

# Huggies® Nursing Advisory Council Launches New Education Program To Equip Nurses With Developmental Diapering Knowledge And Skills To Use In Practice

**Program provides opportunity to integrate, model, and educate nurses, parents and other caregivers about the importance of developmental and skin care in diapering**

DALLAS, Aug. 22, 2017 /PRNewswire/ -- The Huggies® Nursing Advisory Council, in partnership with Huggies, today launched the new *Every Change Matters™* Nurse Education Program, a supplement to *Every Change Matters™ : A Guide to Developmental Diapering Care*, the first research review of clinical evidence to consider diapering within the context of developmental care—including skin care, physical development, sensory elements and parent-infant bonding. The Nurse Education Program is designed to equip nurses with developmental diapering knowledge and skills to use in practice, as well as strategies to teach and engage parents in caring for and bonding with their infant.

*Every Change Matters™: A Guide to Developmental Diapering Care* was developed in 2016 by the Huggies Nursing Advisory Council, a Kimberly Clark-sponsored consulting group that brings together expert perspectives in neonatal and perinatal nursing and education, occupational therapy, and the NICU parent experience. The Nurse Education Program is a modular, computer-based educational tool that operationalizes the five developmental diapering focus areas of *Every Change Matters™* – Calm & Clean, Change & Check, Comfort, Champion Sleep, and Confidence & Closeness – for implementation into clinical practice and parent education. The program includes tips for both pre-term and full-term newborns.

"This easy-to-use, interactive program was designed for both audio and visual learners by utilizing a variety of educational methods including video, illustrations of key points, and knowledge surveys that provide immediate feedback to the participant," said Huggies Nursing Advisory Council member Sharon Dore, RN, BScN, M Ed, PhD, Clinical Associate Professor, McMaster University. "By advancing diapering knowledge and strategies to use in practice and when engaging with parents, we are helping to support positive infant development and parental bonding."

The *Every Change Matters™* Nurse Education Program is available online at [HuggiesHealthcare.com](https://www.huggieshealthcare.com). Health care professionals can download the education program and launch directly from their desktop or upload to their hospital's Learning Management System (LMS).

"Huggies recognizes that being a nurse can be demanding on many levels, which is why we offer educational resources and clinical insights – such as the *Every Change Matters™* Nurse Education Program – to support nurses in their critical mission to help babies thrive," said Aric Melzl, General Manager, Huggies Healthcare at Kimberly-Clark. "The program has enabled us to take *Every Change Matters™* to the next level by offering an

engaging and useful resource for nurses that will provide them with important developmental diapering knowledge that can be applied in their clinical practice."

### **About the Huggies Nursing Advisory Council**

Members of the Huggies Nursing Advisory Council and co-authors of *Every Change Matters™ : A Guide to Developmental Diapering Care* are:

- Sharon Dore, RN, BScN, M Ed, PhD, Clinical Associate Professor, McMaster University, Ontario, Canada
- Media Esser, NNP-BC, APNP, Neonatal Nurse Practitioner, Children's Hospital of Wisconsin, Milwaukee, Wisconsin
- Felicia Fitzgerald, BSN, RN, RNC-OB, Perinatal Outreach Educator, Chicago, Illinois
- Kelli Kelley, Founder & Executive Director, Hand to Hold, Austin, Texas
- Joanne Kuller, RN, MS, Neonatal Clinical Nurse Specialist, UCSF Benioff Children's Hospital, Oakland, California
- Sue Ludwig, OTR/L, CNT, Founder & President, National Association of Neonatal Therapists, Cincinnati, Ohio
- Debianna Peterman, PhD, MSN, RNC-NIC, NE-BC, Vice President, Clinical Education and Development, TriStar Health, Brentwood, Tennessee

### **About *Every Change Matters™***

The average child has more than 10,000 diaper changes in their lifetime. These diaper changes are more than an opportunity for a clean and dry diaper—they provide a chance to integrate developmental care along with infant skin care to help infants thrive. *Every Change Matters™ : A Guide to Developmental Diapering Care* helps nurses and other healthcare professionals to integrate, model, and educate parents and other caregivers about the importance of developmental care in addition to skin care in diapering. It was developed by the Huggies® Nursing Advisory Council - a Kimberly Clark-sponsored consulting group that brings together expert perspectives in neonatal and perinatal nursing and education, as well as occupational therapy and the NICU parent experience.

Huggies has also partnered with AWHONN Healthy Mom&Baby to develop parent-facing education tools that outline the key developmental diapering practices of *Every Change Matters™* in an applicable, accessible way for parents to easily understand and routinely use at home. These materials are intended for nurses to share with new parents, via [this link](#).

### **About the Huggies Brand**

Huggies believes deeply in the Power of Hugs. That's why every Huggies diaper and wipe is inspired by parents' hugs. For nearly 40 years, Huggies has been helping parents provide love, care and reassurance to help babies thrive. *No Baby Unhugged* is Huggies promise to ensure babies get the care they need to thrive - from innovative everyday products, growing hospital hugger programs and specially-designed products for the tiniest of babies, to diapers and wipes donations. Huggies is the fastest growing diaper brand in hospitals\* and partners with NICU nurses to develop diapers and wipes that meet the specific needs of pre-term infants. For more information on Huggies *No Baby Unhugged* program visit the "Why Huggies?" page at [Huggies.com](http://Huggies.com).

### **About Kimberly-Clark**

Kimberly-Clark (NYSE: KMB) and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust Kimberly-Clark brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No.1 or No. 2 share positions in 80 countries. To keep up with the latest news and to learn more about the Company's 145-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com) or follow us on [Facebook](#) and [Twitter](#).

\*based on volume share growth

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Contact: Marianne Geiger  
312- 297-7438  
[Marianne.Geiger@edelman.com](mailto:Marianne.Geiger@edelman.com)

Contact: Andrea Hopkins  
972-281-1481  
[Media.relations@kcc.com](mailto:Media.relations@kcc.com)

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