Health Coordinator	Greater Dandenong
Maternal and Child Health Team Leader	Moonee Valley
Early Learning Centre Team Leader	Stonnington
Early Childhood Education and Care Coordinator	Monash
Reusable nappy educators x2	Australian Nappy Association / Cloth Nappy Workshops Melbourne
Private antenatal health services – pre-natal classes	MamaBirth
Public hospital health services – midwife	Joan Kirner Women's and Children's Hospital
Children's Services Partnerships Leader – cultural perspectives	Greater Dandenong
Business Development Manager	Unicharm

Focus group details

Group	Location	Date and Time	Group targeted	Participants
1	Zoom	9 March 5:30-6:30pm	Reusable nappy users – lower income households	8 of 8
2	Zoom	10 March 5:30-6:30pm	Cloth curious – tried and stopped using reusable nappies	8 of 8
3	Zoom	15 March 5:30-6:30pm	Disposable nappy users – affluent households	8 of 8
4	Zoom	16 March 5:30-6:30pm	Cloth curious – expectant parents	8 of 8
5	Paddy O'Donoghue Centre Dandenong	23 March 2-3pm	Culturally diverse experiences	7 of 8
6	Zoom	29 March 5:30-6:30pm	Disposable nappy users – lower income households	7 of 8

Appendix B: Further details of the Program Review



Reusable Nappy Program Review: Further details

A desktop review was undertaken to identify council-led reusable nappy programs. A total of 16 programs were evaluated in detail, including all those based in Melbourne (as shown below). Other types of program model not included in the review included 'prize draws' and nappy libraries.

COUNCIL	MODEL	KEY DEMOGRAPHICS
Melbourne		
Nillumbik Council (Participating council)	Workshops (ceased 2016)	Metro / higher SES / high % families
Maroondah Council (Participating council)	Workshops	Metro / higher % families
Glen Eira Council (Participating council)	Workshop (one-off)	Metro / higher SES
Banyule Council	Paid workshop and nappy product	Metro / higher SES / higher % families
Cardinia Council	Rebate	Fringe metro / large council area / high % 0-4 years
City of Casey	Rebate	Metro / high % 0-4 years / higher % LOTE
Wyndham Council	Rebate and workshops	Metro / higher % LOTE / high % 0-4 years
Mornington Peninsula Council	Rebate and workshops	Fringe metro / lower % LOTE / lower % families
Whittlesea Council	Workshops	Fringe metro / high % 0-4 years / lower SES
Australia-wide		
Halve Waste (Albury, Wodonga, Indigo, Federation, Greater Hume and Towong councils) – VIC/NSW	Rebate and workshops	Regional / lower SES
Penrith Council – NSW	Rebate and workshops	Fringe metro / lower % CALD
Wagga Wagga Council – NSW	Rebate and workshops	Metro / higher % LOTE / lower % 0-4 years
Melville, East Fremantle and Fremantle councils – WA	Rebate and compulsory workshop	Metro / higher SES / higher % families
International		
Milton Keynes Council – UK	Rebate and education program (ceased 2011)	Metro
Belfast Council – UK	Rebate and trial kit	Metro
Waitakere Council – NZ	Education program and trial kit	Metro

Reusable Nappy Program Review: Further details

As part of the Program Review, publicly available information on each program was used to complete a research register. Gaps in publicly available information were identified and a follow up request for further information was sent to the relevant councils. A first round of follow up emails and phone calls were made in late-December 2021. A second round of follow up was conducted in mid-January 2022. Two of the three international case studies selected had produced a publicly available evaluation report.

The evaluation considered the following criteria:

- General program information
- Model type
- Summary and identified program objectives
- Funding and resource requirements
- Target audience and methods of engagement
- Relevant data – participation rates
- Performance measures/targets
- Program outcomes – behaviour change
- Program outcomes – waste reduction
- Issues/limitations.

