

Healthy Babies, Healthy Planet, Healthy Day Care

Presented by:



Overview of Proposal

Objective

This proposal is intended to review Tiny Footprints, Inc. (dba “Diaper DuDee”)’s plan to help the Day Care implement a positive change to their curriculum and environmental impact through the education and utilization of modern cloth diapers.

According to the plan, Diaper DuDee will help implement this change by providing many levels of support including: education and training to staff; obtaining diapers through established vendor(s) of Baby Junk; and providing the laundering service necessary for the cloth diapers.

Through this support system, Diaper DuDee can fulfill its mission to help the Day Care with the following:

- 1. Cost Benefit:** Save the Day Care’s valuable resources so that they can be utilized in other areas, as well as help to create a new profit category.
- 2. Day Care Support:** Create a marketing niche for the Day Care to attract more families
- 3. Broaden Parenting Choices:** Exposing new families to cloth diapers will open up options to them for saving money and using a healthier alternative.
- 4. Environmental Responsibility:** Greatly reduce the Day Care’s carbon footprint and waste expense, as well as encourage their families to do the same.
- 5. Supporting Local Business:** Gain greater exposure by way of customer referrals and public relations by partnering with Baby Junk and Diaper DuDee and having access to their customer base.
- 6. The Details:** Options and Pricing

#1 Cost Benefit & Profit

By switching to cloth diapers, the Day Care will be able to offer a dramatic savings to their families, as well as reduce the facilities' waste output, which would save the Day Care in trash collection costs. After the initial purchase, the only ongoing cost will consist of bi-weekly laundering of diapers. With parents not having to provide diapers, the Day Care can just pass the small cost of this service onto the families and this creates a higher tax write-off for each family. Also, the facility does have the opportunity to upcharge this service and create a new profit category, while at the same time still saving their families money.

#2 Day Care Support

The Day Care can use this new program to gain positive press in regard to lessening their environmental impact AND being more proactive in how they care for babies' health and wellness.

Every Day Care wants to gain more exposure and give parents a reason to choose them over another provider. Little Green Tree House in Chicago, IL uses this tactic and they have such a demand for their facility there is a waiting list for families wanting to attend. Their press announcement is included.

Also, by implementing the change to cloth, the Day Care will attract all the mothers that are passionate about this lifestyle choice, which is growing by leaps and bounds. Parents who know their baby will be wrapped in cloth all day will choose this Day Care over all others; especially by offering the option to take home reusable diapers as an add-on!

Parents who use cloth diapers are very passionate about this choice and to them it feels as if many Day Cares are unsupportive of this decision. To be the first proactive Day Care to choose this option as a facility would create a very high demand and quick word-of-mouth in the cloth diapering community.

#3 Broaden Parents' Options

Because the majority of families are unaware about modern cloth diapers and default to using disposables, there will be a lot of curiosity about the diapers. Diaper DuDee is happy to provide an educational meeting or class to families about the cloth diapers and all their benefits both to support the Day Care's decision and to offer them the opportunity to choose this diapering alternative for home.

#4 Environmental Responsibility

Day Cares use around 5-7 diapers per day per baby. If a Day Care has only 20 babies in diapers that is at least 500 diapers that are getting thrown into our landfills each week! Imagine the impact of saving well over 26,000 diapers from being thrown away annually, just from 20 babies in diapers; just at your facility!

Not only do we need to be concerned about their disposal, but the manufacturing of disposable diapers takes 5 times the energy, 8 times the non-renewable resources, 2.5 times the waste water and 60 times the solid waste of manufacturing and washing a cloth diaper for its entire life cycle!

(See attachment for more statistics)

#5 Supporting Local Business

Baby Junk (our retail store) would be happy to promote to every customer the Day Care's choice to use cloth. Baby Junk's customers are the exact demographic that would look for this option.

Diaper DuDee would be happy to provide the Day Care with a Public Relations plan that would focus on the center's amazing decision to switch and Diaper DuDee's involvement; highlighting all the positive aspects of both.

About Tiny Footprints...

