

**HOUSE . . . . . No. 1903**

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**The Commonwealth of Massachusetts**

PRESENTED BY:

***James M. Cantwell***

*To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:*

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act promoting substance abuse prevention through positive social norms marketing.

PETITION OF:

NAME:	DISTRICT/ADDRESS:	DATE ADDED:
<i>James M. Cantwell</i>	<i>4th Plymouth</i>	<i>1/16/2015</i>

**HOUSE . . . . . No. 1903**

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By Mr. Cantwell of Marshfield, a petition (accompanied by bill, House, No. 1903) of James M. Cantwell that the Department of Public Health be directed to establish a positive social norms marketing public school grant program. Public Health.

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**The Commonwealth of Massachusetts**

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**In the One Hundred and Eighty-Ninth General Court  
(2015-2016)**  
\_\_\_\_\_

An Act promoting substance abuse prevention through positive social norms marketing.

*Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:*

1           SECTION 1. Chapter 111 of the General Laws, as appearing in the 2012 Official Edition,  
2 is hereby amended by adding after section 229 the following section:-

3           Section 230. Positive Social Norms Marketing

4           The department of public health in cooperation with the department of education shall  
5 establish a grant program, subject to appropriation, to be known as the Positive Social Norms  
6 Marketing Program, for the purpose of providing grants to school districts to fund evidence-  
7 based positive social norms marketing campaigns in elementary and secondary schools. The  
8 department of public health shall establish guidelines governing the positive social norms  
9 campaigns.