YOUNG & RESILIENT RESEARCH CENTRE

Y&R 2025 SEMINAR SERIES

12 February: Dr Jenna Condie

Senior Lecturer in Digital Society, School of Social Sciences, Western Sydney University

From cloth nappies to climate action: the impact of social media communities on sustainable parenting practices



Infant toileting presents significant environmental challenges in Australia due to the widespread use of single-use disposable nappies. Adopting more sustainable alternatives, such as modern cloth nappies (MCNs), requires not only individual behavioural shifts but also broader family, peer and community support. This paper examines the role of Facebook groups as critical platforms for facilitating MCN use. These online communities provide parents—primarily mothers—with essential information, practical guidance, and emotional support, enabling them to reduce or eliminate their reliance on disposable nappies. Through qualitative focus groups with community leaders, the study explores how these leaders foster engagement and why they create digital spaces to provide the support necessary for MCN success. Their leadership of MCN communities catalyses broader climate-focused practices, positioning these groups as pivotal actors in grassroots parent-led climate action. This research highlights the potential of MCN social media communities to drive sustainable cultural shifts in parenting and caring for the planet.

Biography

Dr Jenna Condie is a social scientist and Senior Lecturer in Digital Society in the School of Social Sciences at Western Sydney University. Her research examines how digital participation and activist practices empower communities to mobilise for safe, equitable, and sustainable futures, with a focus on fostering caring relationships and collective resilience that drive systemic change. Working in and with communities across housing equity, childcare systems, higher education, and climate justice, she employs activist and participatory digital methods to directly support community organising, and to help create the societal transformations needed for a caring society and liveable planet.

12 February, 12:00 to 1:00 PM

Parramatta South EB.G.22 & online

Photo by Michelle Catanzaro titled “There’s no PLANet B: Climate Justice for the Next Generation”.