

HOUSE No. 1903

The Commonwealth of Massachusetts

PRESENTED BY:

James M. Cantwell

To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act promoting substance abuse prevention through positive social norms marketing.

PETITION OF:

NAME:

James M. Cantwell

DISTRICT/ADDRESS:

4th Plymouth

HOUSE No. 1903

By Mr. Cantwell of Marshfield, a petition (accompanied by bill, House, No. 1903) of James M. Cantwell that the Department of Public Health establish a positive social norms marketing public school grant program. Public Health.

The Commonwealth of Massachusetts

**In the One Hundred and Eighty-Ninth General Court
(2015-2016)**

An Act promoting substance abuse prevention through positive social norms marketing.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 SECTION 1. Chapter 111 of the General Laws, as appearing in the 2012 Official Edition,
2 is hereby amended by adding after section 229 the following section:-

3 Section 230. Positive Social Norms Marketing

4 The department of public health in cooperation with the department of education shall
5 establish a grant program, subject to appropriation, to be known as the Positive Social Norms
6 Marketing Program, for the purpose of providing grants to school districts to fund evidence-
7 based positive social norms marketing campaigns in elementary and secondary schools. The
8 department of public health shall establish guidelines governing the positive social norms
9 campaigns.