Limitations

There were considerable limitations to effectively evaluating the programs in terms of behaviour change and waste reduction. Quantification of waste reduction necessarily relied on estimates, noting that accepted metrics have been used for this purpose. In terms of behaviour change over time, many Australian programs were in their early stages and had not yet undertaken any evaluation, or did not intend to evaluate their program.

Appendix C:

Further details of the Product Analysis



Reusable Nappy Product Review: Further details

Twelve brands were selected for consideration in the Product Review based on company location and user reviews for quality and service. Company location details are presented below. As only a small number of reusable nappy brands were found to be based in Victoria, a number of other Australian-owned brands were also included in the Review.

COMPANY NAME	LOCATION
Designer Bums	Melbourne, Victoria
Waladi	Melbourne, Victoria
My Little Gumnut	Moorabbin, Victoria / Townsville, Queensland
Evia Nappies	Geelong, Victoria
SHP Nappies	Queensland
Prince and Cub	Prosperne, Queensland
Bare and Boho	Brisbane, Queensland
Econaps	Byron Bay, NSW
Hippybottomus	Sydney, NSW
Little Eco Baby	Nowra, NSW
Green Kids – Dry Times	Perth, Western Australia
Ella and Maeve	Perth, Western Australia

Limitations

The Product Review involved a desktop analysis based on publicly available information published by each of the reusable nappy brands. Some brands were more transparent than others in relation to their business practices, manufacturers and supply chains. Further to this, access to detailed information, such as recycled content, carbon abatement measures and material and manufacturing origin, was limited. Due to these constraints, the triple bottom line analysis was high level and informed by information made public by each brand.

While all brands were based in Australia, only a small number of reusable nappy products were *manufactured* in Australia. The review included Australian-owned companies that design their products locally but manufacture off-shore. If a company did not disclose the country of manufacture it was assumed that the products were not manufactured in Australia. Of those that were Australian made, some were hand-made rather than mass produced which may present challenges for production volumes and wholesaling.

To conduct the triple bottom line (TBL) analysis, a threshold was established for each of the indicators identified below which span **social, environmental and economic performance**. Reusable nappy brands that met the threshold were indicated with a tick.

	EVIA NAPPIES	MY LITTLE GUMNUT	DESIGNER BUMS	SH NAPPIES	LITTLE ECO BABY	GREEN KIDS	ELLA & MAEVE	PRINCE & CUB	HIPPYBOT TOMUS	ECONAPS	WALADI	BARE & BOHO
Company												
Are they based in Victoria	✓	✓	✓	×	×	×	×	×	×	×	✓	×
Products												
Do they sell more than MCNs?	×	✓	✓	×	✓	✓	✓	✓	✓	✓	✓	✓
Design												
Do they use Australian artists?	✓	✓	✓	×	✓	×	✓	✓	×	✓	×	✓
Manufacturing												
Are they made in Australia?*	×		×	✓		✓	✓	✓		×		✓ ^x ***
Manufacturing												
Are they handmade?	×	×	×	✓	×	×	×	✓	×	×	×	×
Materials												
Do they use recycled materials?	×	×	×	×	✓	×	×	×	×	×	×	✓
Materials												
Are materials accredited or organic	✓ ^x	×	✓	✓	×	✓ ^x	✓	✓	×	✓	×	✓
Price												
\$<\$20	\$	\$	\$\$\$	\$\$\$	\$/\$\$	\$/\$\$	\$\$\$	\$\$\$	\$	\$\$	\$/\$\$	\$/\$\$
\$\$<\$35												
\$\$\$ >\$35												
Social responsibility												
Do they use factories that are accredited under ethical working conditions	✓		✓	✓	✓		✓	✓		✓		✓
Carbon												
Do they have any greenhouse gas emissions reduction processes	✓				✓		✓			✓		
Packaging												
Is their packaging recycled, compostable or biodegradable?	✓		✓		✓		✓			✓		✓