President, Andrea Foley, has owned and operated Tiny Footprints, Inc. for 7 years. She is a graduate of Simpson College and began her dream with a small diaper service in Des Moines. Diaper DuDee Diaper Service now provides cloth diapers to families in Council Bluffs, IA, and Omaha and Lincoln, NE. So far the company has saved almost 1,000,000 diapers from entering our landfills!

The company expanded in May 2011 with the opening of Baby Junk, a retail store in Rockbrook Village, and is surpassing expectations by being one of the only natural baby stores in Omaha. Andrea hopes to inspire, support and encourage as many parents as possible to choose healthier, natural means of raising our children. She used cloth diapers exclusively on her son Xander, now 5 who only wore a disposable diaper during his hospital stay. Andrea also chose to keep him out of Day Care because of the lack of options for her with cloth diapers. If a Day Care would have offered cloth, Andrea would have chosen it over all others.

From our family to yours,

Andrea Foley

President

Implementation Plan

Information needed from the Day Care

- Average number of diapers changed per day?
- Waste collection costs?
- Send covers home with parents to launder or have Diaper DuDee provide and launder them along with the diapers?

A full implementation plan has been created by Diaper DuDee and will only need to be adjusted based on number of children in diapers and options the Day Care chooses.

Please find Tiny Footprints' contact information on the last page to set-up an initial meeting and to begin your trial period.

Risk-Free Trial Period

Diaper DuDee understands that implementing this proposal will take cooperation from the staff and parents. Therefore, Diaper DuDee has devised a 2-week trial. Diaper DuDee will supply enough diapers and provide the laundering service ***free of charge*** for 2-weeks in order for the Day Care to "test" this new program on 5 babies per day.

Tiny Footprints is confident that the Staff will appreciate the ease of use of cloth diapers and the parents will appreciate the;

- Cost savings
- Positive image and positive press generated for the Day Care by switching to cloth
- Professionalism and service provided by Tiny Footprints, Inc.

These “Real Diaper Facts” were obtained directly from the Real Diaper Association’s website: <http://realdiaperassociation.org/diaperfacts.php>

Health

- Disposable diapers contain traces of Dioxin, an extremely toxic by-product of the paper-bleaching process. It is a carcinogenic chemical, listed by the EPA as the most toxic of all cancer-linked chemicals. It is banned in most countries, but not the U.S.¹
- Disposable diapers contain Tributyl-tin (TBT) - a toxic pollutant known to cause hormonal problems in humans and animals.²
- Disposable diapers contain sodium polyacrylate, a type of super absorbent polymer (SAP), which becomes a gel-like substance when wet. A similar substance had been used in super-absorbency tampons until the early 1980s when it was revealed that the material increased the risk of toxic shock syndrome by increasing absorbency and improving the environment for the growth of toxin-producing bacteria.³
- In May 2000, the Archives of Disease in Childhood published research showing that scrotal temperature is increased in boys wearing disposable diapers, and that prolonged use of disposable diapers will blunt or completely abolish the physiological testicular cooling mechanism important for normal spermatogenesis.¹⁸

Environment

- In 1988, over 18 billion diapers were sold and consumed in the United States that year.⁴ Based on our calculations (listed below under "Cost: National Costs"), we estimate that 27.4 billion disposable diapers are consumed every year in the U.S.¹³
- The instructions on a disposable diaper package advise that all fecal matter should be deposited in the toilet before discarding, yet less than one half of one percent of all waste from single-use diapers goes into the sewage system.⁴
- Over 92% of all single-use diapers end up in a landfill.⁴
- In 1988, nearly \$300 million dollars were spent annually just to discard disposable diapers, whereas cotton diapers are reused 50 to 200 times before being turned into rags.⁴
- No one knows how long it takes for a disposable diaper to decompose, but it is estimated to be about 250-500 years, long after your children, grandchildren and great, great, great grandchildren will be gone.⁵
- Disposable diapers are the third largest single consumer item in landfills, and represent about 4% of solid waste. In a house with a child in diapers, disposables make up 50% of household waste.⁵
- Disposable diapers generate sixty times more solid waste and use twenty times more raw materials, like crude oil and wood pulp.³
- The manufacture and use of disposable diapers amounts to 2.3 times more water wasted than cloth.³

