



Oshkosh Area United Way

FOR IMMEDIATE RELEASE:
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OSHKOSH AREA UNITED WAY, BROWN COUNTY UNITED WAY HOLDING DIAPER DRIVE THROUGH OCT 5

Drive kicks off with Diaper Need Awareness proclamation by Oshkosh City Manager

OSHKOSH, Wis. - With a city proclamation in hand from the City of Oshkosh declaring the week of September 20 as Diaper Need Awareness Week, City Manager Mark Rohloff was present to kick off the Oshkosh Area United Way and Brown County United Way annual diaper drive that will help put diapers on the bottoms of babies who need them.

The drive and proclamation were announced at a news conference held on Wednesday, September 22, at 8 a.m. at Oshkosh City Hall.

PROCLAMATION

***WHEREAS**, that the diaper need, the condition of not having a sufficient supply of clean diapers to keep babies and toddlers clean, dry, and healthy, can adversely affect the health and well-being of babies, toddlers, and their families; and*

***WHEREAS**, national surveys and research studies report that one in three families struggle with diaper need and forty-eight percent delay changing a diaper to extend their supply, as children go through up to twelve diapers each day during the two to three years they wear diapers; and*

***WHEREAS**, the average infant or toddler requires an average of 50 diaper changes per week over three years; and **WHEREAS**, there are no government assistance programs for the purchase or provision of diapers, and a sufficient supply of diapers can cost as much as six percent of the a full-time minimum wage worker's salary, often causing hardship for families obtaining a sufficient supply; and*

***WHEREAS**, the City of Oshkosh recognizes that diaper need is a public health issue, and addressing diaper need can lead to economic opportunity for the state's families and communities and to improve health for children, thus ensuring all children and families have access to the basic necessities required to thrive and reach their full potential; and*

***WHEREAS** the City of Oshkosh is proud to be home to various community organizations that recognize the importance of diapers in helping provide economic stability for families and distribute diapers to poor families through various channels;*

***NOW THEREFORE**, I, Lori Palmeri, Mayor of the City of Oshkosh, do hereby declare the week of September 20 as*

"Diaper Need Awareness Week"

in the City of Oshkosh and encourages residents to donate generously to diaper drives and those organizations that collect and distribute diapers to those struggling with diaper need, so that all of Oshkosh's children and families can thrive and reach their full potential.

LORI PALMERI, Mayor



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“The need for diapers is very much real, and many families in Oshkosh struggle to afford them,” said Terri St. Lawrence, Oshkosh Area United Way Impact and Outreach Specialist, and diaper drive coordinator. Nationwide, one in three families report experiencing diaper need. St. Lawrence says that number is mirrored in Oshkosh, with one in three Oshkosh households struggling to achieve financial stability.

“I want to bring attention to and mobilize efforts to diminish diaper need,” said Dan Wadle, Brown County United Way community services liaison. “Diaper need is defined as the lack of a sufficient supply of diapers to keep a baby clean, dry and healthy. I urge people to get involved and contribute so that we can help at-risk babies in our community. Without the additional support of the community through drives such as this one, many local families cannot provide the diapers their children need.”

“All Oshkosh families should have an adequate supply of diapers for their children,” said Mark Rohloff, Oshkosh City Manager. “The Diaper Need Awareness Week Proclamation recognizes that addressing this need can improve the health and wellbeing for children while making sure that the children and families in our area have access to the basic necessities required to thrive and reach their full potential.”

All diapers collected by Tuesday, October 5, will be distributed to our human services partners in Oshkosh. Persons interested in contributing can do so either with cash or diaper donations. Monetary donations can be given via the Oshkosh Area United Way website at www.oshkoshunitedway.org. Diaper receptacle boxes are located at the OAUW office at 21 W. New York Avenue, Oshkosh.

“The community’s generous support of past diaper drives has been wonderful. With strong support again this year, we will make a life-changing difference for Oshkosh area kids in need,” said St. Lawrence.

About Oshkosh Area United Way: Oshkosh Area United Way is a local nonprofit organization established in 1962. The mission of Oshkosh Area United Way is to improve the lives of our community members by leveraging people and resources to create innovative solutions to community needs. Give, advocate, or volunteer at oshkoshunitedway.org.

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