

“National Diaper Need Awareness Week” Championed by First 5 San Bernardino

WHAT: National Diaper Need Awareness Week is Sept. 27 – Oct. 3, 2021, drawing attention to the issue of diaper need in the U.S. [National Diaper Need Awareness Week - National Diaper Bank Network](#)



- **First 5 San Bernardino**, in partnership with First 5 California, has facilitated the donation of nearly \$1 million in Covid-relief emergency supplies for families including nearly 300,000 diapers (in much needed 5 & 6 sizes) and over 700,000 baby wipes. In addition to PPE, cleaning supplies, hand sanitizer, soap, gloves, thermometers, and face masks are being provided to area childcare providers in San Bernardino County from September 24th through October 3rd.
- One in three U.S. families struggle to provide enough diapers to keep a child clean, dry and healthy. *Infants or toddlers require a range of six to 12 diaper changes per day for at least 3 years (est. 13,140 diapers x .30 each = \$3,942/per child).
- National companies such as Kimberly-Clark and Procter & Gamble have announced significant price hikes on baby products effective this month. [Kimberly-Clark Plans Higher Prices Through Next Year - WSJ](#) [Procter & Gamble Will Raise Prices in September - WSJ](#)
- Delays in diaper changing often lead to skin rashes and may also lead to unnecessary health issues. [Natural Baby Skin Care Tips: Massage, Eczema, Rash, and More \(webmd.com\)](#)
- There are 28,857 live births per year in San Bernardino County, and 177,463 children ages 0-5.

WHEN: **September 29, 2021; 10:30 am – noon.**

WHERE: The Right Track Preschool
6245 Palm Avenue, San Bernardino, CA 92407 (Behind the Generations church)
(more)

INTERVIEWS AVAILABLE ON SITE:

- Karen Scott, Executive Director, First 5 San Bernardino, addressing the subject of diaper need during National Diaper Awareness Week.
- Cynthia Vitto, owner and director of The Right Track Preschool, sharing her experience from the field about the serious need for diapers.
- Debbie Rybak, parent of preschool children, and the recipient of diapers and wipes.
- Maria Flores, The Right Track Preschool, infant teacher / Spanish Spokesperson.
- Maria Cortez, The Right Track Preschool, former infant teacher, current Pre-K teacher / Spanish Spokesperson.

VISUALS:

- Little children (ages 1-4) at childcare center eating, playing, diapers, toys, games. Child care providers interacting with children.
- B-roll of semi-truck delivering, unloading pallets of diapers at warehouse.
- B-roll of childcare providers picking up diapers, wipes other supplies at distribution sites during recently held drive-thru events.

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About First 5 San Bernardino

First 5 San Bernardino funds organizations who directly help families achieve optimal health for their children ages 0-5, including referrals to quality early learning centers and a variety of family supports such as child health screenings, parent education and fatherhood engagement.

Funded through the voter-approved initiative, California Children and Families Act (Proposition 10 tobacco tax revenues), First 5 San Bernardino has evolved into a system where stakeholders and services are integrated, coordinated and sustainable, and one that families experience as accessible, inclusive and equitable. For more information, visit First5SanBernardino.org.