- Over 300 pounds of wood, 50 pounds of petroleum feed stocks and 20 pounds of chlorine are used to produce disposable diapers for one baby EACH YEAR.⁶
- In 1991, an attempt towards recycling disposable diapers was made in the city of Seattle, involving 800 families, 30 day care centers, a Day Care and a Seattle-based recycler for a period of one year. The conclusion made by Procter & Gamble was that recycling disposable diapers was not an economically feasible task on any scale.¹⁷

Dryness and Rash

- The most common reason for diaper rash is excessive moisture against the skin.¹⁹
- Newborns should be changed every hour and older babies every 3-4 hours, no matter what kind of diaper they are wearing.²⁰
- At least half of all babies will exhibit rash at least once during their diapering years.²⁰
- Diaper rash was almost unheard of before the use of rubber or plastic pants in the 1940s.²¹
- There is no significant difference between cloth and disposables when it comes to diaper rash.²²
- There are many reasons for rash, such as food allergies, yeast infections, skin sensitivity, chafing, and chemical irritation. Diaper rash can result from the introduction of new foods in older babies. Some foods raise the frequency of bowel movements which also can irritate. Changes in a breastfeeding mother's diet may alter the baby's stool, causing rash.¹⁹

Cost

- We estimate that each baby will need about 6,000 diapers⁷ during the first two⁸ years of life. The following estimates are based on prices in San Francisco, California.
- Disposables. For these calculations, let's assume that a family needs about 60 diapers a week. In the San Francisco Bay area, disposable diapers cost roughly 23¢ per store-brand diaper and 28¢ for name-brand. This averages to 25.5¢ per diaper. Thus the average child will cost about \$1,600 to diaper for two years in disposable diapers, or about \$66 a month⁹.
- Diaper Services. Subscribing to a diaper services costs between \$13 and \$17 each week depending on how many diapers a family decides to order. Let's assume the family spends roughly \$15 a week for 60 diapers a week. This equals \$780 annually and averages to \$65 a month. Over the course of two years, the family will spend about \$1500 per baby, roughly the same cost as disposables, depending on what type of covers are purchased and what type of wipes are used. If one adds in the cost of disposable wipes for either diapering system, the costs increase.
- Cloth Diapers. For cloth diapering, each family will probably need about 6 dozen diapers¹⁰. The cost of cloth diapering can vary considerably, from as low as \$300 for a basic set-up of prefolds and covers¹¹, to \$1000 or more for organic cotton fitted diapers and wool covers. Despite this large

price range, it should be possible to buy a generous mix of prefolds and diaper covers for about \$300, most of which will probably last for two children. This means the cost of cloth diapering is about one tenth the cost of disposables¹², and you can spend even less by using found objects (old towels & T-shirts).

- National Costs. According to the U.S. Census Bureau, there were about 19 million children under four in 2000. We could probably assume that there are about 9.5 million children under two and therefore in diapers at any one time. Based on previous studies, we estimate that 5-10% of babies wear cloth diapers at least part time. We will average these figures to 7.5% of babies in cloth diapers and 92.5% in disposables. This means that about 8.8 million babies in the U.S. are using 27.4 billion disposable diapers every year¹³.
- Based on these calculations, if we multiply the 8.8 million babies in disposable diapers by an average cost of \$800 a year, we find that Americans spend about 7 billion dollars on disposable diapers every year. If every one of those families switched to home-laundered cloth prefold diapers, they would save more than \$6 billion¹⁴, enough to feed about 2.5 million American children for an entire year¹⁵. Coincidentally, the 2002 U.S. Census reveals that 2.3 million children under 6 live in poverty¹⁶.
- Tax Savings. In some specific circumstances, when cloth diapers have been prescribed for the treatment of a disease, tax savings may be available through the use of flexible spending accounts and medical expense deductions. This could represent a 10% - 35% savings on the cost of diapers depending on the family's tax rate.²³

Sources

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⁴Lehrburger, Carl. 1988. *Diapers in the Waste Stream: A review of waste management and public policy issues*. 1988. Sheffield, MA: self-published.

⁵Link, Ann. *Disposable nappies: a case study in waste prevention*. April 2003. Women's Environmental Network.

⁶Lehrburger, C., J. Mullen and C.V. Jones. 1991. *Diapers: Environmental Impacts and Lifecycle Analysis*. Philadelphia, PA: Report to The National Association of Diaper Services (NADS).

