



## **DIAPER NEED AWARENESS WEEK**

### **SEPTEMBER 26 – OCTOBER 2, 2016**

#### **What is Diaper Need Awareness Week?**

Diaper Need Awareness Week is the signature initiative of the National Diaper Bank Network. The purpose of the week is three-fold:

- To draw public attention to the issue of diaper need;
- To prompt individuals, communities, and elected officials to take action; and,
- To help support the diaper bank community in its effort to get diapers to babies who need them.

#### **When is Diaper Need Awareness Week?**

Diaper Need Awareness Week is an annual event held in September.

- The 2016 dates are September 26 – October 2, 2016.

#### **Who can participate in Diaper Need Awareness Week?**

Anyone or any group of individuals who care about helping babies can participate in Diaper Need Awareness Week. Here's how:

- Donate diapers and/or dollars to a local diaper bank or online at [NationalDiaperBankNetwork.org](http://NationalDiaperBankNetwork.org);
- Host a diaper drive. Information on how to host a diaper drive is available at [NationalDiaperBankNetwork.org](http://NationalDiaperBankNetwork.org);
- Spread awareness with your social media contacts by using the hashtag #DiaperNeed; and
- Request that your elected officials (mayor, city council, county administrator, and/or governor) issue a proclamation recognizing diaper need and Diaper Need Awareness Week.

#### **How many states and cities have issued proclamations recognizing Diaper Need Awareness Week?**

In 2015, 30 states and 90 municipalities issued proclamations. NDBN anticipates more diaper banks and caring communities to participate in 2016. Updates will be made available as they become available.

- States issuing proclamations in 2015 included Alabama, Arizona, Colorado, Delaware, Idaho, Illinois, Iowa, Kansas, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island,





South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, Washington, and Wisconsin.

## What is diaper need?

Diaper need is the lack of a sufficient supply of diapers to keep a baby clean, dry and healthy.

## How many families are impacted by diaper need?

- Research shows that 1 in 3 low-income families don't have the diapers they need to keep babies clean, dry and healthy.
- Government assistance program—including food stamps and WIC—do not provide funding for diapers, a basic necessity for babies.
- Currently 5.3 million infants and toddlers live in poor and low-income families.

## What is the National Diaper Bank Network?

- The National Diaper Bank Network (NDBN) is a nationwide nonprofit dedicated to ensuring that every child in the U.S. has enough diapers to be clean, dry & healthy.
- The network raises awareness of *diaper need* and supports the development and expansion of diaper banks in communities throughout the country.
- Its active membership includes more than 300 diaper banks, diaper closets and food banks located in 45 states, the District of Columbia, and Guam.
- Since its founding in 2011, NDBN in conjunction with its founding sponsor Huggies® has distributed more than 160 million diapers to families in need via its network of diaper banks and community partners.

## What is a diaper bank?

- Diaper banks are nonprofit organizations that help address diaper need by collecting, storing and distributing free diapers to families experiencing financial hardship.
  - Diaper banks range in size and scope,
  - Diaper banks obtain diapers through local diaper drives, in-kind donations, and by purchasing diapers directly with donated funds.
  - Diaper banks distribute disposable and/or cloth diapers.
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