

**SENATE . . . . . No.**

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**The Commonwealth of Massachusetts**

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PRESENTED BY:

*Patrick M. O'Connor*

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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.

\_\_\_\_\_

PETITION OF:

NAME:

*Patrick M. O'Connor*

DISTRICT/ADDRESS:

*First Plymouth and Norfolk*

**SENATE . . . . . No.**

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[Pin Slip]

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[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.