

In Canada . . .

- . . 1 in 5 mothers struggle to provide enough clean diapers for their children
- . . 24% of mothers cut back on clothing to afford to afford enough diapers, 16% cut back on food, and 13% borrowed money
- . . diapers cost between \$75 and \$100 per month

In Toronto . . .

- . . 1 in 4 children live in low-income households.
- . . 32% of children aged 0 to 5 years live in poverty



Clean diapers are a basic need.



Providing clean diapers is a means for mums to show their children how much they love them.



Providing clean diapers provides mothers with a sense of pride, joy and connection to their children.



Mums feel that keeping their children in clean diapers is one of the most important things they can do for their children.

Diapers mean more than you think . . .

When families struggle to provide clean diapers . . .

- . . babies are kept in wet, dirty diapers for extended periods of time. They are more likely to show signs of irritation and discomfort. They cry more often and suffer from worse diaper rash. They are also at greater risk of developing infections.
- . . mothers make trade-offs to ensure they can afford diapers, and will cut back on food, clothing and borrow money.
- . . a mother's physical and emotional well-being suffers. They report feeling guilty, stressed, like a "bad mother", frustrated and anxious.
- . . mothers often limit their activities outside the home, including missing work or school, which can perpetuate poverty



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