



Skip Hop Launches Clean Slate Rescue to Help Parents Navigate Stressful Diaper Changes This Summer

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New survey finds 60% of parents say diaper changes in public are stressful, inspiring a new initiative to help families on the go.

Key Facts

- New findings from Skip Hop, part of the Carter's portfolio of trusted baby products, reveal that 60% of parents find diaper changes in public stressful, with nearly 40% delaying diaper changes to avoid using public changing tables
- To help rescue parents from summer diaper emergencies, Skip Hop is launching Clean Slate Rescue—an initiative that brings portable diaper-changing essentials directly to families through a national sweepstakes awarding 200 Clean Slate Rescue Kits and pop-up experiences.
- Parents identified public parks (63%), rest stops and gas stations (60%), public pools (48%), beaches (46%) and boardwalks (25%) among the most challenging places to change a diaper during the summer.

NEW YORK--(BUSINESS WIRE)--Jul. 22, 2026-- As summer travel and family outings ramp up, so do diaper changes away from home. While getting out of the house with a baby is an adventure in itself, new research says changing diapers in public remains one of the most stressful parts of being on the go.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260722229310/en/>



Rendering of the Skip Hop Clean Slate Rescue pop-up, bringing on-the-go diaper-changing solutions directly to families this summer.

New findings from Skip Hop reveal that 60% of parents find diaper changes in public stressful, with nearly 40% delaying diaper changes to avoid using public changing tables. Nearly one in four parents have even cut an outing short because they couldn't find an adequate place to change their child.

To help parents navigate these diaper emergencies, Skip Hop announced Clean Slate Rescue, a summer initiative designed to give families a clean slate when diaper changes don't go according to plan. The initiative includes a nationwide sweepstakes and pop-up tour, bringing the Clean Slate Changing Station and other portable diaper-changing essentials directly to families when and where they need them most.

Featured throughout Clean Slate Rescue, the Clean Slate Changing Station is the cornerstone of every diaper emergency toolkit. Designed to cover existing public changing tables with a clean, portable surface, it folds compactly for easy transport, helping parents change diapers with confidence wherever they are.

"Every parent has been there—that moment of changing your baby on a public changing table and wondering, 'How clean is this, really?' It's one of those everyday parenting moments that can add unnecessary stress when you're already juggling so much," said Kim Ashley, Vice President and General Manager at Skip Hop. "With Clean Slate Rescue, we want to help parents feel more prepared and confident wherever the day takes them. Designed by parents for parents, we wanted to bring thoughtful solutions that make diaper changes on the go feel a little easier and a lot less stressful."

The sweepstakes will provide 200 families with a Clean Slate Rescue Kit featuring products designed to make diaper changes cleaner and simpler wherever summer adventures take them. The Clean Slate Rescue Kit includes:

- Forma Next Diaper Bag
- Clean Slate Changing Station
- Grab & Go Snug Seal Wipes Case
- Bandana Buddies Chime & Teethe Toy
- Premium Hello Bello Wipes

In the survey, parents identified public parks (63%), rest stops and gas stations (60%), public pools (48%), beaches (46%) and boardwalks (25%) among the most challenging places to change a diaper during the summer. That's why Skip Hop is bringing Clean Slate Rescue to Washington Square

Park (July 23) and the Ocean City Boardwalk (July 24), helping rescue families from diaper emergencies with complimentary parenting essentials. Families can receive travel wipes and select on-the-go accessories while supplies last, and the first 50 eligible families at each pop-up will also receive a complimentary Clean Slate Changing Station.

Parents can learn more about Clean Slate Rescue, upcoming pop-up locations, official sweepstakes rules and how to enter by following @SkipHop on Instagram.

Survey Methodology

The Skip Hop Public Diaper Changing Survey was conducted online among 375 U.S. parents of children ages 0–3. The survey explored parents' attitudes and behaviors around diaper changes while away from home.

About Carter's, Inc.

Carter's, Inc. is North America's largest and most-enduring apparel company exclusively for babies and young children. The Company's core brands are Carter's and OshKosh B'gosh, iconic and among the sector's most trusted names. These brands are sold through more than 1,000 Company-operated stores in the United States, Canada, and Mexico, and online at www.carters.com, www.oshkosh.com, www.cartersoshkosh.ca, and www.carters.com.mx. Carter's also is the largest supplier of baby and young children's apparel to North America's biggest retailers. The Company's Child of Mine brand is available exclusively at Walmart, its Just One You brand is available at Target, and its Simple Joys brand is available on Amazon.com. The Company's emerging brands include Little Planet, crafted with organic fabrics and sustainable materials, Otter Avenue, a toddler-focused apparel brand, and Skip Hop, baby essentials from tubs to toys. Carter's is headquartered in Atlanta, Georgia. Additional information may be found at www.carters.com.

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