



## Rochester Diaper Need

*More than 1 in 3 families in the United States report suffering from diaper need.<sup>1</sup>*

### Poverty in the City of Rochester

- Rochester, NY is the 4th poorest city in the country among the top 75 metropolitan areas, with a poverty rate of 32.8%. Additionally, 24% of those living above the poverty level in Rochester make an income that is too low to be considered self-sufficient.
- Compared to similar cities of its size, Rochester has the highest rate of childhood poverty, with more than half of children living in poverty AND the highest rate of children living in extreme poverty (living below 50% of the federal poverty level).<sup>2</sup>

### No Government Assistance

- Diapers and wipes are NOT covered by any form of government assistance.
- Babies require 6 to 12 diapers per day, and disposable diapers cost can cost as much as \$70 to \$80 per month, per baby. Plus, wipes can cost an additional \$30+ per month.
- Families without transportation are not able to visit stores with the lowest priced diapers and wipes based on price; the cost of diapers and wipes varies store to store and parents in need may be forced to spend more than they would at discount retailers.

### Impact on Families and Babies in Need

- Without an adequate supply of diapers, families are left with no choice but to keep their children in dirty diapers or to reuse soiled ones.
- Babies who remain in a soiled diaper too long are exposed to potential health risks, such as yeast and bacterial infections, and severe diaper rash.
- Most childcare centers and early childhood education programs, including free and subsidized ones, require parents to provide disposable diapers. Cloth diapers are not accepted at many childcare centers.
- Many parents can't go to work or school if they can't leave their babies at a childcare facility; parents in diaper need miss an average of 4 days of work each month.<sup>1</sup>

**Diaper need has a physical effect on children and a psychological effect on parents who are unable to provide this basic necessity for their children.**

Let's work together to wipe out diaper need in our community by supporting the organizations that work tirelessly to help those in need! Email us today to learn how you can help:

**[diaperbank@jlroch.org](mailto:diaperbank@jlroch.org)**

### Junior League of Rochester Diaper Bank

110 Linden Oaks, Suite A, Rochester, NY 14625  
[jlroch.org/diaperbank](http://jlroch.org/diaperbank)

<sup>1</sup>"Diaper Need and Its Impact on U.S. Families," a study by Huggies and The National Diaper Bank Network

<sup>2</sup>These statistics were compiled by the partnership between City of Rochester Mayor's Office of Innovation and Rochester-Monroe Anti-Poverty Initiative and ACT Rochester based on information gathered by the Census Bureau's five-year America Community Survey from 2012 to 2016.