

Belmont University Research Symposium
Faculty—Guidelines for Submitting Departmental Session Abstracts

2017 Belmont Undergraduate Research Symposium

Communication Studies

Moderator: Jeremy Fyke, Ph.D.

April 20, 2017, 7-10 p.m.

JAAC 1034

7:00 p.m. – 8:00 p.m.

No Tax for Tampax: A Corporate Social Responsibility Initiative for Proctor and Gamble

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In the United States, 45 out of 50 states impose a "luxury tax" on tampons. California alone brings in approximately \$20 million per year by profiting off of this tax. This project is premised on the belief that tampons should not be taxed as a "luxury" item seeing as other items such as bags of chips, coffee, and doughnuts, are exempt from tax in certain states. In fact, many women cannot afford tampons, let alone the \$240 extra in tax accumulated in a lifetime.

Therefore, we developed a corporate social responsibility (CSR) initiative called "No Tax for Tampax," for Proctor and Gamble to fit within their current CSR programs. P&G's ongoing CSR demonstrates support for female empowerment with brands like Pantene, Secret, and Always. For example, Always' puberty education program reaches up to 20 million girls a year in 65 countries. The "No Tax for Tampax" initiative's purpose is to raise awareness for the state "luxury" tax on tampons and provide a way for interested parties to be involved in the conversation. The objective is to make this a "trending" topic so that state law makers will vote against this unnecessary tax.

The initiative leverages social media platforms to raise awareness of and generate conversations about the tax. Specifically, using the hashtag "#NoTaxForTampax," users are asked to post a picture of something they would rather spend the \$240 on. In addition, Tampax will ask users to "share" why they believe the tampon tax should be abolished, which will spark conversation among viewers.