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**Baby Diaper Need Elevator Speech**

Diapers are expensive—they can cost \$70 to \$80 or more each month—and they can't be bought with food stamps or WIC. As a result, parents try to make due without or by stretching their supply by leaving babies in dirty diapers longer or by reusing diapers. A diaper is a small thing, but it can impact big things.

- Not having diapers means parents can't leave their children with a childcare provider, most of which require parents to provide disposable diapers for their children. So parents can't go to work to earn money.
- Not having diapers means a longer time between changes, which can lead to severe diaper rash and other health problems.
- Not having diapers means that babies who cry because their diaper is dirty will cry that much longer, increasing stress for parents struggling to make ends meet.
- And not having diapers can adversely affect a mother's feeling of self-worth as a mother, negatively impacting the mother-child bond.

The need is tremendous—the healthy child will require an average of 50 diaper changes a week. That's approximately 2600 diaper changes a year. And with more than 48% of the nation's children under age three living in poverty level or low-income families, there are approximately 5.4 million children who could use help. Diaper banks help by distributing diapers to families in need through social service agencies serving children and their caregivers. There are over 200 diaper banks across the country, but they do not come close to meeting the need.