



Menstrual Hygiene and Diaper Benefit Pilot Program and Survey Memo

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Background:

In 2024, Governor Murphy signed into law P.L. 2024, c.27 to establish a state Work First New Jersey (WFNJ) Menstrual Hygiene and Diaper Benefit Pilot Program. The pilot program, administered by the New Jersey Department of Human Services, was created to assist families in affording necessary diaper and menstrual hygiene products. Through this program, eligible WFNJ households received a monthly \$30 diaper benefit for each child under age three years and a \$14 menstrual hygiene benefit for individuals between the ages of 18 and 50 years.

This program has served over 18,000¹ New Jersey residents between January 2025 and October 2025. The pilot program was authorized for one year, subject to the availability of funding, and the appropriated funds will be expended by the end of October 2025. To assess program impact and better understand the experiences of those receiving the benefit, a survey was administered to participants by the Department of Human Services' Office of Research & Evaluation. The results of this survey are detailed below.

Survey Design:

The survey, which was emailed to participants from July 22-24, 2025, received 492 responses. Survey questions assessed participants' need for diaper and menstrual hygiene products prior to the benefit, after receiving the benefit, and other financial burdens that were alleviated due to the benefit. Participants were also given the opportunity to leave comments to better understand their individual thoughts on the program; quotes from this section are included in the addendum of this memo.

Key Takeaways:

Addressing Need: Survey results showed that prior to the pilot program there was a significant unmet need for diaper and menstrual hygiene products with many participants expressing stress and worry around affordability.

Essential Benefit: Participants largely expressed appreciation for the pilot program with 73% of menstrual hygiene survey respondents and 83% of diaper survey respondents expressing that the program helped in buying products and better addressing the needs of the participants and their children. To many participants, any amount of benefit was essential to affording their costs of living.

¹ 11,333 TANF cases and 6,675 General Assistance cases.

Alleviated Financial Burdens: Participants stated that the benefit alleviated other financial burdens by allowing them to better budget for other essentials such as groceries, other personal hygiene products, and transportation.

Areas of Improvement:

Age Requirements: Since the pilot program covered participants 18-50 years for menstrual products and children under three years for diapers, some participants pointed out that the benefit left out certain age groups. Specifically, individuals with developmental disabilities who may need diapers beyond age three years and many individuals under 18 years who require menstrual hygiene products.

Benefit Amount Shortfalls: While the diaper and hygiene benefit was largely appreciated by participants, many also expressed shortcomings in the benefit amount. For the diaper benefit, parents and caregivers stated that while the \$30 benefit was helpful, diaper costs were often much higher than the benefit amount. Respondents expressed similar sentiments regarding the menstrual hygiene benefit.

Addendum – Quotes from Participants

This section highlights some of the many comments received directly from participants describing their experience receiving the diaper and menstrual hygiene benefit:

"During a time when I didn't know how I would even pay rent let alone provide feminine care products for my two daughters, this benefit helped relieve stress and made it possible for them to function normally during the month. The extra \$14 seriously got us through a tough time."

"Having money for menstrual products even if it does not cover the full cost has allowed me to feel human."

"The benefit helps somebody it has changed in a lot of ways where I don't have to cut back on meals or trying to get gas for my car. It's helped a lot."

"If the benefit were to end, I will have to tighten and redo my household budget like in previous years and go without/delay purchasing other hygiene products or partially pay bills so that I have some extra money. Please consider my family, and so many others in NJ that rely on every penny right now to survive."

"I'm grateful for the help however please consider those who have children with developmental disabilities who are over three and still in diapers."

"The diaper and menstrual product benefit, is a great initiative for low income families. However, I wish the program would offer more financial assistance to help completely cover the monthly cost of diapers and sanitary products."

"I love this program. I really do think it is great, however it's supposed to be for adults over 18 in the household that menstruate but I have an 11 year old that recently got her period and feel like she should be covered by this program as well."

"It has helped there be less month to month stress in paying for my household needs. It does not cover it all. But I am grateful for the help. Thank you for noticing this cost and for trying to help."

"This benefit helps me cover important baby and hygiene needs, reduces my financial stress, and improves my daily life. I am very thankful for this support"

"It was a welcoming surprise to receive the extra benefits and great to know that women's health was of concern to the agency."

Addendum – Budget Details

Program Budget: **\$2,500,000**

Issuance Amount as of September 30, 2025: **\$2,164,971**

Redemption Amount as of September 30, 2025: **\$2,035,235**

Redemption Rate: **94%**