Diapers are as essential to a baby’s healthy development as a mother’s love. Keeping infants and toddlers clean, dry, and healthy is key to building a solid foundation for all children to reach their full potential. But one in three families struggles to provide clean diapers for their baby.

Wisconsin's Children Need Diapers

Wisconsin

260,256
Total Population Under Age 3

United States

15,511,744
Total Population Under Age 3

15% of children under age 18 are infants or toddlers

20% of children under age 18 are infants or toddlers

16% Live in families earning less than 100% of FPL *

21% Live in families earning 100% to 200% of FPL

19% Live in families earning less than 100% of FPL*

21% Live in families earning 100% to 200% of FPL

* FPL = Federal Poverty Level
Children in low-income families are at greatest risk of suffering the effects of diaper need because many families can’t afford diapers. Current public support programs help some, but young children have additional needs necessary to build a strong foundation for healthy growth and to reach their full potential.

**Wisconsin's Babies Need Strong Foundations**

- **Percentage of SNAP Recipients Under Age 3**
  - Wisconsin: 13%
  - United States: 13%

- **Percentage of WIC Recipients that Are Infants**
  - Wisconsin: 24%
  - United States: 24%

- **Percentage of TANF Families with at Least One Child Under Age 3**
  - Wisconsin: 31%
  - United States: 31%

- **Percentage of Births Covered by Medicaid**
  - Wisconsin: 36%
  - United States: 43%
Most childcare facilities require parents to provide diapers for their child. Nationally, 57% of parents experiencing diaper need who rely on childcare said they missed an average of four days of school or work in the past month because they didn’t have diapers.

Cost of Infant Care as a Percentage of Income

<table>
<thead>
<tr>
<th></th>
<th>Two-Parent Households</th>
<th>Single-Parent Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wisconsin</td>
<td>10%</td>
<td>34%</td>
</tr>
<tr>
<td>United States</td>
<td>9%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Early Education Programs Help Wisconsin's Children

Early Head Start (EHS) provides child and family development services for infants, toddlers, and pregnant women. Center-based EHS programs provide diapers for infants and toddlers. Other federally funded childcare assistance programs don’t. For families enrolled in the latter, not having access to diapers removes a key building block for strong families. Without diapers a parent cannot go to work, and not working disqualifies a parent from vital childcare resources.

Nationwide, **163,126** infants, toddlers, and mothers participate in Early Head Start. **2,794** are from Wisconsin.
An average monthly supply of diapers costs approximately $80. The only federal assistance program that can be used for diapers is TANF, but TANF has to cover many other expenses, including heat, electric and water bills, rent, clothing, transportation, and other basic needs. Little if any money is available to purchase enough diapers to keep a baby clean, dry, and healthy.

In Wisconsin, there is a 12-month exemption from the work-related activity requirement after the birth of a child for single parent households receiving TANF payments.

### Wisconsin's Diaper Banks Help Fill the Gap

Wisconsin’s 11 NDBN-member diaper banks distribute 2,864,569 diapers annually.

Helping 4,774 infants and toddlers monthly.*

* Based on best practice of 50 diapers per child per month. This number is estimated by dividing Annual Distribution by 50 diapers per child by 12 months.
The National Diaper Bank Network works to ensure that every child in the United States has enough diapers to remain clean, dry, and healthy. Diaper banks across the country are working to eliminate diaper need by providing families with diapers.

225+ NDBN-member diaper banks

Serve over 300,000 children monthly!

Distribute over 150 million diapers annually!

All diaper banks require community support and donations of diapers and dollars to improve the well-being of children and families in local communities.

Learn how you can help at nationaldiaperbanknetwork.org

National Diaper Bank Network

@diapernetwork

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