

HOUSE No.

The Commonwealth of Massachusetts

PRESENTED BY:

Joseph D. McKenna and John J. Marsi

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 protecting Pregnancy Resource Centers from taxpayer funded negative ad campaigns.

PETITION OF:

NAME:	DISTRICT/ADDRESS:	DATE ADDED:
<i>Joseph D. McKenna</i>	<i>18th Worcester</i>	<i>1/17/2025</i>
<i>John J. Marsi</i>	<i>6th Worcester</i>	<i>1/17/2025</i>

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[Pin Slip]

The Commonwealth of Massachusetts

**In the One Hundred and Ninety-Fourth General Court
(2025-2026)**

An Act protecting Pregnancy Resource Centers from taxpayer funded negative ad campaigns.

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 2022 Official Edition,
2 is hereby amended by adding the following section:

3 Section 51B ½.

4 (a) All state agencies shall cease funding ad campaigns which dissuade pregnant women
5 from choosing pregnancy resource centers to assist with their pregnancy.

6 (b) For the purposes of this section, the following terms shall have the following
7 meanings:

8 “Pregnancy Resource Center”, any organization that is a pregnancy resource center,
9 pregnancy help center or organization, or pregnancy medical center, that:

10 (i) supports expectant mothers in promoting pregnancy equity; and

11 (ii) offers resources and services to mothers, fathers, and families, including, but not
12 limited to ,relationship counseling, prenatal and pregnancy education, pregnancy testing, diapers,
13 baby clothes, or material supports.

14 “Ad campaign”, any advertisement, including, but not limited to, those on billboards,
15 buses, trains, garbage cans, television commercials, and social media, which dissuade pregnant
16 women from choosing pregnancy resource centers to assist with their pregnancy.

17 (c) All state agencies shall suspend negative ad campaigns against pregnancy resource
18 centers, which dissuade pregnant women from choosing pregnancy resource centers to assist
19 with their pregnancy in the commonwealth. Any agency, including, but not limited to the
20 department of public health, that provides or oversees services for the wellbeing of pregnant
21 mothers, shall equally promote all facilities serving such needs, including, but not limited to,
22 pregnancy resource centers and licensed medical facilities.

23 (d) All existing state laws or regulations in conflict with this section shall be
24 unenforceable under state law.

25 SECTION 2. This act shall take effect 90 days after passage.