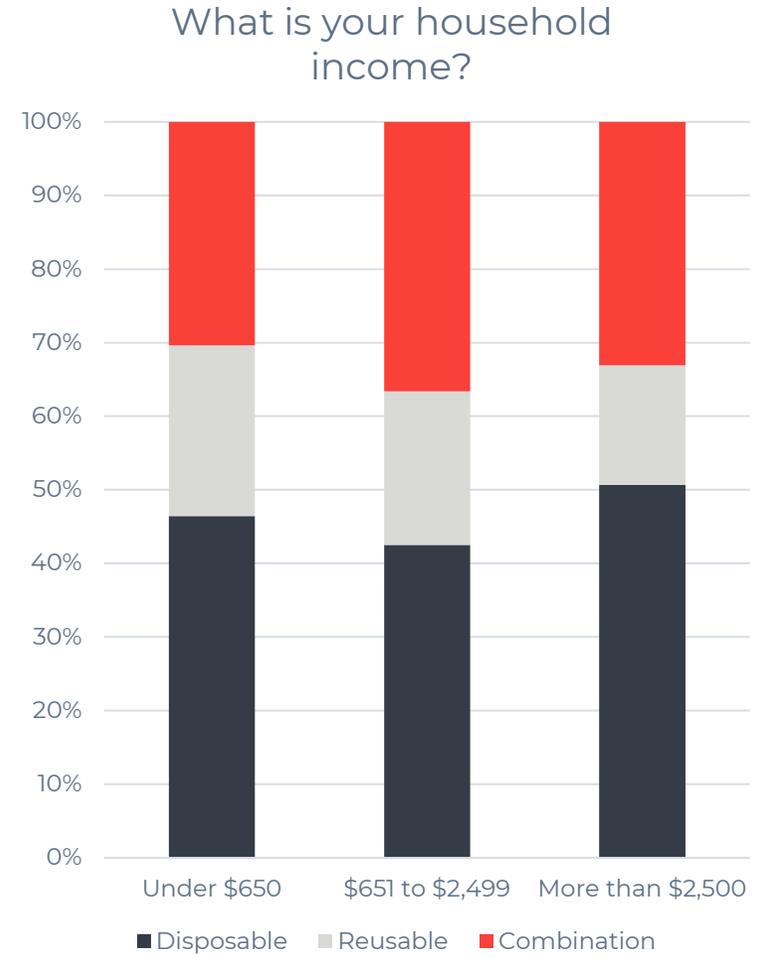
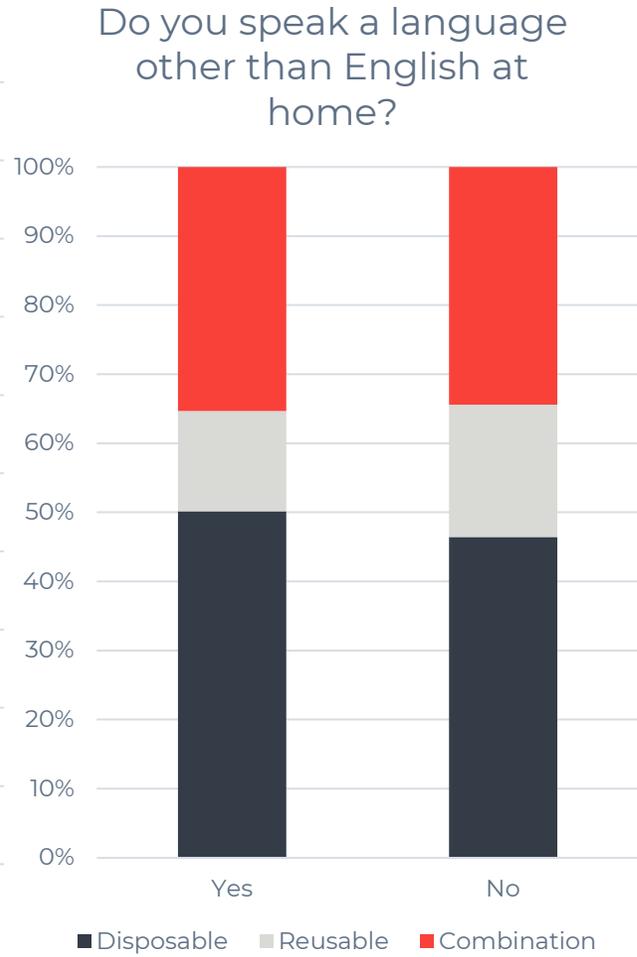
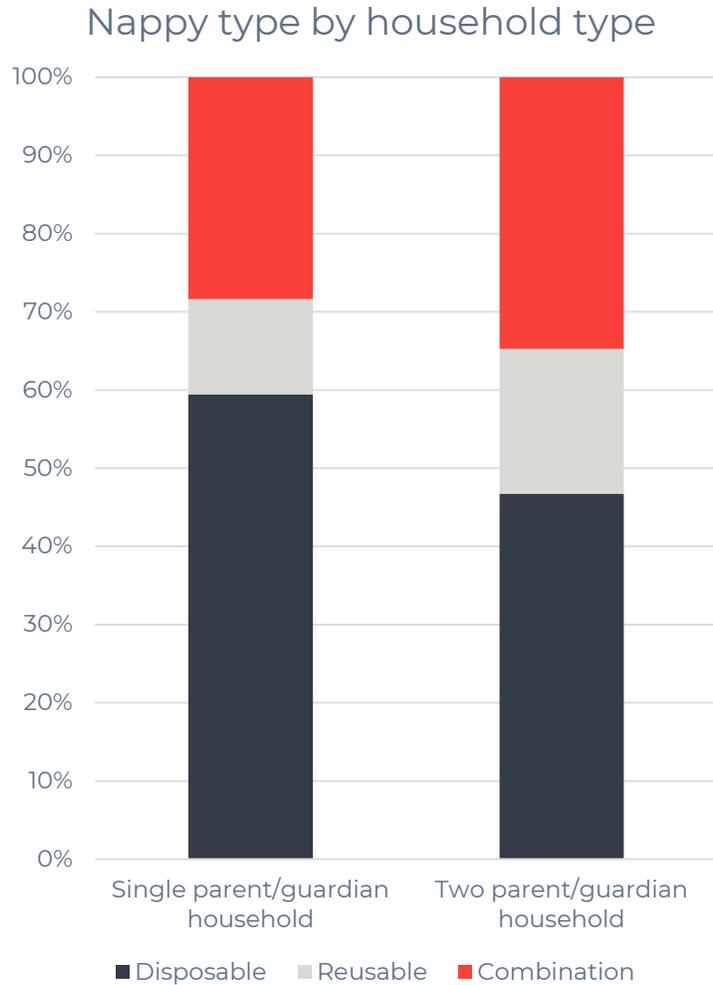
* brand names not used; ** column is blank if information was not publicly available; *** ✓^x = partly

