

# HOUSE . . . . . No. 1135

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## The Commonwealth of Massachusetts

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PRESENTED BY:

***James M. Cantwell***

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*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 supporting school-based substance use prevention through evidenced-based positive social norms marketing.

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PETITION OF:

NAME:	DISTRICT/ADDRESS:	DATE ADDED:
<i>James M. Cantwell</i>	<i>4th Plymouth</i>	<i>1/17/2017</i>
<i>Thomas J. Calter</i>	<i>12th Plymouth</i>	<i>1/27/2017</i>
<i>Josh S. Cutler</i>	<i>6th Plymouth</i>	<i>2/3/2017</i>
<i>Jonathan Hecht</i>	<i>29th Middlesex</i>	<i>1/27/2017</i>

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By Mr. Cantwell of Marshfield, a petition (accompanied by bill, House, No. 1135) of James M. Cantwell and others 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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[SIMILAR MATTER FILED IN PREVIOUS SESSION  
SEE HOUSE, NO. 1903 OF 2015-2016.]

## The Commonwealth of Massachusetts

\_\_\_\_\_  
In the One Hundred and Ninetieth General Court  
(2017-2018)  
\_\_\_\_\_

An Act supporting school-based substance use prevention through evidenced-based 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 is hereby amended by adding after section  
2   229 the following section:-

3           Section 230. Preventing Substance Abuse through 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.