




WHAT IS DIAPER NEED?

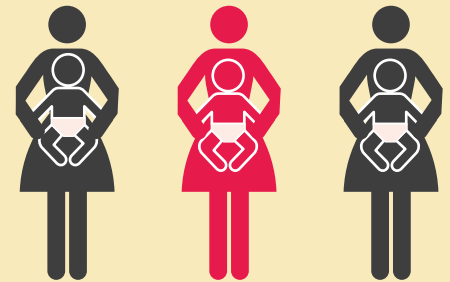
DIAPER NEED IS THE STRUGGLE TO PROVIDE BABIES WITH CLEAN, DRY DIAPERS

THERE IS A GROWING PROBLEM...

\$   /wk
\$    /yr



1 in 3



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

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

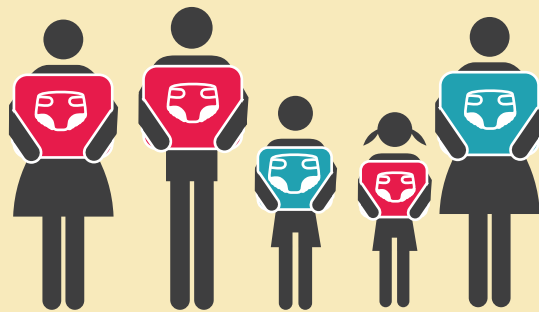


Women with diaper need also reported **more difficulty with stress management**, depression and coping with trauma – which can **negatively affect a child's health** and development

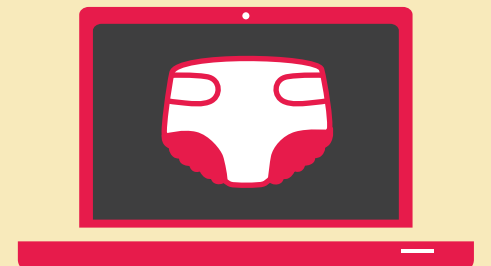
BUT, THERE ARE WAYS YOU CAN HELP



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.