



PARTNERSHIP TOOLKIT

WestSide Baby has distributed over 1.5 million diapers so far in 2020, the typical amount for an entire year. Our community's supportive actions, like bringing attention to the health crisis that is Diaper Need ensures we are able to keep little ones safe, warm & dry. Year after year, we partner with National Diaper Bank for [National Diaper Need Awareness Week](#).

Please join our team in sharing WestSide Baby & NDNAW to your community beginning September 21-27, 2020.

NDNAW is the time for organizations, communities, elected officials and individuals to use simple actions to lead to real talk and real change to end diaper need!

KEY MESSAGING

Diaper need is a lack of a sufficient supply of diapers to keep a baby clean, dry and healthy. A [2017 survey](#) showed 23% of King County families found it difficult to afford diapers for their children. NDNAW brings attention to a health issue that affects 1 in 3 families in the United States.

- **Families in our community from Black, Indigenous, and people of color (BIPOC) backgrounds are disproportionately impacted by diaper need.**
 - 37% of Latinx Families are disproportionately impacted by diaper (14% higher than average); 61% of Native Hawaiian/Pacific Islander Families are struggling to afford diapers (~3x the average); 42% of Black/African American Families are experiencing diaper need (19% higher than average).
- **Nationally, low-income families pay up to 14% of their entire income on disposable diapers. WIC & food stamps do NOT cover diapers.**
- **Parents who cannot afford diapers often resort to reusing dirty diapers, using paper towels and plastic bags, or stretch the time between diaper changes, putting babies at risk for diaper rashes.**
- **How to help**
 - [Donate Dollars for Diapers](#)
 - [Donate Diapers](#)
 - Subscribe to [Boxes for Babies](#)
 - [Host a Diaper Drive](#)

SOCIAL MEDIA POSTS

→ [Social Media Graphics](#) [HERE](#) ←

[FACEBOOK](#) & [INSTAGRAM](#) (@WestSideBabySEA) | We have #DiaperNeed posts that you can share!

- It's officially National Diaper Need Awareness Week! Diaper need is a public health issue that affects 23% of King County families. @WestSideBabySEA works with over 100 Provider Partners to get diapers to these families so babies & children in our community stay safe, warm and dry. Click the link in their bio to discover how you can help end diaper need!
- National Diaper Need Awareness Week can lead to real talk and real change when our community makes simple actions to end diaper need! @WestSideBabySEA is a local non-profit working to address this public health crisis that disproportionality affects families in our community. Your support will make sure they get diapers and hygiene items to families in need. This week, how will you end diaper need?
- While 23% of King County children live in families who have found it difficult to afford diapers, we know some families are disproportionately impacted by diaper need.
37% of Latinx Families are disproportionately impacted with this basic need (14% higher than average).
61% of Native Hawaiian/Pacific Islander Families are struggling to afford diapers (~3x the average).
42% of Black/African American Families are experiencing diaper need (19% higher than average).
WestSide Baby is a Seattle based non-profit recognizing that our social safety net doesn't ensure equal access to basic needs for #BIPOC families. Join them Sept 21-27 for National Diaper Need Awareness Week to [#EndDiaperNeed](#)!

[TWITTER](#) (@WestSideBabySEA)

- We can [#EndDiaperNeed](#)! It's National Diaper Need Awareness Week and babies & children need diapers to be safe, warm & dry. Check out [@WestSideBabySEA](#) to discover ways to ensure little ones in our community have what they need to thrive!
- I'm supporting [@WestSideBabySEA](#) & [@diapernetwork](#) for National Diaper Need Awareness Week. Real talk and real change can [#EndDiaperNeed](#). Visit [westsidebaby.org](#) and learn how your simple actions ensure babies in our community are safe, warm & dry.

HASHTAGS

#EndDiaperNeed

#NDNAW

#NationalDiaperNeedAwarenessWeek

#DiaperNeed

#DiaperBank

#SafeWarmDry

#SeattleNonprofit

EMAILS

Check your inbox on September 21 for an email you can forward to your community! Not signed up to receive updates & news from us? Click [here](#) to get connected.