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**JUNIOR LEAGUE OF NEW ORLEANS TO OBSERVE  
DIAPER NEED AWARENESS WEEK**

*September 26 – October 1, 2016 is National Diaper Need Awareness Week*

*September 22, 2016, NEW ORLEANS, LA* – The Junior League of New Orleans will observe Diaper Need Awareness Week, September 26 – October 1, 2016.

Diaper Need Awareness Week is an initiative of the National Diaper Bank Network (NDBN) created to mobilize efforts to help make a difference in the lives of the nearly 5.3 million babies in the U.S. aged three or younger who live in poor or low-income families.

“Diaper need is defined as the lack of a sufficient supply of diapers to keep a baby clean, dry and healthy,” explained Maria Pardo Huete, President of Junior League of New Orleans. “Unfortunately, one in three families in America experiences diaper need.”

JLNO founded its diaper bank in 2014 in an effort to address the diaper need throughout Metropolitan New Orleans. Since its founding, the JLNO Diaper Bank has distributed over 654,000 diapers to families through its distribution partners.

“As we learned in the aftermath of the recent south Louisiana floods, diaper need is exacerbated in times of crisis,” said Huete. “JLNO members mobilized in the days and weeks following the storm to accept, organize and distribute over 344,000 diapers and other hygiene items to displaced families. We’re immensely grateful to our members and to the community for their generosity/benevolence/compassion in a time of great need.”

**About Diaper Need**

5.3 million children in the U.S. aged three or younger live in poor or low-income families.

In Louisiana, 56,000 children under the age of three are in families that earn less than 100% of the federal poverty level.

1 in 3 American families reports experiencing diaper need.

Disposable diapers cost \$70 to \$80 per month per baby.

No state or federal child safety-net program allocates dollars specifically for the purchase of diapers.

Without transportation, buying diapers at a convenience store rather than a large “big box” store can significantly increase the monthly cost of diapers.

Infants require up to 12 diapers per day, toddlers about 8.

**Negative Consequences of Diaper Need**

Babies who remain too long in a soiled diaper are exposed to potential health risks.

Most childcare centers, even free and subsidized facilities require parents to provide a day’s supply of disposable diapers.

Cloth diapers are not accepted at the vast majority of child care centers.

Many parents cannot go to work or school if they can't leave their babies at childcare.

### **How To Help Close the Diaper Need Gap**

Donate disposable diapers at JLNO Headquarters, located at 4319 Carondelet Street between the hours of 8:30 a.m. and 5:30 p.m., Monday through Friday. Diapers are also accepted at one of our many ongoing diaper drive locations.

- Unused disposable diapers can be of any type, size, and brand.
- All sizes will be accepted with a preference for sizes 3 and above.
- Opened packages of diapers are acceptable. Please label them with the size if they are not donated in their original package.

Visit our website – [www.jlnodiaperbank.org](http://www.jlnodiaperbank.org) - to learn more about how you can help:

- Make a one-time or recurring financial donation to Dollars for Diapers.
- Organize a diaper drive through your place of business, organization or place of worship. A Diaper Drive Toolkit is available on our website.
- Purchase diapers from JLNO's Amazon Wish List. Diapers purchased from the Amazon Wish List will ship directly to JLNO Headquarters.

*The Junior League of New Orleans is a 501(c)3 not-for-profit organization committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers.*

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