

OFFICE OF FISCAL ANALYSIS

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sHB-5425

AN ACT CONCERNING MEN'S HEALTH.

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.

Primary Analyst: RDP
Contributing Analyst(s):
Reviewer: PR

4/10/24