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**STATES AND MUNICIPALITIES TO MARK  
DIAPER NEED AWARENESS WEEK  
SEPTEMBER 25 – OCTOBER 1, 2017**

**1 in 3 Low-Income Families Don't Have Diapers Needed  
to Keep Babies Clean, Dry and Healthy**

***Local Diaper Banks Lead Grassroots Movement  
to Help Get Diapers to Needy Babies***

**NEW HAVEN, Conn., June 2017** — A growing grassroots movement gaining support in local communities throughout the country is focused on one of the most basic needs of infants and toddlers...diapers. More specifically, the issue is “diaper need,” the lack of a sufficient supply of diapers to keep a baby clean, dry and healthy.

In fact, one in three American families reports struggling with diaper need, a hidden consequence of poverty.

For the sixth consecutive year, [Diaper Need Awareness Week](#) scheduled for September 25 – October 1, 2017 will draw attention to the issue and prompt individuals, organizations, diaper banks, communities and elected officials to take action and help get diapers to babies who need them. In 2016, governors and state legislatures in 34 states—**Alabama, Arizona, California, Colorado, Connecticut, Delaware, Georgia, Illinois, Iowa, Kansas, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, New Mexico, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, Wisconsin, and Wyoming**—along with 119 mayors, city councils and county supervisors



throughout the country, recognized Diaper Need Awareness Week via official proclamations. More are expected to announce support in 2017.

Many people are unaware that government assistance programs do not provide funding for diapers, a basic necessity for babies. There are currently 5.2 million infants and toddlers living in low-income families, many of who face a daily struggle to secure a necessary supply of diapers. According to the Center for Economic and Policy Research, the poorest 20 percent of Americans who buy diapers spend nearly 14 percent of their post tax income on diapers.

A signature initiative of the [National Diaper Bank Network](#) (NDBN), Diaper Need Awareness Week features a range of activities focused on diaper need and its prevalence in communities across the country. The week is fueled by the grassroots efforts of NDBN's more than 300 member diaper banks, as well as support by NDBN founding sponsor Huggies® and other partner organizations, including AWHONN (Association of Women's Health, Obstetrics and Neonatal Nurses).

"Millions of families struggle every day to provide an adequate supply of diapers for their children, and that is unacceptable," said Joanne Goldblum, founder and CEO of the National Diaper Bank Network.

"Diaper Need Awareness Week recognizes that small things, diapers, affect big things, including a family's physical, mental and economic wellbeing. Diapers matter. And, for families in need, diaper banks frequently provide the only resources available to help moms, dads, grandparents and others obtain clean diapers needed to keep a child healthy."

Diaper banks help address diaper need by collecting, storing and distributing free diapers to families experiencing financial hardship. While they range in size and scope, diaper banks obtain diapers through local diaper drives, in-kind donations by manufacturers and retailers, and by the bulk purchase of diapers directly with donated funds. Diaper banks distribute disposable and/or cloth diapers.

The National Diaper Bank Network supports diaper banks by raising awareness of diaper need, providing technical assistance to help existing and new diaper banks, and distributing diapers and funding for diaper banks to supply families in need. Since opening in 2011,

NDBN, in conjunction with its founding sponsor Huggies®, has distributed more than 200 million diapers and wipes to families in need via its Network of diaper banks and community partners.

### **Getting Involved**

Individuals and organizations can get involved in Diaper Need Awareness Week in the following ways:

- **Donate to a Diaper Bank**

As nonprofit organizations, diaper banks rely on the generosity of the community for financial and diaper donations. A directory of local diaper banks is maintained by the National Diaper Bank Network on its website [www.nationaldiaperbanknetwork.org](http://www.nationaldiaperbanknetwork.org).

- **Use #DiaperNeed in Social Media**

Fans of social media—Twitter, Facebook, YouTube, Instagram and other social platforms—can share experiences and raise online awareness of diaper need by using the hashtag #DiaperNeed. Follow the National Diaper Bank Network on Twitter ([@DiaperNetwork](https://twitter.com/DiaperNetwork)), Instagram ([@DiaperNetwork](https://www.instagram.com/diapernetwork)) and Facebook ([facebook.com/nationaldiaperbanknetwork](https://facebook.com/nationaldiaperbanknetwork)).

- **Host a Diaper Drive**

Make an impact in your community by holding a diaper drive to benefit a local diaper bank or agency. The [DiaperNeed.org](http://DiaperNeed.org) website features a guide on how to hold a diaper drive, located under “[Take Action](#)” button.

About the National Diaper Bank Network: The National Diaper Bank Network (NDBN) is a nationwide nonprofit dedicated to eliminating diaper need in America, by leading a national movement to safeguard one of the most basic needs of all babies and their families...access to clean, dry diapers. Founded in 2011 with the support of Huggies®, the network raises national awareness of diaper need (#DiaperNeed) 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 46 states, the District of Columbia and Guam. More information on NDBN and diaper need is available at [nationaldiaperbanknetwork.org](http://nationaldiaperbanknetwork.org), and on [Twitter](https://twitter.com/DiaperNetwork) ([@DiaperNetwork](https://twitter.com/DiaperNetwork)) and [Facebook](https://facebook.com/NationalDiaperBankNetwork) ([facebook.com/NationalDiaperBankNetwork](https://facebook.com/NationalDiaperBankNetwork)).