

Huggies knows the depth of diaper need

Aric Melzl, For USA TODAY NETWORK-Wisconsin
2:31 p.m. CDT September 23, 2016

Sunday marks the start of National Diaper Need Awareness week, a week dedicated to raising awareness of diaper need and how communities can help locally. Kimberly-Clark and Huggies Diapers are proud to partner with the USA TODAY NETWORK-Wisconsin's Dollars for Diapers campaign to help local families that are struggling every day to provide an adequate supply of diapers for their children.

In 2010, Kimberly-Clark brought the issue of diaper need to the forefront through a national study, which revealed that one in three U.S. parents struggle with diaper need — lack of a sufficient supply of diapers to keep their infant clean, dry and healthy. In some cases, if parents do not have an adequate supply of clean diapers, babies will spend more time in the same diaper, which leads to not only an unhappy baby but potentially other health risks.

Ensuring each child has an adequate supply of clean diapers can sometimes be difficult for these families.

It will come as a surprise to many, but diapers and baby wipes are not covered under food stamps or the Women, Infants and Children (WIC) special supplemental nutrition program. Parents often have to choose between paying for food or purchasing diapers — which can lead to increased stress at many different levels. Without diapers, babies cannot participate in early childhood education programs. Most daycare facilities will not admit children without a day's supply of diapers. If parents are unable to provide this daily supply of diapers to daycare, it can lead to mom or dad potentially missing work to care for them.



Mia Ka Thao of the Oshkosh Area United Way helps carry boxes of Huggies diapers Friday morning. USA TODAY NETWORK-Wisconsin's Dollars for Diapers campaign received a big boost from Kimberly-Clark Corp., the maker of Huggies. The Dallas-based company with deep roots in the Fox Valley donated \$50,000 worth of their products to Fox Valley diaper banks. (Photo: Joe Sienkiewicz/USA TODAY NETWORK-Wisconsin)

Each of these situations are connected and create a stressful condition in the physical, mental and economic well-being of children and parents, including many families here in the Fox Cities.

According to the [2016 Fox Cities Leading Indicators for Excellence study](#), conducted by the United Way Fox Cities, Fox Cities Chamber of Commerce and the Community Foundation for the Fox Valley Region, many men and woman across Outagamie, Calumet and Winnebago counties are impacted by difficult socio-economic conditions. In Winnebago County alone, nearly 38 percent of women and approximately 21 percent of men are part of impoverished

households. Based on the same tri-county area, U.S. Census Bureau statistics show 41 percent of children 5 years old and younger live in households below the poverty line.

Since the Fox Cities Diaper Bank's first distribution of diapers to local agencies in 2011, approximately 1.7 million diapers have been dispersed to local families. We all want every baby to grow up healthy, but the reality is not every baby gets the same start.

As the founding sponsor of the [National Diaper Bank Network](#), Huggies Diapers has been helping babies in need by donating more than 200 million diapers and baby wipes over the past six years. Locally, Kimberly-Clark and Huggies Diapers are partnering with this year's Dollars for Diapers campaign and [donating nearly 200,000 diapers](#) to help local families and their babies thrive.

The families that need this help only want the best for their children, but they simply don't have the resources. I encourage all of you to consider supporting this year's Dollars for Diapers campaign to build a stronger Fox Valley community and help get babies the diapers they need to stay clean, dry and healthy.

Aric Melzl is a marketing director of baby and child care at Kimberly-Clark and a board member of the National Diaper Bank Network.

HOW TO DONATE

Appleton

Give online at cfoxvalley.org/dollarsfordiapers or look for our ad in print. Monetary donations can also be given at Badger Globe, Fox Communities and St. Elizabeth Employees credit unions.

Drop off diapers or supplies at The Post-Crescent (306 W. Washington St., Appleton), United Way Fox Cities (1455 Midway Road, Menasha) or Fox Cities Stadium (2400 N. Casaloma Drive, Grand Chute).

Green Bay

Give online at browncountyunitedway.org/diaperdrive or look for our ad in print. Monetary donations can also be given at Fox Communities Credit Union locations.

Drop off diapers or supplies at the Green Bay Press-Gazette (435 E. Walnut St., Green Bay), Brown County United Way (112 N. Adams St. Suite 201, Green Bay) or Green Bay Bullfrogs stadium (315 S. Baird St., Green Bay).

Oshkosh

Give online at oshkoshunitedway.org/diapers or look for our ad in print.

Drop off diapers or supplies at The Northwestern (224 State St., Oshkosh) or Oshkosh United Way (36 Broad St. Suite 100, Oshkosh).