Appendix D:

Further details of the
survey research

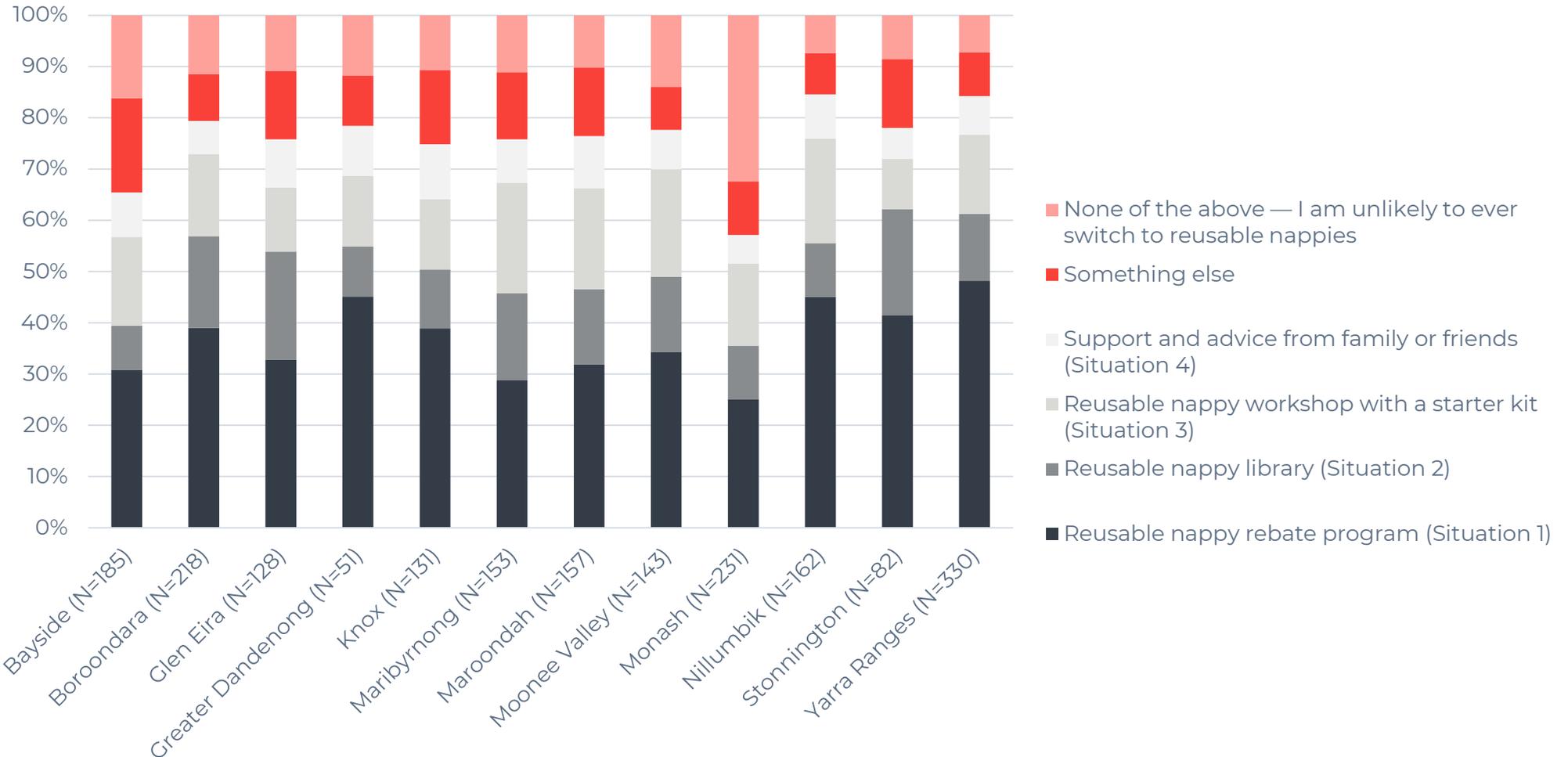


What type of nappies are people using?



Results by council: What programs would influence behaviour?

What do you feel would assist you the most to use reusable nappies (all respondents)?



Further investigation into gender, household makeup and cultural perspectives

Chi-square goodness of fit tests were conducted to identify if there was a significant difference in responses to “What do you feel would assist you most to use reusable nappies” by:

- Single vs two parent households
 - No significant difference was found.
- Gender
 - Those identifying as female are more likely to be assisted by a rebate program or reusable nappy library, than those identifying as male. Those identifying as male are more likely to *never switch* to reusable nappies.
- Language spoken at home
 - Those who speak a language other than English at home are more likely to be assisted by a reusable nappy library than those who speak English at home.

Financial or other programs targeted at women are more likely to have a greater impact than those targeted at men.

Further investigation into interventions by age and income

Chi-square goodness of fit tests were conducted to identify if there was a significant difference in responses to “What do you feel would assist you most to use reusable nappies” by age:

- Respondents aged 25-34 were more likely to be assisted by a rebate program
- Respondents aged 35-49 were less likely to be assisted by a rebate program
- There were no other significant differences with age.

This suggests a relationship with income as those aged 35-49 are significantly more likely to be in the higher income bracket (>\$2,500/week).

