The Potty Training Guide

Communications Toolkit

This Comms Toolkit is designed to help nurseries/early years settings promote the Potty Training Guide to colleagues 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 setting's 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 your setting has 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 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

You can use and adapt the copy below to email parents about the Potty Training Guide:

Did you know, it's best for your child's bowel and bladder health to stop using nappies between 18 and 30 months?

If your child is still in nappies, read the brand new Potty Training Guide, backed by Government, (www.pottytrainingguide.co.uk) to get expert advice, research-led evidence and guidance on how and when to potty train.

We can support you and your child with their potty training journey. Please let us know when you are preparing for potty training so that we can help your child to be successful.

Learning to use the toilet independently is just one of the like skills we know children need to have when they start Reception. See the Starting Reception definition (www.startingreception.co.uk) for a comprehensive list of skills that your child should be practising.

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