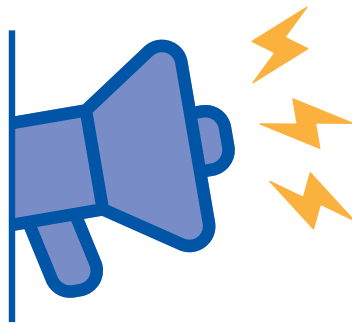
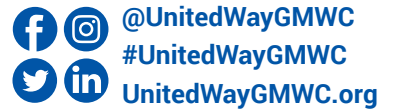


DIAPER SALES TAX EXEMPTION ADVOCACY TOOLKIT



Greater Milwaukee
& Waukesha County



THE ASK TO WISCONSIN'S LEGISLATURE

Will you support Senate Bill 227 to create a sales tax exemption for diapers, undergarments for incontinence, tampons, and sanitary napkins for residents of Wisconsin?

Current co-sponsors: Follow [this link](#) to see the current list of co-sponsors for the legislation.

SAMPLE PHONE AND EMAIL SCRIPT

EMAIL

I am [first and last name], a constituent who lives in your district. It takes a lot of resources to raise a family, and diapers are essential to a baby's healthy development. Therefore, I support efforts to make diapers more affordable and accessible to all families. This includes Wisconsin Senate Bill 227, which would exempt diapers and similar hygiene products from sales tax.

Keeping infants and toddlers clean, dry, and healthy is key to building a solid foundation for all children to reach their full potential. But one in three families struggles to provide clean diapers for their baby. Organizations like the Milwaukee Diaper Bank are helping to fill the gap, but there's still more we can do to support local income families, such as making diapers exempt from sales tax.

Wisconsin already exempts certain items that are viewed as essential needs from sales tax. This includes items like groceries, prescription medicine, and even gasoline. This does not include diapers or feminine hygiene products. These items are essential and should be granted the same exemption.

Children require at least 50 diaper changes per week, equivalent to 200 diaper changes per month. By exempting diapers from Wisconsin's 5% sales tax, all families will be able to afford 10 more diapers a month. For low-income families, this can be a profound factor that enables them to keep their babies clean, comfortable, and healthy.

Everyone in our state deserves affordable access to basic necessities, including diapers. I ask that you support Senate Bill 227, and that you advocate for sale tax exemption status for diapers and related hygiene products.

DIAPER SALES TAX EXEMPTION TALKING POINTS



Diapers are a critical, basic need for families with small children.

Diapers are as essential to a baby's healthy development as a mother's love. Keeping infants and toddlers clean, dry, and healthy is key to building a solid foundation for all children to reach their full potential. Yet, one in three families struggle to provide clean diapers for their baby.

Dramatic numbers of Wisconsin families cannot afford adequate supplies of diapers.

Nearly 200,000 Wisconsinites are under the age of 3, and each requires an average of 200 diaper changes per month. A staggering 40% of these families earn less than 200% of the federal poverty level. These families are at the greatest risk of suffering the effects of diaper need because many families can't afford diapers.

There's a dearth of government support for a family's diapering needs.

An average monthly supply of diapers costs approximately \$80. Diaper Banks and related efforts can provide some support, but the only federal assistance program that can be used for diapers is Temporary Aid for Needy Families (TANF). But TANF has to cover many other expenses, including heat, electric and water bills, rent, clothing, transportation, and other basic needs. Little money is left over to cover an average child's diapering needs.

A sales tax exemption will help all families that use diapers and similar hygiene products.

Children require at least 50 diaper changes per week, or 200 diaper changes per month. For every percentage point reduction in sales tax on diapers, a family can afford to buy two additional diapers. By exempting diapers from Wisconsin's 5% sales tax, all families will be able to afford 10 more diapers a month. For low-income families, this can be a profound factor that enables them to keep their babies clean, comfortable, and healthy.

The Legislative Fiscal Bureau estimates that exempting diapers from sales tax will cost [the State \\$4M in revenue each year](#), but the state of Wisconsin brought [in roughly \\$319M more than expected in tax revenue](#) during the 2020-21 fiscal year. While the financial impact of this exemption will be negligible to the state, it will be tremendously impactful for all families with diaper-aged children.

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