

ESB 5906 - H AMD 1267

By Representative Macri

ADOPTED 03/06/2024

1 Strike everything after the enacting clause and insert the
2 following:

3 "NEW SECTION. **Sec. 1.** A new section is added to chapter 43.70
4 RCW to read as follows:

5 (1) The department shall develop, implement, and maintain a
6 statewide drug overdose prevention and awareness campaign to address
7 the drug overdose epidemic.

8 (2) (a) The campaign must educate the public about the dangers of
9 methamphetamines and opioids, including fentanyl, and the harms
10 caused by drug use. The campaign must include outreach to both youth
11 and adults aimed at preventing substance use and overdose deaths.

12 (b) The department, in consultation with the health care
13 authority, may also include messaging focused on substance use
14 disorder and overdose death prevention, resources for addiction
15 treatment and services, and information on immunity for people who
16 seek medical assistance in a drug overdose situation pursuant to RCW
17 69.50.315.

18 (3) The 2024 and 2025 campaigns must focus on increasing the
19 awareness of the dangers of fentanyl and other synthetic opioids,
20 including the high possibility that other drugs are contaminated with
21 synthetic opioids and that even trace amounts of synthetic opioids
22 can be lethal.

23 (4) Beginning June 30, 2025, and each year thereafter, the
24 department must submit a report to the appropriate committees of the
25 legislature on the content and distribution of the statewide drug
26 overdose prevention and awareness campaign. The report must include a
27 summary of the messages distributed during the campaign, the mediums
28 through which the campaign was operated, and data on how many
29 individuals received information through the campaign. The department
30 must identify measurable benchmarks to determine the effectiveness of
31 the campaign and recommend whether the campaign should continue and

1 if any changes should be made to the campaign. The report must be
2 submitted in compliance with RCW 43.01.036.

3 NEW SECTION. **Sec. 2.** If specific funding for the purposes of
4 this act, referencing this act by bill or chapter number, is not
5 provided by June 30, 2024, in the omnibus appropriations act, this
6 act is null and void."

7 Correct the title.

EFFECT: Requires the Department of Health (DOH) to consult with the Health Care Authority on possible additional messaging. Specifies that the 2024 and 2025 campaigns include specific information regarding dangers associated with synthetic opioids and that the report be submitted electronically. Directs DOH to identify measurable benchmarks to determine the effectiveness of the campaign and recommend whether the campaign should continue and if any changes should be made.

Replaces references to "education" with "awareness" and a reference to "drug addiction" with "substance use disorder."

Removes the:

- (1) Condition that the requirements are subject to the availability of amounts appropriated;
- (2) Specification that the campaign be ongoing;
- (3) Requirement for DOH to conduct a feasibility study;
- (4) Expiration date for the statewide drug overdose prevention and awareness campaign;
- (5) Intent section; and
- (6) Effective date section.

Adds a null and void clause, making the bill null and void unless funded in the budget.

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