

# Diaper Need Continues To Impact 1-In-3 U.S. Families, According To New Study By The National Diaper Bank Network And Huggies

## **Study kicks off Diaper Need Awareness Week to encourage conversation and understanding around diaper need while inspiring activism**

DALLAS, Sept. 25, 2017 /PRNewswire/ -- The [National Diaper Bank Network](#) and founding partner [Huggies](#) today announced a study, *Diaper Need and Its Impact on U.S. Families*, revealing that one-in-three U.S. families (36%) continue to be in diaper need, or struggle to provide enough diapers to keep a baby or toddler clean, dry and healthy. As a follow-up to a pioneering study completed by Huggies in 2010, this new report provides an updated and comprehensive portrait of families in diaper need and its effect on the well-being of children and families. The release of the study coincides with the kickoff of Diaper Need Awareness Week (Sept. 25 - Oct. 1, 2017), a signature initiative of the National Diaper Bank Network, which aims to generate attention, discussion, and action to help those in diaper need.

"Increased awareness of diaper need in the past seven years has prompted tremendous growth of the diaper bank community, with more individuals, communities and organizations creating and sustaining diaper banks with donations, dollars and time," said Eleonora Daireaux, general manager for Huggies. "However, this new study also emphasizes the need to continue to support families in diaper need, which we are very committed to doing in partnership with National Diaper Bank Network."

The in-depth survey also illuminates the barriers and tradeoffs that families experiencing diaper need face daily. New research includes:

- Sixty-five percent of families are unaware that diaper banks offer diaper assistance in their respective community, even though the number of diaper banks has grown to more than 300 from 40 in recent years.
- Of families in diaper need, three-in-four also identify as experiencing economic hardship. In this study, economic hardship was defined as the inability to pay reasonable and necessary living expenses including rent or mortgage, utilities, food, transportation, healthcare, and basic needs products such as soap, shampoo, diapers, and feminine hygiene.
- Of families in diaper need, three-in-five parents (57%) miss work or school due to a lack of sufficient diapers required by childcare, day care or early education programs to care for a baby or toddler. As a result, parents experiencing diaper need missed an average of four days of work or school in the past month.
- Seventy-three percent of all families feel they're not being good parents when their children are left too long in dirty diapers, while one-in-three households in need experience feeling stressed or overwhelmed by diapering always or often.

"*Diaper Need and Its Impact on U.S. Families* reveals that the effects of diaper need cannot be narrowly defined. It impacts a wide range of families representing diverse economic situations, education levels and employment statuses, and the study reveals the breadth of challenges associated with diaper need," said Joanne Samuel Goldblum, CEO of the National Diaper Bank Network (NDBN). "The National Diaper Bank Network and Huggies share the same mission of raising awareness for diaper need, supporting the growth and sustainability of

community diaper banks and generating donations to help all babies thrive. Together, we will continue to explore avenues to help those in need."

Diaper banks help address diaper need by collecting, storing and distributing diapers to families experiencing financial hardship. While they range in size and scope, local diaper bank programs obtain diapers through local diaper drives, in-kind donations, and purchases of diapers with donated funds. As the founding sponsor of the National Diaper Bank Network, Huggies has provided ongoing support for the organization and has donated more than 200 million diapers and baby wipes, including critical donations during times of crisis.

Eleonora Daireaux reiterates, "Since 2011, Huggies has partnered passionately with the National Diaper Bank Network, the broader diaper bank community and the public to help families in need – one diaper at a time – and our devotion hasn't wavered. We believe all babies deserve the care they need to thrive, so this year we reinforce our commitment to grow and support the National Diaper Bank Network and their work to provide clean diapers to those in need."

Those interested in helping families in diaper need can similarly support the National Diaper Bank Network and its member diaper bank programs by making a monetary contribution at [nationaldiaperbank.org](http://nationaldiaperbank.org). Individuals can also visit a local diaper bank or even host a diaper drive with your neighborhood, school or local organization. In addition, Huggies enables its rewards members interested in contributing to donate their Huggies Rewards Points to the National Diaper Bank Network by visiting [Huggies.com/rewards](http://Huggies.com/rewards). The National Diaper Bank Network has diaper banks in 47 U.S. states and the District of Columbia. To find a diaper bank near you, visit [nationaldiaperbanknetwork.org](http://nationaldiaperbanknetwork.org).

To learn more about the study through a white paper or view an infographic summarizing these findings visit [this link](#).

## **Methodology**

Kimberly-Clark and the National Diaper Bank Network commissioned two distinct online surveys to understand and assess diaper need in the U.S. The first was a 15-minute general parent population online survey among 1,000 U.S. households- targeting adult respondents ages 18+ with diaper-aged children (0-3 years old), representative of the general parent population by age, race, income, and gender. The margin of error for this sample is +/-3% at the 95% confidence level.

The second, was a 15-minute online survey among 400 U.S. households determined to be In Diaper Need – targeting adults ages 18+ with diaper-aged children (0-3 years old) representative of the parent population In Diaper Need by age, race, income, and gender. Attempts were made to re-contact those parents and caregivers In Diaper Need from the General Parent Population Survey on a best-effort basis. The margin of error for this sample is +/-4.9% at the 95% confidence level.

Conducted by Edelman Intelligence, a full-service consumer research firm, the surveys were fielded between July 28-August 29, 2017. As a member of The Insights Association in good standing, Edelman Intelligence conducts all research in accordance with MRA Marketing Research Standards and adheres to the CASRO Code of Standards and Ethics.

## **About the National Diaper Bank Network**

The National Diaper Bank Network (NDBN) is a nationwide nonprofit dedicated to eliminating diaper need in America, by leading a national movement to help meet the basic needs of all babies and their families... including access to clean, dry diapers and other material goods. Founded in 2011 with the support of Huggies®, the network raises national awareness of diaper need (#DiaperNeed) and supports the development and expansion of diaper banks in communities throughout the country. Its active membership includes more than 300 diaper banks, diaper pantries, and food banks located in 47 U.S. states and the District of Columbia. More information on NDBN and diaper need is available at [www.nationaldiaperbanknetwork.org](http://www.nationaldiaperbanknetwork.org), and on Twitter

(@DiaperNetwork) and Facebook (facebook.com/NationalDiaperBankNetwork).

### **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 the 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](#).

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