

## **HB 5309 — Statewide Tobacco Education and Use Prevention Program**

by Health Care Appropriations and Rep. Grimsley

This bill makes statutory changes to conform to the funding decisions included in the General Appropriations Act for Fiscal Year 2010-2011. Specifically, the bill:

- Revises the comprehensive, statewide tobacco education and use prevention program counter-marketing and advertising campaign to include innovative communication strategies, such as targeting specific audiences who use personal communication devices and frequent social networking websites.
- Changes the term “smoking cessation” to “tobacco-use” throughout the bill.
- Limits the administration and management costs to administer the program to no more than 5 percent.
- Deletes obsolete language related to the Area Health Education Centers.

If approved by the Governor, these provisions take effect July 1, 2010.

*Vote: Senate 38-0; House 119-0*