



House of Representatives

General Assembly

File No. 457

February Session, 2024

Substitute House Bill No. 5425

House of Representatives, April 11, 2024

The Committee on Public Health reported through REP. MCCARTHY VAHEY of the 133rd Dist., Chairperson of the Committee on the part of the House, that the substitute bill ought to pass.

AN ACT CONCERNING MEN'S HEALTH.

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. (NEW) (*Effective July 1, 2024*) (a) The Commissioner of
2 Public Health shall develop and implement a public awareness and
3 educational campaign to promote community-based screening and
4 education for common diseases affecting high-risk male populations,
5 including, but not limited to, colorectal cancer, prostate cancer,
6 hypertension, diabetes, high cholesterol, chronic obstructive pulmonary
7 disease, asthma, infectious diseases, depression and anxiety. The
8 commissioner may contract with local, community-based organizations
9 and community health workers to implement the public awareness and
10 educational campaign.

11 (b) Not later than January 1, 2025, and annually thereafter, the
12 commissioner shall report to the joint standing committee of the General
13 Assembly having cognizance of matters relating to public health
14 regarding the public awareness and educational campaign.

This act shall take effect as follows and shall amend the following sections:		
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Section 1	<i>July 1, 2024</i>	New section
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PH *Joint Favorable Subst.*

The following Fiscal Impact Statement and Bill Analysis are prepared for the benefit of the members of the General Assembly, solely for purposes of information, summarization and explanation and do not represent the intent of the General Assembly or either chamber thereof for any purpose. In general, fiscal impacts are based upon a variety of informational sources, including the analyst's professional knowledge. Whenever applicable, agency data is consulted as part of the analysis, however final products do not necessarily reflect an assessment from any specific department.

OFA Fiscal Note

State Impact:

Agency Affected	Fund-Effect	FY 25 \$	FY 26 \$
Public Health, Dept.	GF - Cost	500,000	480,000

Note: GF=General Fund

Municipal Impact: None

Explanation

This bill is anticipated to cost the Department of Public Health (DPH) approximately \$500,000 in FY 25, and \$480,000 in FY 26 and each fiscal year thereafter, to implement an on-going public awareness and educational campaign. A marketing, media, and public relations creative consultant is needed, at a one-time cost in FY 25 of \$20,000, to develop campaign materials. Purchasing radio and social media advertising space throughout Connecticut, and tracking the campaign's impact through engagement metrics, will cost the department an estimated \$480,000 annually.

The Out Years

The fiscal impact identified above will continue into the future subject to inflation.

OLR Bill Analysis

sHB 5425

AN ACT CONCERNING MEN'S HEALTH.

SUMMARY

This bill requires the public health commissioner to create and implement a public awareness and educational campaign promoting community-based screening and education for common diseases (e.g., colorectal or prostate cancer, hypertension, diabetes, high cholesterol, chronic obstructive pulmonary disease, asthma, infectious diseases, depression, and anxiety) affecting high-risk male populations.

The bill allows the commissioner to contract with local, community-based organizations and community health workers to implement the campaign. She must annually report on it to the Public Health Committee, starting by January 1, 2025.

EFFECTIVE DATE: July 1, 2024

COMMITTEE ACTION

Public Health Committee

Joint Favorable Substitute

Yea 36 Nay 0 (03/22/2024)