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State of Minnesota

HOUSE OF REPRESENTATIVES

NINETY-SECOND SESSION

H. F. No. 313

01/25/2021 Authored by Lee, Christensen, Theis, Morrison, Edelson and others
The bill was read for the first time and referred to the Committee on Health Finance and Policy

1.1 A bill for an act
1.2 relating to health; establishing an Alzheimer's public information program;
1.3 appropriating money; proposing coding for new law in Minnesota Statutes, chapter
1.4 145.

1.5 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

1.6 Section 1. [145.133] ALZHEIMER'S PUBLIC INFORMATION PROGRAM.

1.7 (a) The commissioner of health shall design and implement an ongoing statewide public
1.8 information program that:

1.9 (1) promotes the benefits of early detection and the importance of discussing cognition
1.10 with a health care provider;

1.11 (2) outlines the benefits of cognitive testing, the early warning signs of cognitive
1.12 impairment, and the difference between normal cognitive aging and dementia; and

1.13 (3) provides awareness of Alzheimer's disease and other dementias.

1.14 (b) The program must include messages directed at the general population, as well as
1.15 messages designed to reach underserved communities including but not limited to rural
1.16 populations, Native and Indigenous communities, and communities of color. The program
1.17 shall include culturally specific messages and the development of a community digital public
1.18 forum. These messages may be disseminated by television and radio public service
1.19 announcements, social media and digital advertising, print materials or other means.

1.20 (c) The Minnesota Department of Health may contract with one or more third parties to
1.21 carry out some or all of the program, provided the contracted third party has prior experience

2.1 promoting Alzheimer's awareness and the contract is awarded through a competitive process.

2.2 The program must be developed by July 1, 2023.

2.3 Sec. 2. **APPROPRIATION.**

2.4 \$250,000 in fiscal year 2022 is appropriated from the general fund to the commissioner

2.5 of health for the purpose of the Alzheimer's public information program in section 1.