



Q&A



Association of
Immunization
Managers

Partnering with Diaper Banks to Increase Childhood Vaccination Rates and Improve Access

Improving Vaccine Confidence from the Bottom Up

The Association of Immunization Managers (AIM) partnered with the National Diaper Bank Network (NDBN) to identify and promote promising practices to foster non-traditional partnerships between immunization programs and diaper banks.

This resource provides answers to commonly asked questions regarding immunization stakeholder and partnership strategies to improve immunization rates.

What are diaper banks and who is the National Diaper Bank Network?

- Diaper banks collect, store, and distribute donated diapers, period supplies, and other basic necessities to individuals, children, and families in need.
- The [NDBN](#) is composed of more than 300 basic need banks that serve urban, suburban, and rural communities across all 50 states, Puerto Rico, and the District of Columbia.
- The NDBN acts as a membership organization that connects and supports the network of diaper banks across the U.S.
- Community-based diaper banks directly serve populations struggling against economic marginalization, including Asian American, Native Hawaiian, Pacific Islander, Black and African American, American Indian, Alaska Native, Latinx, and rural communities.

The NDBN's member directory can be used to find nearby diaper banks:
nationaldiaperbanknetwork.org/member-directory

How can diapers improve access to vaccinations and increase immunization rates?

- Immunization programs can partner with diaper banks to provide diapers and vaccines through community events, pop-ups, mobile clinics, or community clinics.
- [Nashville Diaper Connection](#), an NDBN member in Tennessee, has developed and tested a model program called [Connections](#) that can be implemented in any community with a diaper bank, pediatric health care provider/community clinic/federally qualified health center (FQHC), managed care organization (MCO), and a supportive department of health.
- [Learn more](#) from the Association of Maternal & Child Health Programs (AMCHP) Innovation Hub, a repository of practices and policies in the maternal and child health field.

How can diaper banks increase confidence in vaccines?

- Diaper bank staff and volunteers are trusted messengers that interact directly with the communities in which they serve.
- Diaper banks can promote research-based information about routine and respiratory virus (influenza, COVID-19, and RSV) vaccines for children and adolescents. They can distribute both printed and social media messages to clients to help raise public awareness and acceptance of vaccines.

What are the key takeaways from diaper bank partnerships?

- Community-based organizations, such as diaper banks, are trusted messengers that relay accurate information about vaccinations and can encourage vaccine uptake.
- Partners like diaper banks play a key role in sharing information with parents and caregivers.
- Diapers and period supplies can be used as incentives for getting children vaccinated and raising awareness of the importance of vaccines.
- Immunization programs can encourage diaper bank participation in vaccination-related promotion and activities by providing unrestricted participation grants for their partnership and services.
- Parents and caregivers can be reached directly with information about vaccines through diaper distribution programs.
- Collaborative partnerships are important and start with a public health champion such as a local pediatrician, pharmacist, or state/local immunization program manager.

SPOTLIGHT:

Utilizing diaper banks as trusted messengers to increase COVID-19 vaccine confidence

The NDBN partnered with the U.S. Health and Human Services' COVID-19 [“We Can Do This Campaign”](#) to increase public confidence in and uptake of COVID-19 vaccines. The NDBN activated its members to distribute printed materials, along with packages of diapers and/or period supplies to clients, to help with public awareness of the campaign.

As a result of these efforts, the NDBN distributed over 427,000 materials across 98 diaper banks with 3,500 agency partners that reached 1.4 million individuals across the U.S. Materials promoted information about COVID-19 vaccines and COVID-19 boosters for children 6 months and older, as well as for adults who menstruate.

SPOTLIGHT:

The Tennessee Immunization Program and Nashville Diaper Connection partnership: Using diapers to increase immunizations

Nashville Diaper Connection, created the [Connections™ Program](#) in collaboration with the Tennessee immunization program in 2020. This program is focused on increasing the rate of routine vaccinations administered during well-child visits. This program uses diapers as an incentive and builds a strong relationship between families and their medical home. Offering diapers offsets some costs that are barriers to attending medical appointments (taking time off work, transportation costs, etc.). This program can be expanded for the whole family with diapers offered as incentives for postpartum visits, well-women visits, adult influenza, childhood influenza, and COVID-19 vaccines.

Since the inception of the project in 2020, the [Connections™ Program](#) has reached 42,287 families with 23,279 vaccinations and/or well-child exams across 19 counties at 34 participating clinics (as of June 30, 2023).

[Watch this AIM webinar](#) to learn more about the Tennessee Immunization Program's partnership with NashDiaper and the NDBN's “We Can Do This Campaign.”