



What is diaper need?

- Diaper need is the lack of a sufficient supply of diapers to keep a baby clean, dry and healthy.
- Infants require up to 12 diapers per day, at a cost of \$70 to \$80 per month per baby.

How many families struggle with diaper need?

- 1 in 3 American families struggle with diaper need.
- 5.2 million infants and toddlers live in poor and low-income families.
- Government programs—including food stamps & WIC—do not provide funding for diapers.

What is the impact of diaper need?

- Diaper need impacts the physical, mental and economic well-being of children and families.
- The poorest 20 percent of Americans with infants and toddlers spent nearly 14 percent of their after-tax income on diapers in 2014.
- Most child care centers require parents to provide a day's supply of disposable diapers (four to six changes during the day). Without diapers babies cannot participate in early childhood education. Without child care, many parents cannot go to work or school.

What is a diaper bank?

- Diaper banks and diaper pantries are nonprofit organizations that focus on addressing diaper need by collecting, storing, and distributing free diapers to struggling families.
- Diaper banks and diaper pantries obtain diapers through local diaper drives, in-kind donations, and by purchasing diapers directly with donated funds.

How to find diaper assistance in your area?

- To find a diaper bank in your area, and/or information on how to start a diaper bank, log on to www.nationaldiaperbanknetwork.org.
- The National Diaper Bank Network (NDBN) is comprised of more than 300 community-based diaper banks, diaper pantries, and food banks working to help babies and their families in 46 states, D.C. and Guam.

What is the National Diaper Bank Network?

The National Diaper Bank Network (NDBN) is a nationwide nonprofit founded in 2011. NDBN is dedicated to eliminating diaper need in America and leads a grassroots movement to help meet the basic needs of all babies and their families...including access to clean, dry diapers and other material goods. The Network raises 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 pantries, and food banks located in 46 states, Guam and the District of Columbia. Huggies® is the founding sponsor of NDBN. Huggies donates more than 20 million diapers to NDBN each year to help families in need. More information on NDBN and diaper need is available at www.nationaldiaperbanknetwork.org, and on [Facebook](https://www.facebook.com/NationalDiaperBankNetwork) (facebook.com/NationalDiaperBankNetwork) and [Twitter](https://twitter.com/DiaperNetwork) (@DiaperNetwork).

Spokesperson

- Joanne Samuel Goldblum, M.S.W., CEO of the National Diaper Bank Network

Joanne Samuel Goldblum is the founder and CEO of the National Diaper Bank Network. She is also the founder of The Diaper Bank, formerly the New Haven Diaper Bank. She serves on the board of directors of FitHaven, Let There Be Light International as well as the International Association of Women Judges. She writes a monthly column for the Huffington Post and has been recognized for her work in *Time*, *People*, and ABC World News Tonight, among others. In 2007, she was named a Robert Wood Johnson Community Health Leader for her work. Ms. Goldblum served as a clinical faculty member at Yale Child Study Family Support Service from 1998-2005. She has a B.A. from New York University and an M.S.W. from Hunter College School of Social Work.

Key Dates

- Sept. 25 – Oct. 1, 2017 **Diaper Need Awareness Week**
 - 6th annual, nationwide event
 - Updates at www.diaperneed.org
- Oct. 25 – 27, 2017 **Diaper Banks in America Conference**, Orlando
 - (6th annual national conference)
<http://nationaldiaperbanknetwork.org/2017-conference/>

Media Contact

National Diaper Bank Network
Jasree Peralta
203.821.7348, x 3
jasree@diaperbanknetwork.org
