

EMBARGOED UNTIL 11 APRIL 12AM



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**MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY ♦♦ MEDIA ADVISORY**

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To News Editor

**1,000 LESS- PRIVILEGED CHILDREN TO BENEFIT FROM DIAPER ASSISTANCE ANNUALLY**

North West CDC launches new diaper programme to provide regular diaper assistance to eligible families living in the North West District

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North West Community Development Council (CDC) will be launching a new assistance programme, **Huggies Singapore Diaper Bank @ North West**, to help less-privileged families stretch their dollar and ease their financial stress. From today, eligible North West residents will be able to apply for and receive six packets of diapers for their children from newborn up till four years old, during each of the two application windows yearly. In total, each eligible child could benefit from up to 12 packets of diapers, sufficient to defray most of a family's diaper expenses for the year.

2 Several families in the North West District have benefitted from a pilot of the programme in 2021, including Ms Ashikin, 37, who has 13 members in her household, 2 of whom are children requiring diapers. She said that the diapers were useful in relieving her stress and helping her focus her expenses on other necessities. She is looking forward to the full rollout of the programme

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so that she can tap on it to offset her expenses (see [Annex A](#) for details of beneficiary profiles).

3 On the rationale for launching the diaper assistance programme, **Mr Alex Yam, Mayor of North West District**, shared: “Back in late 2021, we distributed diapers to vulnerable residents, to plug what we thought was a temporary gap in the community. Based on the overwhelming demand, and the feedback from our partners on the ground, we have recognised that children diapers are an evergreen need for our residents. Hence, we decided to scale up efforts into a full assistance programme, so that we are able to help more residents on a sustained basis. Importantly, the programme is aligned to CDC’s approach of supporting vulnerable residents with more types of necessities and services.”

4 Eligible North West residents will be able to apply directly through the link ([go.gov.sg/nwdiapers](http://go.gov.sg/nwdiapers)) or via the QR code on the programme’s publicity poster (see [Annex B](#)). Residents who are less comfortable with technology or have issues applying on their own, can seek help to apply for the programme at their local Community Centres/Clubs or Social Service Agencies. North West CDC has also engaged partners in the local assistance landscape, such as the Social Service Office, to also direct eligible residents to the CDC. Applicants will need to fulfil the following criteria to be eligible for the diaper assistance programme:

- a) At least one Singaporean Citizen in household;
- b) Resident of North West District;
- c) Child from newborn to four years old; and
- d) Per-capita monthly income of less than or equal to \$750, or gross monthly household income of less than or equal to \$1,900.

5 **Huggies Singapore Diaper Bank @ North West** is made possible by the CDC’s collaboration with Kimberly-Clark Singapore, as part of the CDC’s connector role in matching partners and their resources, to serve the community’s various needs. Sharing more about their sponsorship of children diapers towards the new programme, **Mr Aviroot Prasitnarit, General Manager, Kimberly-Clark Singapore** said: “We are extremely proud to partner with North West CDC on this new programme which will support 1,000 underprivileged families annually. Over the past 4 years, the Huggies Singapore Diaper Bank has been working with partners to support over 2,000 families and

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we remain committed to ensuring that all Singaporean families have access to the essential items they need in their parenthood journey.”

6           The CDC is committed to helping vulnerable residents defray their cost of living and alleviate their stress from expenses, amid the global rise in prices. Should the programme be well-received, the CDC will be open to increasing the quantity of diapers, as well as exploring other programmes to provide more assistance to residents.

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**Enclosed:**

- 1) Annex A – Profile Stories
- 2) Annex B – Publicity Poster
- 3) Annex C – Media FAQs

**About North West Community Development Council (CDC)**

The Community Development Councils (CDCs) were established to build a tightly-knit, compassionate and self-reliant community. North West CDC works closely with various community and corporate partners to strengthen Singapore's social fabric; and encourages the more able and successful to come forward to help the less successful, and to foster greater sense of community ownership and self-help among the residents.

We strive to align our activities and efforts with our mission:

**(a) Assisting the needy**

To help the less fortunate through local assistance programmes

**(b) Bonding the people**

To bond the community through projects & programmes to bring them closer to one another

**(c) Connecting the community**

To develop strategic partnerships with corporate and community partners to better serve our residents

The North West District comprises Holland-Bukit Timah GRC, Marsiling-Yew Tee GRC, Nee Soon GRC, Sembawang GRC and Bukit Panjang SMC.

## PROFILE STORY



From left: Mr Aviroot Prasitnarit (General Manager, Singapore, Kimberly-Clark Singapore), Ms Ashikin and Mayor of North West District, Mr Alex Yam



Ms Ashikin receiving diapers under the Huggies Singapore Bank @ North West programme

### **Nur Ashikin, 37**






Having 11 children to care for during the pandemic is no easy feat, a statement Ms Ashikin would attest to. Due to a medical condition, she is unable to work to supplement her household income. This leaves her husband, a Technical Executive, as the sole breadwinner of the family.

Her family of 13 lives in a two-room flat under the Public Rental Scheme and requires various assistance such as food and household necessities to cope with the rising costs of living. Her two youngest children, a two-year-old toddler and nine-month-old baby, still require diapers. Ms Ashikin lamented that the diaper expenses for two young children were considerable and caused financial strain on her family.

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Despite her challenging situation, Ms Ashikin keeps a positive mindset and makes the most of the quality time that she spends with her children as a stay-at-home mum. She is looking forward to the official launch of Huggies Singapore Diaper Bank @ North West, as she hopes that the sustained help throughout the year will relieve some of her stress from diaper expenses, and allow her to focus her spending on other necessities, such as daily meals for her family.

More photos are available upon request.

<b>Photo</b>	<b>Caption</b>
	<p>Mayor Alex Yam and Mr Aviroot Prasitnarit distributing diapers to Ms Ashikin.</p> <p>From left: Mr Aviroot Prasitnarit (General Manager, Singapore, Kimberly-Clark Singapore), Ms Ashikin and Mayor of North West District, Mr Alex Yam</p>
 	<p>Mayor Alex Yam and Mr Aviroot Prasitnarit interacting with Ms Ashikin.</p>
 	<p>Ms Ashikin with her 9-month-old son</p>

*All photos to be credited to North West CDC*



PUBLICITY POSTER



The poster features a central illustration of a baby sitting on a rug, wearing a white diaper, with a large brown teddy bear sitting next to it. The background is light green with faint star patterns. The title 'Huggies Singapore Diaper Bank @ North West' is prominently displayed in blue and orange. Below the title, two numbered steps describe the application process. A circular 'Eligibility Criteria' section lists four requirements with corresponding icons: a dollar sign for income, a family icon for citizenship, a house icon for residence, and a calendar icon for the six-month rule. A QR code and the website 'go.gov.sg/nwdiapers' are provided for applications. The application period is stated as 11 April to 2 May 2022. Logos for the organizing and supporting organizations are at the bottom.

# Huggies Singapore Diaper Bank @ North West

**1** Residents with children up to the age of 4, who are in need of children diapers may apply via FormSG or in person at Community Clubs/Centres

**2** Successful applicant will receive **6 packs of diapers** at their registered address

### Eligibility Criteria

- Per Capita Income (PCI) of ≤\$750 or Household Income of ≤\$1,900
- Singapore Citizen or Singapore PR with at least one Singaporean household member
- Resident of North West District
- Have not benefitted from the programme in the past six months

**TO APPLY**



go.gov.sg/nwdiapers

Application Period: 11 April - 2 May 2022

Organised by: 

Supported by:   