FOR IMMEDIATE RELEASE

Jan. 29, 2019

**CNY Diaper Bank and Crouse Hospital team up**

**to help prevent diaper need**

**SYRACUSE, N.Y. –** Crouse Hospital and the CNY Diaper Bank are teaming up to help prevent diaper need right here in our community. Starting this week, nurses will discuss diaper need with new moms to help ensure that families in need have access to an adequate supply of diapers for their newborn child.

Eligible new moms in need will receive 50 newborn or size 1 diapers and information on agencies that can provide diapers once they leave the hospital.

“Diaper need is an important issue that impacts so many families in Central New York,” said Michela Hugo, founder of the CNY Diaper Bank. “Through our new partnership with Crouse, nurses will initiate important conversations that will hopefully help prevent many cases of diaper need and the stress and long-term problems it can cause.”

One in three moms experiences diaper need, which can be a hidden consequence of poverty. Babies require six to 10 diaper changes a day to stay clean, dry and healthy, and newborns may need more. An adequate supply of diapers for one child can cost $100 per month, but diapers are not covered by WIC or SNAP benefits.

In addition to learning about diaper need and local resources, all new moms in the Kienzle Family Maternity Center at Crouse Hospital will receive information about using diaper time to bond, talk, sing, smile and giggle with their baby to build young brains and prepare them for success in school and in life. “Diaper time is talk time” tips are provided through a partnership with Too Small to Fail, the National Diaper Bank Network, the CNY Diaper Bank and Talk, Read, Sing.

The CNY Diaper Bank was created in May 2016 after Hugo read about diaper need on a national level. Hugo examined how the issue was dealt with locally and discovered a tremendous public need. Fifty percent of Syracuse children under 5 years old live in poverty, and diapers become a cost families cannot afford. Local organizations often struggle to keep up with demand due to a lack of resources and because no state or federal children safety-net programs allocate dollars specifically for diaper purchases.

In less than three years, the CNY Diaper Bank has distributed more than 960,000 diapers and now distributes more than 65,000 diapers to families each month through 23 partner agencies. The nonprofit is on track to distribute 1 million total diapers by February.

Distribution partner agencies include Huntington Family Centers Inc., Samaritan Center, Syracuse Northeast Community Center, Upstate Pediatric and Adolescent Center, Onondaga County Healthy Families, Syracuse Community Connections, University United Methodist Church Outreach, Rescue Mission Outreach, Catholic Charities, The Salvation Army Emergency Services and Crouse Hospital. The CNY Diaper Bank is actively working to extend this network of agencies to reach a greater number of families in need.

Ways to get involved:

1. Count and wrap diapers for distribution in Central New York. Sign up at cnydiaperbank.org/volunteer.
2. Hold a “Baby Love” Diaper Drive or “Dollars for Diapers” Drive for Valentine’s Day this year. One dollar donated to the organization will keep one baby or toddler clean and dry for an entire day. CNY Diaper Bank is always in need of size 5 or size 6 diapers.
3. Donate directly to the CNY Diaper Bank through [www.cnydiaperbank.org](http://www.cnydiaperbank.org/) or mail donations to Central New York Diaper Bank Inc., CNY Diaper Bank, ShoppingTown Mall, 3649 Erie Blvd. East, Syracuse, NY 13214. As a nonprofit diaper bank, the organization is able to purchase two to three times the number of diapers as individuals can in a retail store or online.
4. Spread the word. Talk to others about this often-overlooked consequence of poverty.

To learn more on how to donate to the organization, or how to hold a diaper drive using the “[Diaper Drive Toolkit](http://static1.squarespace.com/static/571589ec7c65e40c563a29f0/t/5788eac4b8a79b31d1293eb6/1468590791236/CNY+Diaper+Bank+Tool+Kit.pdf)” and other resources, visit [www.cnydiaperbank.org](http://www.cnydiaperbank.org).

**About CNY Diaper Bank**

The Central New York Diaper Bank is a nonprofit that was created in 2016 to help social service organizations in the Syracuse area distribute diapers to families in need. It is a part of the [National Diaper Bank Network](http://nationaldiaperbanknetwork.org/). CNY Diaper Bank’s mission is to ensure that all Central New York families have access to an adequate supply of diapers, and to build awareness of diaper need in our community.

###