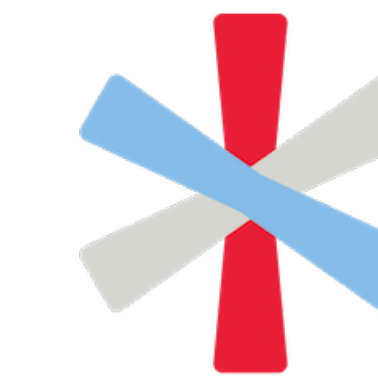




Association of Immunization Managers

Improving Vaccine Confidence from the Bottom Up: Partnering with Diaper Banks to Increase Childhood Vaccination Rates and Improve Access



National Diaper Bank Network



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Background

- Diaper Banks and the National Diaper Bank Network (NDBN)**
- 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 United States.
 - 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, Hispanic and Latino, and rural communities.
- Diaper Need**
- Almost half (47%) of families with young children reported diaper need in 2023, compared to 33% in 2010 (NDBN, 2023).
 - 46% of families with young children reported reducing other expenditures to afford diapers, with most of those households cutting back in multiple areas, such as food (35%) and utilities (19%) (NDBN, 2023).
- Childhood Immunization Rates**
- The COVID-19 pandemic disrupted the distribution and administration of routine childhood vaccines in the United States, causing decreases in both vaccine ordering and administration across the country and significant declines among specific subgroups (CDC, 2023).
 - As a result of the declining childhood vaccination rates, vaccine-preventable diseases are on the rise. As of June 13, 2024, a total of 151 measles cases were reported by 22 jurisdictions, nearly triple the number of cases reported in all of 2023 (58) (CDC, 2024).
 - Diaper banks and other community partners can be instrumental in reaching families to promote the importance of immunizations.