There was also a significant difference in responses to “What do you feel would assist you most to use reusable nappies” by income:

- Respondents in the moderate income bracket (\$651-\$2,499) were more likely to be assisted by a rebate program and a nappy workshop or starter kit than those in the high income bracket (>\$2,500).
- Those in the high income bracket were more likely to be assisted by a reusable nappy library. This group is also more likely to never switch to reusable nappies.

Moderate income earners are more likely to be assisted by financial incentives than high income earners. Please note, there was no statistically significant difference for low income earners, due to their low sample size.

Results by council area: Qualitative analysis themes

Thematic analysis was conducted on open ended survey responses from disposable and reusable nappy users on the question: “Is there anything else you’d like to add?” The three to four most commonly identified themes for each council area are shown below.

Bayside <ol style="list-style-type: none"> 1. Reusable nappies are not the solution to a fortnightly rubbish collection 2. More likely to use a sustainable disposable brand 3. Environmental concerns with reusable nappies 	Boroondara <ol style="list-style-type: none"> 1. Rubbish bins cannot accommodate the number of disposable nappies 2. Disposables are more convenient 3. Disposables are take less time/effort 	Glen Elra <ol style="list-style-type: none"> 1. Disposables are convenient and take less time/effort 2. Lack of education on reusables is a barrier to use 3. Up front cost is a barrier to use 	Greater Dandenong <ol style="list-style-type: none"> 1. Need education and a support network to promote reusables 2. Disposables are convenient and take less time/effort 3. Cost of washing is a concern 	Knox <ol style="list-style-type: none"> 1. Education is required, and when provided makes reusables an option 2. Disposables make the bins full/smelly 3. Disposables are convenient and take less time/effort 	Maribyrnong <ol style="list-style-type: none"> 1. Education is required, and when provided makes reusables an option 2. Disposables are convenient and take less time/effort 3. More likely to use a sustainable disposable brand 4. Want council support to change
Maroondah <ol style="list-style-type: none"> 1. Disposables are not environmentally friendly, trumped by convenience 2. Education is needed around existence and use 3. Rubbish bins cannot accommodate disposable nappies 4. Council needs to take responsibility for (sustainable) disposal 	Mooney Valley <ol style="list-style-type: none"> 1. Disposables are convenient and take less time/effort 2. Environment is more important (than the effort to use reusables) 3. We need better alternatives to disposables e.g. eco nappies 	Monash <ol style="list-style-type: none"> 1. Busy and time poor means disposables are chosen 2. Desire to use but don't have the knowledge 3. Education required around fit and washing 	Nillumbik <ol style="list-style-type: none"> 1. Education is needed, both online and in the local area 2. Bins are not sufficient for disposable nappy use 3. Water supply (tank) is a barrier to using reusables 	Stonnington <ol style="list-style-type: none"> 1. Education is needed around environmental benefits, use and for trusted advisors 2. Upfront cost is a barrier to use 3. A delivery service “like in the old days” would be appreciated 	Yarra Ranges <ol style="list-style-type: none"> 1. Up front cost is prohibitive (incentives would help) 2. Education required around fit and washing 3. Disposables are convenient and save time

Consistency in nappy use: First timers vs multiple children

People are consistent in their nappy choices, with 74% (N=939) using the same nappy type for their first and youngest children.

Of those who changed nappy type (N=244), there was very little difference in the number of people who moved away from disposable nappies (36%) and those who moved to disposable nappies (38%) from combination or reusables.

Those who **moved to disposables for a younger child** did so due to the:

- increased workload/effort at the time (N=21, 45% of comments including 3 who mentioned lockdown)
- poor fit or absorbency issues (N=10, 21%)
- nappy rash (N=7, 15%)
- a move to Eco nappies (N=3, 6%).

Those who **moved to reusables for a younger child** did so due to the:

- increased understanding of fit, washing, use through social media groups and websites (N=18, 33%)
- a greater awareness of environmental impacts (N=11, 20%)
- support from friends or family (N=10, 19%)
- a lifestyle change e.g. solar panels, space to dry (N=3, 6%)

Appendix E:

Further details of the
interview research



Findings by behaviour change stage

1

Stage 1 Pre-contemplation stage:

There were parents/carers who currently have children who fell into the pre-contemplation stage. It was common for these participants to have an 'outdated' perception of cloth nappies as something their parents/grandparents may have used and be relatively unfamiliar with Modern Cloth Nappies. Others reported having no initial intention of using reusables as they thought it would be too hard and inconvenient.

