

By: Representative Creekmore IV

To: Public Health and Human Services

HOUSE BILL NO. 1206

1 AN ACT TO DIRECT THE STATE DEPARTMENT OF HEALTH TO DEVELOP  
 2 AND IMPLEMENT A COMPREHENSIVE AND STATEWIDE FENTANYL AND DRUG  
 3 ABUSE EDUCATION, PREVENTION AND CESSATION PROGRAM THAT IS BASED ON  
 4 SCIENTIFIC DATA AND RESEARCH; TO REQUIRE THAT THE PROGRAM INCLUDE  
 5 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 Health shall develop and  
 20 implement a comprehensive statewide fentanyl and drug abuse  
 21 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.

