

PRESS RELEASE

September 18, 2017

ESSEX COUNTY FREEHOLDERS PROCLAIM SEPTEMBER 25, 2017, TO OCTOBER 1, 2017, “DIAPER NEED AWARENESS WEEK” IN ESSEX COUNTY



Essex County Freeholder Vice President Freeholder At-Large Brendan W. Gill, Freeholder At-Large Patricia Sebold, Freeholder President Britnee N. Timberlake of District 3, and Freeholder Cynthia D. Toro of District 5 (second row, from left to right), present the Board’s Commendation to Janien Reeves, Founder and Executive Director of the Modestly Cover Diaper Bank of Essex County, at Montclair Town Hall. PHOTO BY GLEN FRIESON

(Montclair, NJ) – During a special presentation at Montclair Town Hall on September 13, 2017, Essex County Freeholder President Britnee N. Timberlake sponsored a Resolution proclaiming September 25, 2017, to October 1, 2017, as “Diaper Need Awareness Week” in Essex County.

Diaper need is the condition of not having a sufficient supply of clean diapers to ensure that infants and toddlers are clean, healthy, and dry. National surveys report that 1-in-3 mothers experience diaper need at some point while their children are less than three years of age, and 40% percent of families delay changing a diaper to extend their supply. Not having a sufficient supply of clean diapers for infants and toddlers can adversely affect the health and welfare of children and their families.

The average infant or toddler requires an average of 50 diaper changes per week over 3 years. Since diapers cannot be purchased with food stamps or WIC vouchers, obtaining a sufficient supply of diapers can cause economic hardship to families.

President Timberlake presented the Commendation to Janien Reeves, Founder and Executive Director of the Modestly Cover Diaper Bank of Essex County, an organization that serves to ensure that families

living below the poverty level have an adequate supply of diapers for infants, toddlers, and disabled adults or seniors.

Institutions like Modestly Cover Diaper, the Salvation Army, and more work to alleviate this need for families. President Timberlake sponsored this Resolution in an effort to draw national attention to the matter, raise awareness, and aid families.

During the presentation, President Timberlake stated, “With recent natural disasters like Hurricane Harvey and Hurricane Irma destroying communities throughout the United States and internationally, toddlers and infants have also been devastated and left without essential supplies, such as diapers.” She commended Ms. Reeves and went on to add that the services Modestly Cover Diaper Bank of Essex County offer alleviates some of the burden families face. Ms. Reeves thanked the Board for its support and for passing the Resolution to raise awareness and bring aid to families in need.

The Freeholder Board stands with organizations like Modestly Cover Diaper that work to alleviate diaper need in Essex and across the country. Each year, Diaper Need Awareness Week draws national attention to this consequence of poverty. Diaper banks help meet diaper need by providing diapers to nearly 1 million infants and toddlers each year, and by passing this resolution the Board seeks to join organizations across the United States to support families.

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