

April 30, 2010

The Conference Committee Amendment for HB 5309, relating to Statewide Tobacco Education and Use Prevention Program:

- Revises the comprehensive, statewide tobacco education and use prevention program counter-marketing and advertising campaign to include innovative communication strategies, such as targeting specific audiences who use personal communication devices and frequent social networking websites.
- Changes the term “smoking cessation” to “tobacco-use” throughout the bill.
- Limits the administration and management costs to administer the program to no more than 5 percent.
- Deletes obsolete language related to the Area Health Education Centers.
- The bill has an effective date of July 1, 2010.