



Diaper Needs Awareness Week September 18-24, 2023

A signature initiative of the National Diaper Bank Network launched in 2012, the National Diaper Need Awareness Week provides individuals, organizations, communities, and elected officials the opportunity to engage in real talk and simple actions. By working together, we can ensure that all babies have access to clean diapers and other basic necessities required for them to thrive and reach their full potential.

Did you know that 1 in 5 Canadian families do not have enough diapers to keep a baby dry and healthy¹? What does this mean for families?

- They have **to cut back on necessities** like food, utilities, medicine and child care in order to afford enough diapers for their children¹
- Impacts the physical, mental and economic well-being of families^{2, 3}
- Families may not change diapers regularly, **increasing diaper dermatitis, infections and overall discomfort**
- Babies may be kept in wet/dirty diapers for as long as a full day or be put in a used diaper that has been dried out¹
- Parents cannot use daycare if they cannot provide disposable diapers¹
- Babies may **cry more often**, increasing anxiety and stress for parents and babies

*New data from the National Diaper Bank Network released this month shows that the need for diapers has increased: **About 47 percent of families reported experiencing diaper need in 2023**, compared with 33 percent in 2010, when the network began to collect the data.*

#CAPWHN Members – Your HELP is NEEDED!! Join in the 4th Annual CAPWHN Diaper Drive

What can be donated?

- **Full or partial boxes of disposable diapers** of any size/brand
 - *What about cloth diapers?* Families with diaper need have stated they are not realistic because:
 - Day care facilities do not typically allow cloth diapers
 - Public laundry facilities do not allow washing of cloth diapers for sanitary reasons^{1, 5}
- **Diaper wipes** compared to washcloths and water. Wipes a) maintain the acidic pH of the skin to protect skin & mature skin barrier; protect from pathogens and inhibit digestive enzymes in feces that break down skin b) provide emollients to decrease mechanical damage to skin⁴

**Your donations can be made to any Food Bank in Canada or to Diaper Banks
(diapers are their most needed item!)**

*Make sure you take a picture of your efforts, post on social media
#CAPWHN and email admin@CAPWHN.ca*

10 Ways to Create a Successful #CAPWHN Diaper Drive

- Share your plans to host a diaper drive with **your local food bank, diaper bank, shelter network** – they may be able to help promote, pick up large donations and identify their central distribution process
- Talk to your **workplace leadership team** to build support; ask if you can share information through your work email and advertise
- Ask to **promote the diaper drive** on team meetings, newsletters, social media, at corporate events
- Decide on a time frame to advertise and collect donation – you are not limited to the one week, **collect all month!** Final day to highlight your teams donations at the CAPWHN annual meeting is October 30th – email your photos to admin@CAPWHN.ca
- Speak to the **public relations department** in your organization as they may wish to contact local media regarding your efforts or highlight you on their social media pages
- Make a **large sign and donation box** for your unit, cafeteria or other area
- **Challenge other units or facilities** to collect the most diapers.
- **Offer a prize** for the unit/group/hospital in your area that collects the most donations (eg. pizza gift card)
- Create a diaper drive in lieu of birthday or other gift situations
- **Ask friends to contribute to the CAPWHN efforts:** Share this poster and spread the word!! Share with Obstetricians, Midwives, Family Physicians and Administration - We can do great things for our communities, one member at a time!

References

1. The Diaper Bank of Toronto accessed on line April 2019 http://www.thediaperbank.ca/tdb/The_Facts.html
2. Smith, M., Kruse, A., Weir, A., Goldblum, J. Diaper Need and its Impact on Child Health. *Pediatrics*. 2013 Aug; 132(2): 253–259. doi: [10.1542/peds.2013-0597](https://doi.org/10.1542/peds.2013-0597)
3. Austin, A., Smith, M. Examining Material Hardship in Mothers: Associations of Diaper Need and Food Insufficiency with Maternal Depressive Symptoms. *Health Equity*. 2017 Sep 1;1(1):127-133. doi: 10.1089/hec.2016.0023. eCollection 2017.
4. AWHONN Neonatal Skin Care. Evidence Based Clinical Practice Guideline 4th ed 2018
5. Coulas, S. (personal communication) 2018, Program Manager, Public Health Nursing, Hamilton Ontario.