



Healthcare Resource Center

Complimentary
education for
nurses and
families!



For Healthcare Professionals

We know caring for babies is your top priority. And we want to help by sharing our expertise, support and commitment to skin health to help you give babies everything they need.

The Science Behind the Products

As a group of trusted leaders in infant skin health, the **Kimberly-Clark Huggies® Skin Science Team** provides the foundation for everything we do. The team brings a broad range of expertise, including cell biology, skin structure and function, microbiome, skin development and repair, to skin science research that informs and fuels the development of our innovative products.

40+

Years of research
by the Huggies® Skin
Science Team

100+

Research publications
in the area of skin
health published by
the team

5

Innovative Technology
designations for
products that support
improvement in
patient care

Developmental Diapering Practices for Newborns



Our **Every Change Matters™** framework integrates developmental diapering care along with infant skin care to help infants thrive. Developed by the Huggies® Nursing Advisory Council, Every Change Matters™: A Guide to Developmental Care¹ is an **evidence-based, holistic approach to diapering** that nurses and other healthcare providers can use in practice and teach to parents and caregivers.

For more on the program, go to huggieshealthcare.com.

5 Tenets of **Every Change Matters™**:

A Quick Reference Guide to Developmental Diapering Care²



Calm & Clean:

Promote an Optimal Diapering Environment



Change & Check:

Perform a Skin Assessment



Comfort:

Assess and Manage Stress While Diapering



Champion Sleep:

Provide Clustered Care to Help Minimize Disruption



Confidence & Closeness:

Promote Family Integrated Care

Partnering With You – Support Clinical Practice

Huggies® is proud to partner with professional healthcare organizations to provide **complimentary CNE and non-CNE educational programming** provided by an educational grant from Huggies® Healthcare. Go to huggieshealthcare.com for our current educational offering.

CNE Program: Live and On-Demand

- **Family to Family Network series.**
Empowering healthcare professionals to provide neutral compassionate care.



Non-CNE: On-Demand Series

- **Fundamentals of Infant Skin**
- **Clinical Symposium webinars**
- **Hand to Hold – NICU Heroes Nurse podcasts**



Go to huggieshealthcare.com and sign up to receive Huggies® updates for healthcare professionals.

For Families & Communities

Our commitment to helping caregivers give baby a great start extends to families as well. Huggies® Healthcare recognizes the need to support families not only before and during delivery, but also when they leave the hospital with a newborn.

That's why we're committed to partnering with community organizations to support unique programs for families to give them what they need to help their babies thrive.

HUGGIES



Helping to Close the Diaper Gap

As part of our commitment to the families we serve, Huggies® is the founding sponsor of the National Diaper Bank Network (NDBN)—which works to end diaper need in the United States—for more than 10 years.

Huggies® Healthcare also works with AWHONN in supporting diaper drives within hospitals and communities.

1 in 3

Families struggle to provide fresh, clean diapers for their babies. Learn more about the impact of diaper need on families in a groundbreaking 2017 study from Huggies®: "Diaper Need and Its Impact on U.S. Families."

(To request additional education on diaper need, contact us at huggieshealthcare@kcc.com.)

250 million

Number of diapers Huggies® has donated since becoming the founding sponsor of the National Diaper Bank Network.

347,000/month

Number of babies who are diapered by the National Diaper Bank Network with the help of founding sponsor Huggies® to help end diaper need and keep babies healthy.



Coupons are also available for Huggies® Diapers and Baby Wipes at www.huggies.com/en-us/diaper-coupons

Pregnancy and Diapering Resources

During Pregnancy

Huggies® has fun tools and resources at Expecting Parent Tools, like our new Baby Name Finder, Gender Predictor and Due Date Calculator. Be sure to go to [huggies.com](https://www.huggies.com) for more ideas for a new baby on the way!



For the Hospital Stay

Huggable Crib Cards for baby girl and boy in English and Spanish

Feeding & Diapering Tracker



At Home—Caring for Diapered Skin

Huggies® Healthcare is proud to partner with **AWHONN's Healthy Mom & Baby** to sponsor the **Diapering Zone**, which provides everyday practical education for moms and families, including **Mindful Diapering**, **Diaper Care Guide** and **Ask a Nurse**—tools to help parents support baby's development through diapering.

Huggies® Helping Hugs Program

Virtual Support Groups for NICU Families

Huggies® sponsors **Hand to Hold's free virtual support groups for parents** on the NICU journey to help them connect and share with others and potentially feel less isolated and stressed during the COVID-19 pandemic.



Pandemic Pregnancy Support

Huggies® has partnered with Scary Mommy and AWHONN nurses to help support expectant moms through challenging times. **Find complimentary access to Scary Mommy podcasts via Huggies® Family Resources.**



¹Huggies® Advisory Nursing Council, Every Change Matters™: A Guide to Developmental Care, 2016.

²Huggies® Advisory Nursing Council, Every Change Matters™: A Quick Reference Guide to Developmental Diapering Care.

For more information, please contact your Huggies® Healthcare representative: call 855-955-4100. Visit [huggieshealthcare.com](https://www.huggieshealthcare.com) or email huggieshealthcare@kcc.com.