

SOCIAL MEDIA TOOLKIT

About the campaign

With reception just around the corner, the Best Start in Life campaign is providing new support to help parents and carers build their child's confidence in using the toilet independently before they start school in September, reassuring parents that if they haven't mastered it yet, there is still time.

For many families, toilet training can be one of the trickiest parts of preparing for school. This campaign offers practical, expert-backed support to help families take small, consistent steps and feel reassured that progress takes time.



Why toilet independence matters

Toilet independence is about more than being dry. It includes recognising when to go, asking for help, managing clothing, wiping, flushing and washing hands, everyday skills that help children feel settled and ready to learn.

Accidents are normal and every child develops at their own pace.

Some children, including those with SEND or additional needs, may need more time or tailored support.

Best Start in Life has developed five simple toilet training steps to help children build their confidence using the toilet independently. They focus on small, consistent routines that families can practise every day.

The five simple toilet training steps

STEP 1



Tell your child what's happening

STEP 2



Stop using nappies during the day

STEP 3



Help your child use the potty or toilet regularly

STEP 4



Praise their efforts

STEP 5



Help your child build their confidence with new skills

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Key messaging

If your child is starting reception this September, there is still time to build their confidence using the toilet on their own.

- Small, consistent steps can make a real difference.
- The five simple steps can help families build confidence over time.
- Accidents are normal, and many children need time, practice and repeated opportunities before it clicks.
- Every family's experience is different, and some children – including those with additional needs – may require different approaches and timelines.

Support the launch

Best Start in Life is launching a new short film, Toilet Training Talks, featuring reception teacher and influencer Georgia Lucas and Dr Emily MacDonagh.

Please help increase the content's reach and engagement levels by liking, commenting on and resharing the launch post on the Best Start in Life social media channels:



@BestStartinLife

Guidance

The Best Start in Life campaign encourages partners to support this push by amplifying the campaign assets so parents and carers across England can find practical guidance and reassurance before school starts:

A campaign asset library and suggested captions is available to download and share. When posting, please:

- Tag @BestStartinLife where relevant. Use #ToiletTrainingTalks.
- Link to the NHS Best Start in Life guidance.
- Reshare Best Start in Life content where possible.
- Adapt the copy for your local audiences while keeping key messages consistent.
- Always include the CTA: "For trusted advice and practical tips on toilet training, visit Best Start in Life."

Additional resources

- [The Best Start in Life website | Potty Training](#)
- [Social Media Assets | Toilet Training | Campaign Resource Centre](#)
- [Best Start in Life Email Programme: Expert Weekly Advice](#)
- [Starting Reception Potty Training Guide](#)
- [Dingley's Promise: Support with Toileting](#)
- [ERIC: Potty Training Children with Additional Needs](#)
- [BBC Tiny Happy People: Potty Training Children with Additional Needs](#)

[LINK TO FULL ASSET LIBRARY](#)

Thank you

Thank you for helping Best Start in Life support more families to feel confident, prepared and reassured ahead of the school year.