⁷ Average of 8 changes per day over 2 years ($8 \times 365 \times 2 = 5,840$)

⁸ We are using 2 as the average age of transition from diapers to toilet use.

⁹ $60 \times 52 \times \$0.255 = \795.60 , or \$800. $\$800 \times 2 \text{ years} = \$1,600$. $\$1,600 \div 24 = \66 per month.

¹⁰ 3 dozen each in two sizes accommodates most babies

¹¹ 6 dozen prefolds at an average of \$2.16 each and 16 covers at \$8.50 each ($(72 \times \$2.16) + (12 \times \$8.50) = \292)

¹² $\$300 \div 2 \text{ children} = \150 per child. Compare to \$1,600 per child for disposables

¹³ $8.8 \text{ million} \times 60 \times 52 = 27.4$ billion

¹⁴ Cloth diapering is 90% cheaper. 90% of \$7 billion is \$6.3 billion.

¹⁵ Food costs calculated at \$2,475 per child per year or \$6.78 per child per day for 3 meals and 2 snacks. Costs based on U.S. Department of Agriculture Food and Nutrition Service, Child and Adult Care Food Program. Figures current as of July 2003. <http://www.fns.usda.gov/cnd/Care/CACFP/cacfpfaq.htm>

¹⁶ Percent of People in Poverty by Definition of Income and Selected Characteristics: 2002 (Revised). <http://www.census.gov/hhes/poverty/poverty02/r&table5.html>

¹⁷ Stone, Janis and Sternweis, Laura. *Consumer Choice -- Diaper Dilemma*. Iowa State University - University Extension. ID.# 1401. 1994. <http://www.rockwellcollins.com/Day Care/pdf/pm1401.pdf>

¹⁸ C-J Partsch, M Aukamp, W G Sippell *Scrotal temperature is increased in disposable plastic lined nappies*. Division of Paediatric Endocrinology, Department of Pediatrics, Christian-Albrechts- University of Kiel, Schwanenweg 20, D-24105 Kiel, Germany. *Arch Dis Child* 2000;83:364-368. [Click here](http://adc.bmjournals.com) or go to <http://adc.bmjournals.com> and search by the title of the study.

¹⁹ Boiko, S. 1997. *Diapers and diaper rashes*. February 1, 1997. *Dermatology Nursing*.

²⁰ Shin, H.T. 2005. *Diaper dermatitis that does not quit*. *Dermatologic Therapy*, 18: 124-135.

²¹ Weiner, F. 1979. *The relationship of diapers to diaper rashes in the one-month-old infant*. *The Journal of Pediatrics*, 95: 422-424.

²² Stein, H. 1982. *Incidence of diaper rash when using cloth and disposable diapers* *The Journal of Pediatrics*, 101: 721-723.

²³ Internal Revenue Service. December 9, 2008. *Publication 502, Medical and Dental Expenses*

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Chicago's First Environmentally-Friendly Day Care

Our warm and eco-friendly Chicago day care center, located in the West Loop features green building details such as abundant daylight with UV filters, toxic-free paints and finishes, and Energy-Star appliances, the equivalent of LEED (Leadership in Energy and Environmental Design) for Commercial Interiors standards. Every toy, furnishing, and supply has been researched and considered to bring the best in learning and earth-friendly materials. Cloth diapering? Absolutely! Organic, fresh and locally-sourced food? We wouldn't have it any other way. Green cleaning practices and an eco-friendly curriculum? You bet! Enjoy our [virtual tour](#) and then [contact us to arrange a tour today!](#)

Our child care center was designed by the award-winning national architectural firm of [Bauhs Dring Seglin Main Architects and Planners](#). Todd Main, the Senior Principal states, "The interior design invokes a warm, whimsical and natural outdoor feel." The reception area offers a peek at the 'trunk of a tree' and a mezzanine level play space where our 'Little Green Tree House' resides in our spacious indoor play area. The private outdoor play space includes a vegetable garden and play equipment designed to develop gross motor skills and stimulate the imagination. Classrooms are calm, well-structured spaces designed for creative play, social interaction and educational development and learning.

baby
junk



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