**WHAT IS DIAPER NEED?**

DIAPER NEED IS THE STRUGGLE TO PROVIDE BABIES WITH CLEAN, DRY DIAPERS

**THERE IS A GROWING PROBLEM...**

$18 /wk

$936 /yr

Diapers cost $18 per week, or $936 per year, on average per child; Babies need 6-10 diapers a day

1 in 3

U.S. moms suffer from diaper need

**AND, IT HAS A NEGATIVE IMPACT ON MOMS AND CHILDREN...**

Diaper need is even more distressing to moms than not having enough food for their family

Women with diaper need also reported more difficulty with stress management, depression and coping with trauma – which can negatively affect a child’s health and development

**BUT, THERE ARE WAYS YOU CAN HELP**

Get involved with the National Diaper Bank Network at www.diaperbanknetwork.org

Organize a community diaper drive or volunteer at your local diaper bank

Help donate diapers by interacting on Huggies.com/Tester or by simply donating your Huggies Rewards points

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Data above is from the study, “Defining diaper need and its impact on maternal and child health,” published in the journal Pediatrics in July 2013 and from the Huggies® Every Little Bottom survey fielded in February 2010 among a nationally representative sample of mothers with babies 0-4 years who currently use diapers in the U.S. and Canada.

Huggies® Every Little Bottom program has donated more than 80 million diapers since 2010.

In general, the average cost of diapers is $936 per year, according to the National Diaper Bank Network.