2

Stage 2 Contemplation stage:

For interview participants in the contemplation stage with a baby and/or other children, time outweighed other benefits. Environmental issues were a concern, but the perceived workload associated with reusable nappies was off-putting and interest was instead expressed in relation to other options such as biodegradable nappies.

The qualitative research showed most expectant parents, especially first time parents, were contemplating reusable nappies and conducting their own research. Many reported feeling overwhelmed and daunted by the amount of information available online and reported struggling to make an informed decision.

This group was driven by environmental sustainability and reducing waste to landfill. They may be motivated to use reusable nappies, but feelings of being "overwhelmed", "intimidated" and "nervous" may impact their decision making. There appears to be a strong desire for a single source of truth providing trusted recommendations about how to choose and use reusable nappies.

Findings by behaviour change stage

3

Stage 3 Preparation:

The interview research revealed barriers that prevented some people in this group from taking action. Reducing environmental impact appeared to be a key driver, but some were motivated by the look of certain reusable nappies and their "cute" designs. This group reported feeling "information overload". They were seeking key information such as:

- return on investment
- longevity of reusable nappies
- absorbency and how to increase this
- how many nappies are required
- how to prevent nappy rash
- how to select the right size and fit
- how to make reusable nappies as convenient as possible to use.

4

Stage 4 Action:

Some participants in this stage were expectant parents who had already purchased reusable nappies and were planning to use them, but were feeling nervous about the prospect and overwhelmed by online information.

Stage 5 Maintenance:

5

A common narrative among this group was that once they started using reusable nappies, they found it more convenient than expected. Many felt positive about reducing their environmental impact. One participant commented that even using just one cloth nappy a day prevents 365 disposable nappies from going to landfill over the course of a year.

Stakeholder interview findings

There appeared to be some differing views on reusable nappies and varying levels of up to date knowledge across relevant stakeholder groups. As trusted sources of information to the community, key stakeholders from within the sector may be critical to the effective implementation of any proposed model. For this reason, a train the trainer approach may be suitable in some cases.

STAKEHOLDER	KEY COMMENTS
Early learning centre (ELC)	<ul style="list-style-type: none"> — Childcare may present a barrier to continued use if not supported — Staff have little interaction with first time expectant parents — Staff not completely familiar with reusable nappies but broad support and willingness to promote a council initiative
Maternal and child health (MCH)	<ul style="list-style-type: none"> — Interact with parents early on and represent a trusted source of information — Choice of nappies is not a key topic at MCH appointments — Willingness to assist a council initiative but may require updated training
Health services with pre and post natal interaction	<ul style="list-style-type: none"> — Little interaction in public hospitals in purchasing decisions — Expressed that MCH may be more suitable to influence - more face to face contact and opportunity for peer support — Most public hospitals in Melbourne don't offer free antenatal classes
Cloth nappy educators	<ul style="list-style-type: none"> — Experience working with councils and delivering reusable nappy education programs — Primarily interact with expectant parents in the 'research' stage — Consider long-term education, community-based events and peer to peer support as the most important — Suggested there are considerable benefits in train the trainer approaches targeting groups such as MCH nurses, pre-natal class leaders, and particular cultural leaders
Cultural perspectives	<ul style="list-style-type: none"> — Further consideration should be given to the delivery of reusable nappy information to culturally and linguistically diverse (CALD) groups — Information provided to CALD communities should be delivered by a trusted and respected source — An understanding of diverse cultural experiences and perspectives may be used to shape effective communications and interventions. — Consideration may also be given to translation of key collateral into community languages.

This project was supported by the Recycling Victoria Councils Fund, delivered by Sustainability Victoria on behalf of the Victorian Government.

