



Fast Facts on #DiaperNeed

- 1 in 2 families struggles with diaper need, according to [The NDBN Diaper Check 2023: Diaper Insecurity among U.S. Children and Families](#).
- 5 million babies and toddlers under the age of 3 live in poor and low-income families.
- No federal government program, including SNAP (Supplemental Nutrition Assistance Program) and WIC (Special Supplemental Nutrition Assistance Program for Women, Infants and Children), provides funding for families to purchase diapers.
 - These nutrition-based programs should not be expanded to include diapers or other non-food material basic necessities. Doing so would force more families to make impossible choices between buying diapers and buying groceries, or paying the electric bill, or filling a prescription.
- Diaper need impacts the physical, mental, and economic well-being of children and parents.
- Most child care centers require parents to provide a day's supply of disposable diapers (four to six changes for most children).
 - Many parents cannot go to work or school if they can't leave their babies at child care.
- Infants require up to 12 diapers per day, at a cost of \$80 to \$100 or more per month per baby.
- The poorest 20 percent of Americans who buy diapers spend nearly 14 percent of their after-tax income on diapers. (source: [Center for Economic and Policy Research](#))

About the National Diaper Bank Network: The National Diaper Bank Network leads (NDBN) a nationwide movement dedicated to helping individuals, children and families access the basic necessities they require to thrive and reach their full potential...including clean, dry diapers, period supplies and other basic needs. Launched in 2011 with the support of founding sponsor Huggies®, NDBN is dedicated to creating awareness, providing assistance and building community to #EndDiaperNeed in the US. Its active membership includes more than 300 basic needs banks serving local communities in all 50 US states, the District of Columbia and Puerto Rico. More information on NDBN and diaper need is available at www.nationaldiaperbanknetwork.org and on [Twitter](#) (@DiaperNetwork), [Instagram](#) (@DiaperNetwork) and [Facebook](https://facebook.com/NationalDiaperBankNetwork) (facebook.com/NationalDiaperBankNetwork).

Media Contact: Troy Moore
troy@diaperbanknetwork.org
(203) 295-7987

Last Update June 2024

470 James Street, Suite 007 • New Haven, Connecticut • 06513 • 203.821.7348 •
nationaldiaperbanknetwork.org

HUGGIES
Founding Sponsor