Purpose

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

Project Overview

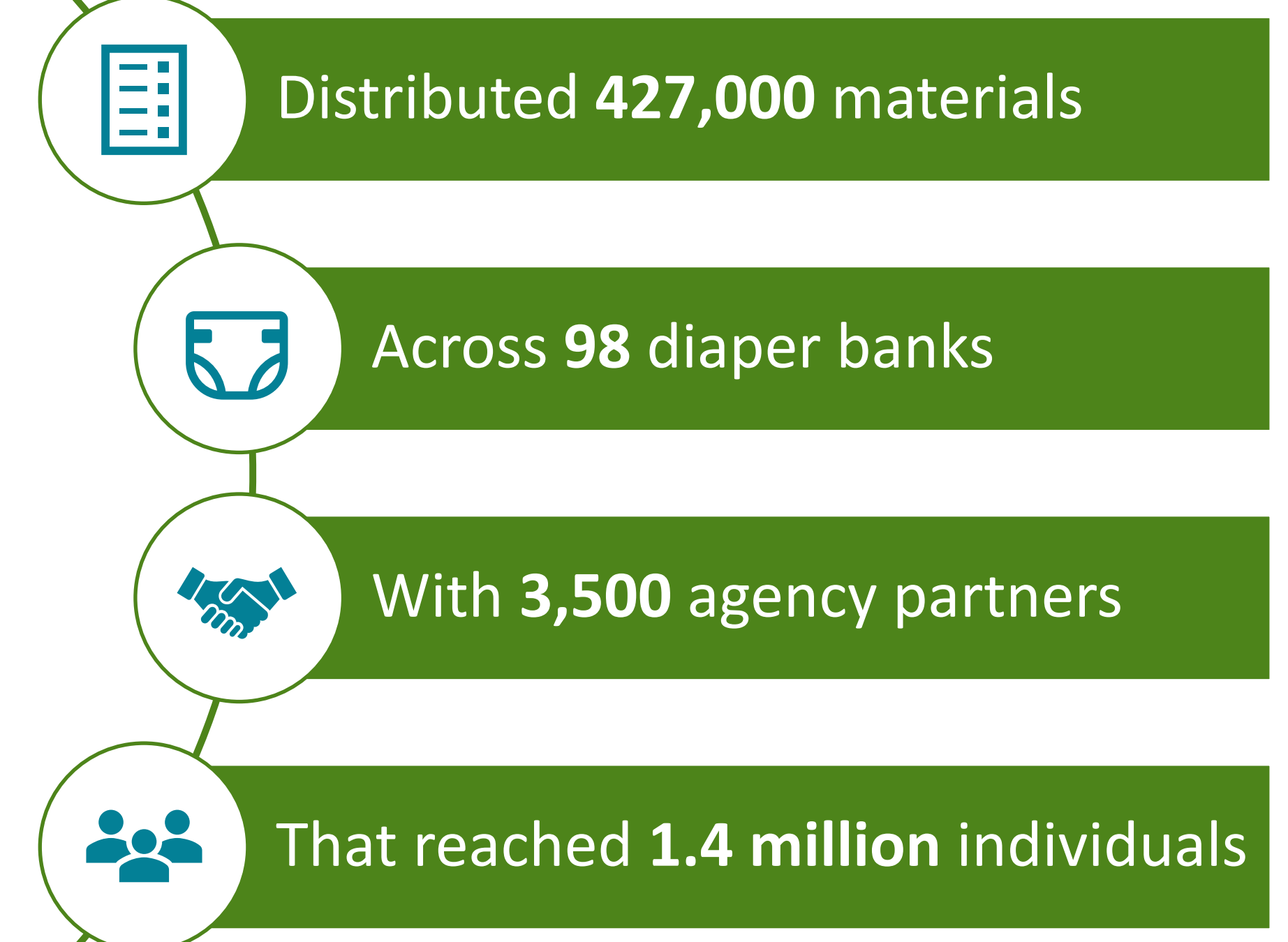
- National Diaper Bank Network**
- The NDBN partnered with the U.S. Health and Human Services' COVID-19 "We Can Do This Campaign" to increase public confidence in and uptake of COVID-19 vaccines.
 - The NDBN activated its members to distribute printed materials, along with packages of diapers and/or period supplies to clients, to help with public awareness of the campaign.
- Nashville Diaper Connection**
- NashDiaper 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, uses diapers as an incentive, and helps to build 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, and adult and childhood influenza and COVID-19 vaccinations.

