The Potty Training Guide

Communications Toolkit

This Comms Toolkit is designed to help local authorities, family hubs and children's centres to promote the Potty Training Guide to colleagues, schools, early years settings and families.

It contains:

- Key messages
- Template email/newsletter copy
- Editable social media posts and template captions
- Royalty free images which you can use in any communications about the Guide are available here: download royalty free images

Ways to promote the Potty Training Guide

1. Link to the Guide from your website if appropriate: www.pottytrainingguide.co.uk. Don't forget to also link to Starting Reception if you don't already www.startingreception.co.uk
2. Do a social media post, or series of posts (Instagram, Facebook, TikTok, LinkedIn – wherever you have a presence)
3. Include information about the launch of the Potty Training Guide in press releases, newsletters, online news posts and blogs
4. Email your schools, nurseries, families and colleagues to let them know about the Potty Training Guide
5. Share the Potty Training Guide in presentations, communities of practice and other relevant forums

Contact

Please contact the team if you would like further information or have questions.
info@kindredsquared.org.uk

Key messages

Why it matters

Kindred2's School Readiness Survey indicates that 1 in 4 children are not potty trained when they start Reception. This puts extra pressure on schools and prevents children from starting their education with the independence they need. Research suggests that more than two hours a day of teaching time is lost because classroom staff are helping children who lack age-and-stage appropriate life skills. There are also multiple health and cost benefits for toilet training before children start school.

What is the Potty Training Guide?

The free Potty Training Guide has been developed by the early years sector and offers clear, research-based guidance around ***when*** and ***how*** to potty train. Evidence shows that the best time to stop using nappies for bowel and bladder health is between **18-30 months**, and the Guide will support schools and early years settings in working with parents to help children achieve this.

The Education Secretary Bridget Phillipson and Health Secretary Wes Streeting both today welcomed the new advice. Government guidance on potty training for settings is also being updated today to align to the Potty Training Guide, ensuring one clear set of messages for parents, schools, nurseries and childminders. This follows the Government's backing of a new agreed definition of school readiness with the launch of the Starting Reception website earlier this year, linked to their Best Start in Life strategy.

Call to action

Share the Potty Training Guide
with colleagues, networks and families.

Template Email/Newsletter Copy – option 1 (aimed at schools)

Across the country, 1 in 4 children aren't toilet trained when they start Reception.* This means extra pressures in the classroom and children beginning their school education without the independence they need.

The new Potty Training Guide (www.pottytrainingguide.co.uk) has been developed by the early years sector and offers clear, research-based guidance around ***when*** and ***how*** to potty train. Evidence shows that the best time to stop using nappies for bowel and bladder health is between 18-30 months, and the Guide will support schools and early years settings in working with parents to help children achieve this.

The Education Secretary Bridget Phillipson and Health Secretary Wes Streeting both welcomed the new advice. Government guidance on potty training for settings is also being updated today to align to the Potty Training Guide, ensuring one clear set of messages for parents, schools, nurseries and childminders. This follows the Government's backing of a new agreed definition of school readiness with the launch of the Starting Reception website earlier this year, linked to their Best Start in Life strategy.

You can:

- Share it with parents and carers
- Use it as a conversation starter with families
- Add your school or Trust logo to make it your own
- Pass it on to feeder nurseries and early years settings

Together, we can ensure children have the best start and allow teachers to focus on what they do best.

Learning to use the toilet independently is just one of the life skills we know children need when they start Reception. See the Starting Reception definition (www.startingreception.co.uk) for a comprehensive list of skills.

**Kindred² School Readiness Survey*

Template Email/Newsletter Copy – option 2 (aimed at nurseries and childminders)

We're delighted to share the brand-new Potty Training Guide, developed by the early years sector collectively. This practical, research-informed Guide gives clear advice on *when* and *how* to potty train children. It is designed to help nurseries and families work together confidently.

The Education Secretary Bridget Phillipson and Health Secretary Wes Streeting both welcomed the new advice. Government guidance on potty training for settings is also being updated today to align to the Potty Training Guide, ensuring one clear set of messages for parents, schools, nurseries and childminders. This follows the Government's backing of a new agreed definition of school readiness with the launch of the Starting Reception website earlier this year, linked to their Best Start in Life strategy.

Why this matters
Evidence shows that it is best for bowel and bladder health to stop using nappies between **18 and 30 months**. The longer potty training is delayed, the more challenging it can become. Nurseries and childminders play a crucial role, supporting children and families to succeed when it is time to move on from nappies.

Download the free **Potty Training Guide** now**.**

Using the Guide
You can:

- Share it with parents and carers
- Use it as a conversation starter with families
- Add your nursery/pre-school logo to make it your own

Together, we can ensure children have the best start.

*Learning to use the toilet independently is just one of the life skills we know children need to have when they start Reception. See our **Starting Reception definition** for a comprehensive list of skills. Following recent feedback, Starting Reception is now available in Polish (Home - Starting Reception) and Ukrainian (Home - Starting Reception) as well 10 other languages!*

Social Media Posts

Editable social media assets are attached to this toolkit. Please add your own logo/image as appropriate.

Suggested captions for social posts:

- New Potty Training Guide launched today! Backed by Government, it's free for to download at pottytrainingguide.co.uk

- Did you know, it's best for children's bowel and bladder health to stop using nappies between 18 and 30 months? Download the brand new, Government-backed, Potty Training Guide to get started today pottytrainingguide.co.uk.

- Help children start school with the independence they need. Download the new, free Potty Training Guide today! pottytrainingguide.co.uk

Useful quotes

TO BE ADDED