



What's Happening in the Network?

GSPC Name: Kent

Name of Strategy/Project: Diaper Drive

October 3, 2016

1.) What was the original problem(s) (and associated root causes) that the GSC/GSPC was trying to address with this strategy/project?

“Diaper Need” is a very real issue across the nation. It is defined as “the lack of a sufficient supply of diapers to keep an infant or toddler clean, dry and healthy”. One in four children in Kent County (one in three nationally) are born into poverty and diapers can cost up to \$75/month- per child! Pantries and shelters simply do not have adequate supplies to keep up with the demand. They can usually only provide a family with 10-20 per month! After understanding this data and hearing about several instances of parents being upset because a doctor threw out the baby’s last diaper, or parents wringing out/scraping off dirty diapers, the Diaper Drive was born.

2.) What did the GSC/GSPC do to begin addressing this problem (and associated root causes)? What have been your successes so far?

In 2009 the Kent County Diaper Drive was formed. This began as a temporary initiative partnering with local churches, businesses, and organizations. Approximately 35,000 diapers were collected the first year, serving 12 local pantries. Since then, the Diaper Drive has become a full time initiative with a budget, staff, and various resources. We have now collected over 750,000 diapers in eight years and currently provide diapers to 27 pantries county-wide!

3.) What are/were a few lessons learned from implementation of this strategy/project?

As with any goal-based project, building relationships is key. We now have multiple places that donate to the Diaper Drive annually including, but not limited to: pregnancy care centers (PCC’s), food shelters, community centers, and church pantries. We have even begun a competition between some childcare centers- winning location gets a trophy and pizza party! Meijer has been a major factor as well, and has donated \$10,000 to our Drive several years in a row.

4.) Who should a peer GSC/GSPC contact if they have questions or want to learn more about the strategy/project?

Matt Haviland: mhaviland@firststepskent.org or 616.632.1007.

Our website is www.DiaperDriveKent.org