

LEGISLATIVE FISCAL ESTIMATE
ASSEMBLY, No. 2410
STATE OF NEW JERSEY
220th LEGISLATURE

DATED: JULY 31, 2023

SUMMARY

Synopsis: "HOPE Initiative Act;" requires establishment of public awareness campaign to educate citizens about dangers and causes of, and appropriate responses to, heroin and opioid addiction.

Type of Impact: Annual increase in State expenditures.

Agencies Affected: Department of Human Services.

Office of Legislative Services Estimate

Fiscal Impact	<u>Year 1</u>	<u>Year 2 and Thereafter</u>
State Cost Increase	\$1 million to \$2 million	Up to \$4 million

- The Office of Legislative Services (OLS) determines that annual State expenditures will increase by approximately \$1 million to \$2 million the first year the bill is in effect and up to \$4 million in subsequent years for the Department of Human Services to establish and implement a public education and awareness campaign concerning heroin and opioid addiction.
- The OLS notes the department’s costs may increase after the first year of the Heroin and Opioid Drug Public Education (HOPE) Initiative, in order to convene an annual focus group and conduct a household survey to gauge the effectiveness of the initiative, refine the campaign’s messaging as necessary, and ensure the widespread dissemination of information required under the bill.

BILL DESCRIPTION

This bill requires the Division of Mental Health and Addiction Services in the Department of Human Services to establish and oversee the “Heroin and Opioid Drug Public Education (HOPE) Initiative,” which is to be a public awareness and education campaign concerning the dangers and causes of, and the appropriate responses to, heroin and opioid addiction. Under the bill, the division will work in consultation with the Governor’s Council on Alcoholism and Drug Abuse,

the Partnership for a Drug-Free New Jersey, and, as appropriate, the federal Drug Enforcement Administration, to develop, coordinate, implement, and oversee the HOPE Initiative.

The bill stipulates that the department will employ a broad spectrum of media as part of the HOPE Initiative, including social media and non-traditional forms of media, and to disseminate information using culturally and linguistically appropriate means, in a manner that demonstrates respect for individual dignity and cultural differences.

On at least an annual basis, the division will convene one or more focus groups and conduct a survey of households in the State, in order to gauge the effectiveness of the HOPE Initiative. Based on the information gathered through these means, the division will refine or improve the information disseminated through the initiative, in order to ensure that the initiative has the greatest positive impact on target audiences.

FISCAL ANALYSIS

EXECUTIVE BRANCH

None received.

OFFICE OF LEGISLATIVE SERVICES

The OLS determines that annual State expenditures will increase by approximately \$1 million to \$2 million the first year the bill is in effect and up to \$4 million in subsequent years for the Department of Human Services to establish and implement a public education and awareness campaign concerning heroin and opioid addiction, as required under the bill. This estimate is based on expenditures for the department's public awareness campaign concerning the ReachNJ addiction treatment hotline, which appears to be similar in scope to that proposed for the HOPE Initiative.

The OLS notes the department's costs may increase after the first year of the HOPE Initiative, in order to convene an annual focus group and conduct a household survey to gauge the effectiveness of the initiative, refine the campaign's messaging as necessary, and ensure the widespread dissemination of information required under the bill.

Section: *Human Services*

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This legislative fiscal estimate has been produced by the Office of Legislative Services due to the failure of the Executive Branch to respond to our request for a fiscal note.

This fiscal estimate has been prepared pursuant to P.L.1980, c.67 (C.52:13B-6 et seq.).