SENATE BILL NO. 26

INTRODUCED BY M. YAKAWICH, D. LENZ, E. KERR-CARPENTER, J. ETCHART, S. ZINN, G. NIKOLAKAKOS

BY REQUEST OF THE CHILDREN, FAMILIES, HEALTH AND HUMAN SERVICES INTERIM COMMITTEE

A BILL FOR AN ACT ENTITLED: "AN ACT ESTABLISHING THE YOUTH MARIJUANA PREVENTION MEDIA CAMPAIGN PROGRAM; ESTABLISHING REPORTING REQUIREMENTS; AND PROVIDING AN EFFECTIVE DATE AND A TERMINATION DATE."

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MONTANA:

NEW SECTION. **Section 1. Youth marijuana prevention media campaign program.** (1) There is a youth marijuana prevention media campaign program within the department of public health and human services.

(2) Funding for the program may not exceed $1,335,000 in a fiscal year and must be allocated as follows:

(a) not more than $75,000 for baseline research;

(b) not more than $150,000 for campaign development and production;

(c) not more than $1 million for media placement and campaign implementation; and

(d) not more than $110,000 for program staffing.

(3) The youth marijuana prevention media campaign program is managed by the bureau within the department responsible for public health and safety. The bureau shall develop and implement a coordinated, evidence-based, statewide public education campaign addressing the risks of marijuana that targets middle school-age and high school-age youth.

(4) The department of public health and human services shall submit an annual report to the legislature in accordance with 5-11-210 that details:

(a) total funds allocated and expended;

(b) geographic distribution of services and outreach;

(c) number of individuals reached;

(d) public campaign impressions and engagement metrics;

(e) outcome indicators measuring changes in awareness, knowledge, or protective factors where measurable; and

(f) the evidence-based practices or standards used to develop and implement the campaign.

(5) The department of public health and human services may coordinate with other state agencies, local governments, and community organizations to develop messaging, avoid duplication of existing prevention efforts, and support sector-specific implementation across education, health care, youth justice, and community systems.

NEW SECTION. **Section 2. Codification instruction.** [Section 1] is intended to be codified as an integral part of Title 53, chapter 24, and the provisions of Title 53, chapter 24, apply to [section 1].

NEW SECTION. **Section 3. Effective date.** [This act] is effective July 1, 2027.

NEW SECTION. **Section 4. Termination.** [Section 1] terminates June 30, 2030.

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