

Louie says...



Family Hub



A Blackburn with Darwen potty learning approach



Hi! I'm Louie!
I started life in Blackburn with Darwen Council in 2024.

HELLO
my name is
Louie

Blackburn and Darwen are towns in the North West of England that experience significant disadvantages. The area is culturally diverse and has a young population.

Rising numbers of children were starting our schools in nappies. A group of local Early Years staff, led by Public Health wanted to change that.

In some schools over 50% of children were starting in nappies

The aim was to help all families in our area to understand **HOW** and **WHEN** to potty train... we'd realised they were hearing different things from different sources.

Do this... Do this... Do this... Do this...

So confusing...

The Louie Says... programme was created with oversight from our local clinical Bladder and Bowel Service and is aligned to Bladder and Bowel UK Guidance. The programme breaks potty learning down into 3 steps:

- 1 Start Early
- 2 Slow and Steady
- 3 Stick With It

We asked families to help us get the look, feel and information exactly right. We used friendly, inclusive and non-judgemental characters to help it to feel positive and engaging.

Our characters were created.

Louie says...

We were asked to include SEND information too... so we did!

The ambition: to re-set the potty learning message across a whole borough.

We realised it was crucial to get as many staff as possible on the same page... consistency is key!

Public Health trained all our Early Years staff in the Louie Says... messaging including Health Visitors, School Nurses, Family Hub staff, Social Workers, childcare providers, nurseries, voluntary and community services.

BwD Toilet Champion

221 trained so far.

Our Health Visitors give Louie Says... potty learning booklets to all families during the child developmental checks.

Family Hub

potty learning workshops... phone line... 1-1 support...

Our Family Hubs give wraparound support to families. They run potty-learning workshops, have a phone line and give 1-1 support. Homestart Blackburn with Darwen also help local families.

Louie is very proud of the results so far...

Year	Percentage
2024	64%
2025	73%
2026	Data due end October

Get in touch and we'll send you the goods.

Other Local Authorities want to use the Louie Says... resources, and they can... for free!
E-mail: LouieSays@blackburn.gov.uk