



DIAPER TAX Elimination

ECONOMIC SECURITY STARTS WITH
ESSENTIALS

WHY THIS POLICY MATTERS

- Lowers cost of a basic need
- Supports household budgets
- Reduces financial burden on families
- Supports child hygiene and care
- Helps parents stay employed
- Immediate impact, no new program
- Treats diapers as essential, not a luxury

ISSUE OVERVIEW

Economic security starts with the ability to afford basic needs. For families with young children, diapers are a constant and essential expense required for health, hygiene, and daily care.

In Mississippi, diapers are taxed at 7 percent, increasing the cost of a necessity families must purchase regularly. Families can spend \$70 to \$100 per month, and the added tax compounds that burden over time.

Because diapers are a year-round necessity, reducing this cost is a direct way to support household stability and strengthen economic security for families across Mississippi.



BILL SUMMARY: DIAPER TAX POLICY PROPOSALS

Several bills, including SB 2272 and HB 4060, include proposals to address the sales tax on diapers, ranging from temporary relief to full elimination. As these bills move through final negotiations, lawmakers will decide what remains in the final version.



LEGISLATIVE PROCESS AND ADVOCACY TIMELINE

With only a few weeks left in the session, final decisions are approaching. Advocacy at each stage is critical to ensuring diaper tax elimination remains in the bill.

	Before Conferees are named	During Conference	After Conference Report Is Released
Key Message	Diapers are a year-round necessity, and relief should not be limited or temporary.	Conferees should prioritize permanent relief for families, not short-term solutions.	The final bill should reflect real, lasting support for families.
What's Happening	Leadership is preparing to appoint conference committee members	Selected legislators will negotiate the final version of the bill	The conference report is sent to both chambers for an up-or-down vote. If adopted, the bill goes to the Governor. If rejected, it may return to conference or fail before session ends.
What to do	- Continue contacting conferees and legislative leadership - Share stories and real-life impacts - Push back on replacing elimination with a tax-free weekend approach - Maintain visibility and urgency	- Prioritize outreach to conference committee members - Call and email conferees directly - Share stories and real-life impacts - Reinforce that diapers are essential every day, not just during a limited tax holiday - Coordinate messaging across partners - Maintain visibility and urgency	- Review whether permanent diaper tax elimination remains - If included, thank lawmakers and support final passage and push for more, including full monibus priorities, like lactation support, doula services, maternal healthcare - If removed, communicate concerns and inform partners, plan during the summer - Prepare for final advocacy steps

DATA SNAPSHOT: DIAPER NEED AND COST



SUMMARY OVERVIEW

As of July 2025, 27 states have eliminated or exempted diapers from the sales tax. The remaining 23 states still tax diapers, with rates generally ranging from about 4 percent to 7 percent, including Mississippi at the higher end. In some states, local jurisdictions may add additional taxes, further increasing the cost



DIAPER COSTS ADD UP QUICKLY

Families spend approximately \$70 to \$100 per month per child on diapers

\$70 to \$100

That equals about \$840 to \$1,200 per year for one child



+1,200

Sales Tax Increases the Burden



Mississippi applies a 7 percent sales tax to diapers.



This adds roughly \$60 to \$80 or more per year per child



Families with multiple children pay even more

Diaper Need Is Widespread

"Diaper need" refers to not having enough diapers to keep a child clean, dry, and healthy.



1 in 2 U.S. families with young children report struggling to afford enough diapers



Children require at least 50 diaper changes per week or 200 diaper changes per month

50

200

No Public Assistance Coverage

- Diapers are not covered by SNAP or WIC
- Families must pay out of pocket regardless of income

Early Childhood Requires High Usage. Infants may need 8 to 12 diapers per day



ADDITIONAL POLICY IMPLICATIONS

- **Health:** Insufficient diapers can lead to diaper rash, skin irritation, and infections. Parents may stretch diaper use longer than recommended due to cost
- **Work and Child Care:** Many child care providers require parents to supply diapers daily. Parents may miss work or school if they cannot provide enough diapers.

Diapers Are a Basic Necessity

Key Message:

- Diapers are essential for child health and daily care and should not be treated as a luxury item.

Talking Points:

- Diapers are required for infants and young children every day
- Families cannot delay or reduce diaper purchases without consequences

Cost Burden on Families

Key Message:

- The diaper tax increases the cost of an already unavoidable expense for families.

Talking Points:

- 1 in 2 U.S. families with young children report struggling to afford enough diapers
- Families spend about \$70 to \$100 per month per child on diapers . That equals \$840 to \$1,200 per year for one child
- Costs increase significantly for families with multiple young children

Economic Security and Household Stability

Key Message:

- Reducing the cost of essentials helps families maintain stability and meet other basic needs.

