



HELP A MOTHER OUT'S DIAPER PROGRAMS: EVALUATION BRIEF

Alameda & San Francisco Counties

Prepared by Public Profit for Help a Mother Out | December 2021

Background



HAMO Diaper Programs

San Francisco Diaper Bank

- San Francisco families receiving CalWORKS, CalFresh, or Medi-Cal benefits with children under the age of 3 are automatically enrolled in the diaper program.

Bay Area Diaper Bank

- Partner organizations integrate diaper distribution into their current programming for families, which includes classes, support groups, home visits, food pantries, and other services.

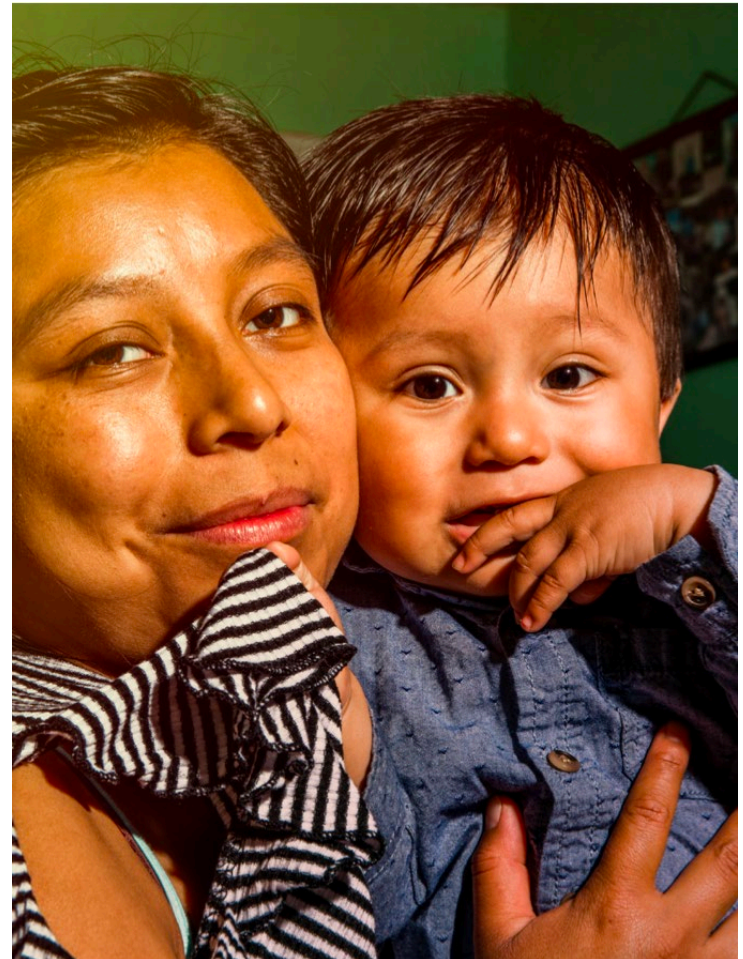


HAMO is part of a statewide diaper initiative.

HAMO and seven food banks are part of a state-funded diaper initiative through 2024.

“[Diaper banks are] a growing **movement**. I expect it to continue to grow, develop, and evolve over time... Food banks had a lot of uncertainty in terms of their funding for a very long time as well, and [then] built **sustainable funding**. So, I just see this as a movement, a network early in its infancy and early in its development.”

- Director of the Orange County Food Bank Community Action Partnership of Orange County



Babies are healthier.

Bay Area families are healthier and happier after participating in HAMO's diaper programs.



Source: Alameda and San Francisco HAMO Client Survey (Feb-March 2021), n=537.

Families feel less stress and more confidence.

“It definitely gives us **one less thing to be worried about** each month and allows us to use the **money** that we would be spending on diapers toward other bills.”

– Alameda County Diaper Program Client

“It gives us **security** and **confidence** as parents.”

– San Francisco Diaper Bank Client

“It has helped with my second child, he has much **fewer diaper rashes**, fussiness, because we didn't feel like we had to conserve as much as we did for our first born.”

– Alameda County Diaper Program Client

Communities benefit.

HAMO's diaper programs enhance partner organizations' abilities to serve families.