Results

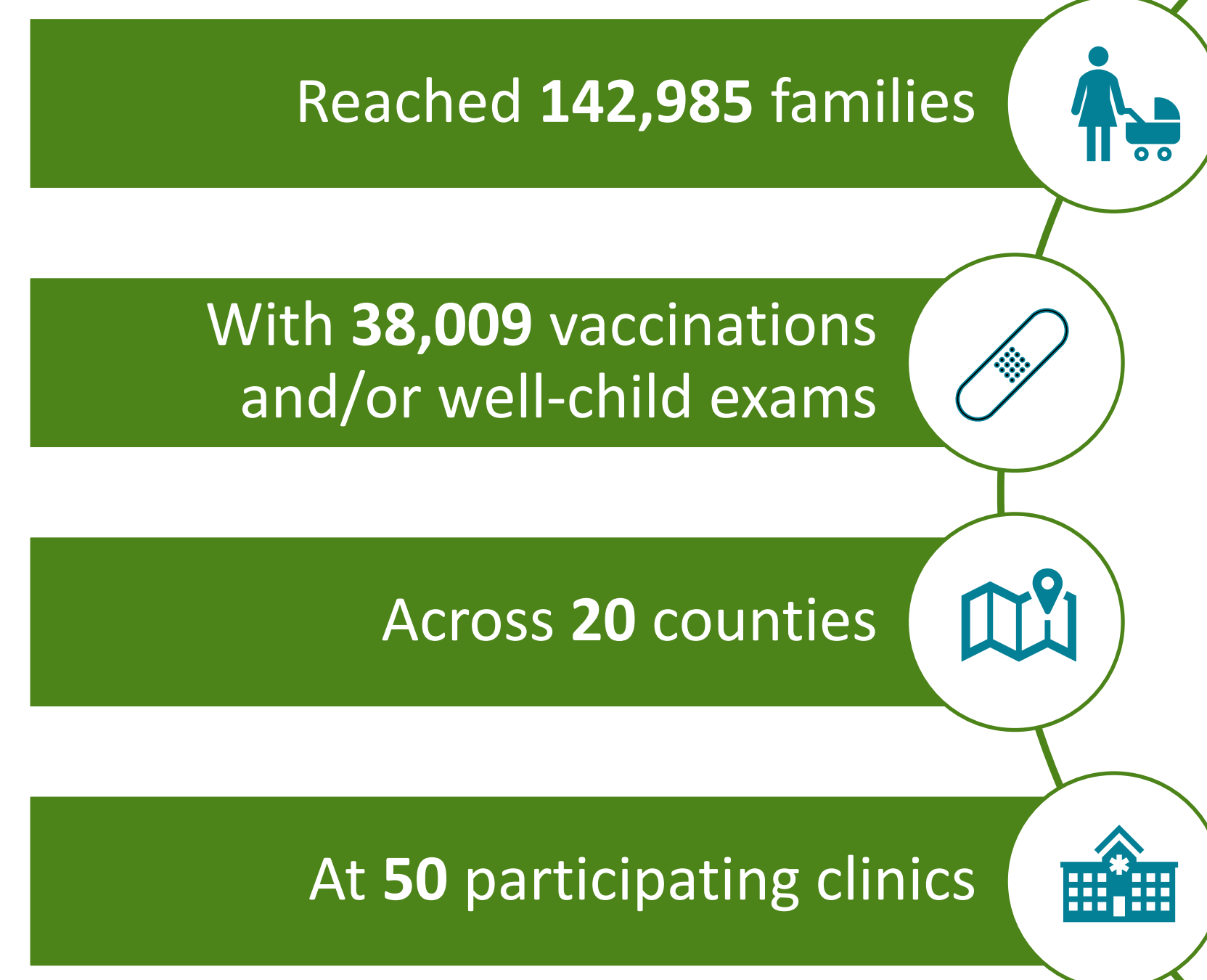
How can diaper banks increase confidence in vaccines?



National Diaper Bank Network We Can Do This Campaign



Nashville Diaper Connection Connections™ Program



Resources



For answers to questions about immunization stakeholder and partnership strategies to improve immunization rates, download AIM's Q&A resource on Improving Vaccine Confidence from the Bottom Up.



Learn more about the NashDiaper Connections™ Program from the Association of Maternal & Child Health Programs (AMCHP) Innovation Hub, a repository of practices and policies in the maternal and child health field.



Use the NDBN's member directory to identify and contact your local diaper banks.

Lessons Learned

- 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.

References

- Centers for Disease Control and Prevention (CDC). (2023, January 12). *Childhood vaccination coverage before and during the COVID-19 pandemic among children born January 2017-May 2020*. National Immunization Survey-Child (nis-child), 2018-2021. Centers for Disease Control and Prevention. <https://www.cdc.gov/vaccines/imz-managers/coverage/childvaxview/pubs-presentations/nis-child-pandemic-effects-2018-2021.html>
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Acknowledgements

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About

The Association of Immunization Managers (AIM) is a nonprofit membership association comprised of the directors of the 64 federally funded state, territorial, and local public health immunization programs. AIM is dedicated to working with its partners nationwide to reduce, eliminate, or eradicate vaccine-preventable diseases. AIM also works to ensure the success of its members by providing support in their programming interests. Since 1999, AIM has enabled collaboration among immunization managers to effectively control vaccine-preventable diseases and improve immunization coverage in the United States. For more information on AIM, please visit www.immunizationmanagers.org/. Questions? Contact AIM at info@immunizationmanagers.org.