

SENATE No. 1593

The Commonwealth of Massachusetts

PRESENTED BY:

Patrick M. O'Connor

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.

PETITION OF:

NAME:

Patrick M. O'Connor

DISTRICT/ADDRESS:

First Plymouth and Norfolk

SENATE No. 1593

By Mr. O'Connor, a petition (accompanied by bill, Senate, No. 1593) of Patrick M. O'Connor for legislation to support school-based substance use prevention through evidenced-based positive social norms marketing. Public Health.

[SIMILAR MATTER FILED IN PREVIOUS SESSION
SEE SENATE, NO. 1437 OF 2023-2024.]

The Commonwealth of Massachusetts

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

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.