Talking Points:

- When families spend less on diapers, they have more for food, housing, and transportation
- Parents may miss work or school if they cannot afford enough diapers for child care
- Most child care providers require parents to supply diapers daily
- Lack of diapers can limit access to child care and disrupt employment
- Small savings on recurring costs can have a meaningful impact over time

Tax Fairness and Equity

Key Message:

- Sales taxes place a greater burden on families with lower incomes, especially on essential goods.

Talking Points:

- Sales taxes take a larger share of income from those with fewer resources
- Because diapers are a fixed and necessary cost, the tax disproportionately impacts low-income families
- Removing the tax helps reduce this unequal burden

A Simple, Practical Policy Change

Key Message:

- Eliminating the diaper tax is a straightforward way to provide relief without creating new systems.

Talking Points:

- The policy removes an existing tax rather than creating a new program
- No additional administrative structure is required
- Relief is immediate at the point of purchase
- Many states have already moved to exempt diapers from sales tax

What's at Stake Now

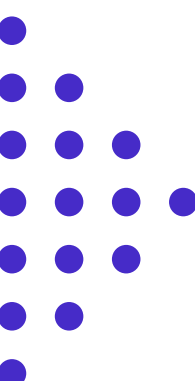
Key Message:

- The diaper tax elimination is still alive, but must be protected through conference.

Talking Points:

- A select group of legislators (conferees) will determine the final version of the bill
- The diaper tax provision could be removed during negotiations
- Families deserve permanent, year-round exemption, not temporary fixes
- This is the key moment to ensure the policy remains in the final bill





SOCIAL MEDIA GRAPHICS AND CAPTIONS

Use the following graphics and captions to help raise awareness, educate your networks, and encourage action. Download and share the graphics [HERE](#).

In solidarity, use the hashtag: **#WipeOuttheDiaperTax**

01

The Issue

Diapers are essential for infant health and daily care, and families must buy them regularly. They are not covered by programs like SNAP or WIC, making them a fully out-of-pocket expense.

02

Why It Matters

Families can spend \$70 to \$100 per month on diapers, and Mississippi's 7 percent sales tax adds even more to that cost. Over time, this creates added pressure on already tight household budgets.

03

Families Need Relief Now

1 in 2 families struggle to afford enough diapers. This can affect child health, access to child care, and a parent's ability to work.

04

Small Change Big Impact

Eliminating the diaper tax is a simple step that reduces costs immediately at the register and helps families better manage everyday expenses.

05

The Ask Is Simple

As final decisions are made, lawmakers should keep diaper tax elimination in the bill to ensure families receive consistent, year-round relief.

06

Take Action

Call or email your representative and senator today. Ask them to keep diaper tax elimination in the final bill. Your voice can help ensure this relief reaches families across Mississippi

TAKE ACTION



PHONE SCRIPT

Hello, my name is [Name], and I am a constituent from [City].

I am calling about SB 2272 and HB4060. I would like to ask [Representative/Senator Name] to support keeping the diaper tax elimination in the final version of the bill as it moves through conference.

[Insert 1-2 sentences about your experience with diaper costs or how this impacts your family/community.]

Diapers are essential for child health and daily care, and removing the sales tax would help reduce costs for families in our community.

Thank you for your time.



CALL/EMAIL

Call (601) 359-3770 or email your representative and senator and ask them to keep diaper tax elimination in the final bill. Identify yourself as a constituent and keep your message short and clear.

SHARE

Share a few sentences about how diaper costs affect your family or community.

Personal experiences help show the real impact of this issue.

ENGAGE

Encourage others to take action by sharing information, posting on social media, or asking your networks to contact their legislators.

TEXT SCRIPT

Hello, I am a constituent reaching out about SB 2272 and HB 4060. I ask that you support keeping the diaper tax elimination in the final version of the bill.

As a parent/community member, I have experienced how diaper costs add up. [Insert 1 sentence about your experience or impact.]

Diapers are a basic necessity, and removing the tax would help reduce costs for families. Thank you for your consideration.



EMAIL SCRIPT

Subject: Support Permanent, Year-Round Diaper Tax Elimination

Dear [Representative/Senator Name],

I am writing as a constituent to ask that you support keeping the diaper tax elimination in SB 2272 and HB 4060 as it moves through conference.

[Insert 2-3 sentences about your experience with diaper costs or why this issue matters to your family or community.]

Diapers are essential for child health and daily care, and removing the state sales tax would help reduce everyday costs and support household stability.

Thank you for your time and consideration.

Sincerely,

[Your Name]

