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By: **Delegates Nathan-Pulliam, Benson, Bobo, Branch, Burns, Cane, C. Davis, Dobson, Dypski, Fulton, Gladden, Harrison, Hill, Howard, A. Jones, V. Jones, Kirk, Krysiak, Marriott, Menes, Montague, Morhaim, Oaks, Paige, Patterson, Phillips, Proctor, and Turner**

Introduced and read first time: February 7, 2001  
Assigned to: Environmental Matters

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A BILL ENTITLED

1 AN ACT concerning

2 **HIV and AIDS - Media Education Campaign for Teenagers and Young Adults**

3 FOR the purpose of establishing the HIV and AIDS Media Education Campaign for  
4 Teenagers and Young Adults in the Department of Health and Mental Hygiene;  
5 providing for the purpose of the Campaign; requiring the Campaign to develop  
6 or adopt certain public service announcements on HIV and AIDS prevention;  
7 requiring the Campaign to target young adults in certain geographic regions;  
8 providing for the funding of the Campaign; requiring the Department to adopt  
9 regulations implementing the Campaign; and generally relating to the HIV and  
10 AIDS Media Education Campaign for Teenagers and Young Adults.

11 BY adding to  
12 Article - Health - General  
13 Section 18-340  
14 Annotated Code of Maryland  
15 (2000 Replacement Volume)

16 Preamble

17 WHEREAS, Teenagers and young adults are the fastest growing population  
18 becoming infected with HIV; and

19 WHEREAS, Baltimore City has substantially higher HIV and AIDS prevalence  
20 rates than the other jurisdictions in the State; and

21 WHEREAS, Baltimore County and Prince George's County have relatively high  
22 HIV and AIDS prevalence rates; and

23 WHEREAS, Efforts must be made to demolish the pandemic and epidemic  
24 status of HIV and AIDS in this State; now, therefore,

1 SECTION 1. BE IT ENACTED BY THE GENERAL ASSEMBLY OF  
2 MARYLAND, That the Laws of Maryland read as follows:

3 **Article - Health - General**

4 18-340.

5 (A) IN THIS SECTION, "CAMPAIGN" MEANS THE HIV AND AIDS MEDIA  
6 EDUCATION CAMPAIGN FOR TEENAGERS AND YOUNG ADULTS.

7 (B) THERE IS AN HIV AND AIDS MEDIA EDUCATION CAMPAIGN FOR  
8 TEENAGERS AND YOUNG ADULTS IN THE DEPARTMENT.

9 (C) THE PURPOSE OF THE CAMPAIGN IS TO PREVENT THE SPREAD OF HIV AND  
10 AIDS BY EDUCATING YOUNG ADULTS AND TEENAGERS ON THE TRANSMISSION OF  
11 HIV AND AIDS.

12 (D) THE CAMPAIGN SHALL DEVELOP AND IMPLEMENT PUBLIC SERVICE  
13 ANNOUNCEMENTS TARGETED TOWARDS TEENAGERS AND YOUNG ADULTS ON  
14 METHODS OF PREVENTING THE SPREAD OF HIV AND AIDS.

15 (E) IN ADDITION TO THE REQUIREMENTS OF SUBSECTION (D), THE CAMPAIGN  
16 MAY ADOPT EXISTING PUBLIC SERVICE ANNOUNCEMENTS TARGETED TOWARDS  
17 TEENAGERS AND YOUNG ADULTS ON METHODS OF PREVENTING THE SPREAD OF HIV  
18 AND AIDS.

19 (F) PUBLIC SERVICE ANNOUNCEMENTS DEVELOPED OR ADOPTED UNDER  
20 THIS SECTION SHALL PROVIDE INFORMATION ON THE METHODS OF TRANSMITTING  
21 HIV, INCLUDING:

22 (1) UNPROTECTED SEX;

23 (2) TATTOOS; AND

24 (3) BODY PIERCING.

25 (G) PUBLIC SERVICE ANNOUNCEMENTS DEVELOPED OR ADOPTED UNDER  
26 THIS SECTION SHALL BE USED FOR:

27 (1) RADIO;

28 (2) TELEVISION;

29 (3) BILLBOARDS;

30 (4) BUSES; AND

31 (5) POSTERS TO BE DISPLAYED IN SCHOOLS.

32 (H) THE CAMPAIGN SHALL TARGET TEENAGERS AND YOUNG ADULTS IN  
33 BALTIMORE CITY, BALTIMORE COUNTY, AND PRINCE GEORGE'S COUNTY.

1 (I) THE DEPARTMENT MAY ISSUE A REQUEST FOR PROPOSAL, DISTRIBUTE A  
2 GRANT, OR ENTER INTO A CONTRACT TO IMPLEMENT THIS SECTION.

3 (J) THE DEPARTMENT SHALL ADOPT REGULATIONS NECESSARY TO  
4 IMPLEMENT THIS SECTION.

5 SECTION 2. AND BE IT FURTHER ENACTED, That the campaign established  
6 under the provisions of this Act shall be funded as provided for in the State budget.

7 SECTION 3. AND BE IT FURTHER ENACTED, That this Act shall take effect  
8 October 1, 2001.