

State of Minnesota

H. F. No. 1852

2.1 (c) To the extent funds remain available for this purpose, the commissioner shall
2.2 implement an initial statewide public information campaign using the developed program
2.3 materials. The campaign must include culturally specific messages and the development of
2.4 a community digital public forum. These messages may be disseminated by television and
2.5 radio public service announcements, social media and digital advertising, print materials
2.6 or other means.

2.7 (d) The commissioner may contract with one or more third parties to initially implement
2.8 some or all of the public information campaign, provided the contracted third party has
2.9 prior experience promoting Alzheimer's awareness and the contract is awarded through a
2.10 competitive process. The public information campaign must be implemented by July 1,
2.11 2025.

2.12 (e) By June 30, 2026, the commissioner shall report to the chairs and ranking minority
2.13 members of the legislative committees and divisions with jurisdiction over public health or
2.14 aging on the development of the program materials and initial implementation of the public
2.15 information campaign, including how and where the funds appropriated for this purpose
2.16 were spent.

2.17 Sec. 2. **APPROPRIATION.**

2.18 \$500,000 in fiscal year 2024 is appropriated from the general fund to the commissioner
2.19 of health for the purpose of developing and placing online program materials for and initial
2.20 implementation of the Alzheimer's public information campaign in section 1 and is available
2.21 until June 30, 2026. Of this amount, no more than \$..... is for the reporting requirement
2.22 under section 1, paragraph (e).