Source: Alameda and San Francisco HAMO Partner Survey (March-April 2021), n=105.

Diapers strengthen San Francisco Human Services Agency (SFHSA).

The San Francisco Diaper Bank:

- Encourages families to sign up for and maintain **public benefits**.
- Improves the **relationship** between the SFHSA and families.
- Supports **SFHSA staff** satisfaction.

“It’s part of a broader framework of trying to **change the nature of our relationship with low-income communities** and not be the stereotypic, impersonal institution that monitors their lives, but instead making a **personal connection**, going above and beyond to meet their needs and respect their **dignity** as parents. I see this in a larger context of changing welfare.”

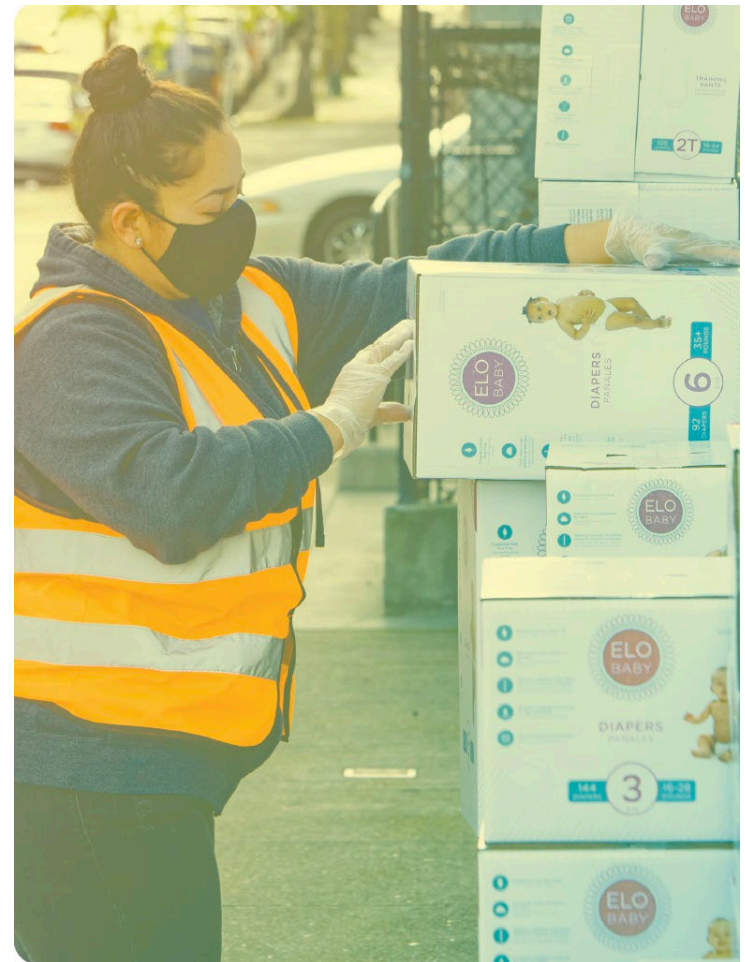
– Daniel Kelly, retired Director of Planning at San Francisco Human Services Agency

Families' need for diapers increased during COVID-19.

HAMO's model supports families in unforeseen events, like the COVID-19 pandemic.

“[SFHSA] already had data to identify clientele. **We already had the systems in place to get the diapers out there.** There wasn't a scramble to figure out how sites were going to get diapers or anything like that. SFHSA already had a **streamlined process** for getting us the data of the people that qualified. It was pretty much an **immediate** response.”

– Senior Program Manager at HAMO





Recommendations

for Policymakers

- Create sustainable funding sources to support families experiencing diaper need.
- Provide flexible funding to community-based diaper banks
- Use diapers as a tool to build relationships, connect families to additional resources, and strengthen the community.



Recommendations

for Policymakers

Integrate diaper banks into existing family support programs.

- Leverage public assistance infrastructure to distribute diapers efficiently and effectively to families.
- Partner with community-based organizations to meet families in their neighborhoods.
- Allow partners flexibility with how they distribute diapers.



Recommendations

for Diaper Banks

- Center the priorities of families.
- Adapt the model to the community.



Thank you!

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