

By: Representatives Creekmore IV, Lancaster, Thompson To: Drug Policy

HOUSE BILL NO. 231 (As Passed the House)

1 AN ACT TO DIRECT THE STATE DEPARTMENT OF MENTAL HEALTH TO
2 DEVELOP AND IMPLEMENT A COMPREHENSIVE AND STATEWIDE FENTANYL AND
3 DRUG ABUSE EDUCATION, PREVENTION AND CESSATION PROGRAM THAT IS
4 BASED ON SCIENTIFIC DATA AND RESEARCH; TO REQUIRE THAT THE PROGRAM
5 INCLUDE THE FOLLOWING MINIMUM COMPONENTS: THE USE OF MASS MEDIA TO
6 DISCOURAGE THE USE OF FENTANYL AND ABUSE OF OTHER DRUGS AND TO
7 EDUCATE PEOPLE ABOUT THE HEALTH HAZARDS FROM THE USE OF FENTANYL
8 AND ABUSE OF OTHER DRUGS; MATERIALS, CURRICULA AND PROGRAMS THAT
9 MAY BE USED OR IMPLEMENTED IN SCHOOLS AND OTHER LOCATIONS TO
10 EDUCATE YOUTH ABOUT FENTANYL AND OTHER HARMFUL DRUGS AND TO
11 DISCOURAGE THE USE OF FENTANYL AND ABUSE OF OTHER DRUGS; LOCAL
12 COMMUNITY PROGRAMS THAT DISCOURAGE THE USE OF FENTANYL AND ABUSE
13 OF OTHER DRUGS AND INVOLVE COMMUNITY-BASED ORGANIZATIONS IN
14 FENTANYL AND DRUG ABUSE EDUCATION, PREVENTION AND CESSATION
15 PROGRAMS IN THEIR COMMUNITIES; AND PROGRAMS TO ASSIST AND HELP
16 PEOPLE TO STOP USING FENTANYL AND/OR ABUSING OTHER DRUGS; AND FOR
17 RELATED PURPOSES.

18 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MISSISSIPPI:

19 SECTION 1. The State Department of Mental Health shall
20 develop and implement a comprehensive statewide fentanyl and drug
21 abuse education, prevention and cessation program that is based on
22 scientific data and research that have been shown to be effective
23 at accomplishing the purposes of this section. At a minimum, the
24 program shall include the following components:



25 (a) The use of mass media, including paid advertising
26 and other communication tools, to discourage the use of fentanyl
27 and abuse of other drugs and to educate people, especially youth,
28 about the health hazards from the use of fentanyl and abuse of
29 other drugs, which shall be designed to be effective at achieving
30 these goals and shall include, but need not be limited to,
31 television, radio and print advertising, as well as sponsorship,
32 exhibits and other opportunities to raise awareness statewide;

33 (b) Materials, curricula and programs that may be used
34 or implemented in schools and other locations to educate youth
35 about fentanyl and other harmful drugs and to discourage the use
36 of fentanyl and abuse of other drugs, including, but not limited
37 to, materials, curricula and programs that involve youth, educate
38 youth about the health hazards from the use of fentanyl and abuse
39 of other drugs, help youth develop skills to refuse fentanyl and
40 other harmful drugs, and demonstrate to youth how to stop using
41 fentanyl and abusing other drugs;

42 (c) Local community programs, including, but not
43 limited to, youth-based partnerships that discourage the use of
44 fentanyl and abuse of other drugs and involve community-based
45 organizations in fentanyl and drug abuse education, prevention and
46 cessation programs in their communities;

47 (d) Programs to assist and help people to stop using
48 fentanyl and/or abusing other drugs; and



49 (e) A surveillance and evaluation system that monitors
50 program accountability and results, produces publicly available
51 reports that review how monies expended for the program are spent,
52 and includes an evaluation of the program's effectiveness in
53 reducing and preventing the use of fentanyl and abuse of other
54 drugs, and annual recommendations for improvements to enhance the
55 program's effectiveness.

56 **SECTION 2.** This act shall take effect and be in force from
57 and after July 1, 2023.

