

Department of Legislative Services
Maryland General Assembly
2004 Session

FISCAL AND POLICY NOTE
Revised

House Bill 1274

(Delegate Menes, *et al.*)

Health and Government Operations

Education, Health, and Environmental Affairs

Public Health - Fetal Alcohol Syndrome Prevention - Public Awareness Campaign

This bill provides that, to the extent funds are available, the Secretary of Health and Mental Hygiene, working with other State agencies, must establish and promote a statewide public education campaign on fetal alcohol syndrome (FAS) and other effects of prenatal alcohol exposure. The campaign must: (1) reach out to the general public and high-risk populations; (2) disseminate FAS information through written materials, television, radio, posters, or any other medium; (3) distribute free informational materials to prenatal clinics and establishments that serve alcoholic beverages; and (4) include any other appropriate matter. The Secretary will, on request, receive aid or information from any State agency or political subdivision; may request the services of interested advocacy groups; and may contract for necessary services.

Fiscal Summary

State Effect: General fund expenditures could increase by \$251,100 in FY 2005 as the FAS public education campaign begins. Future years reflect the public education campaign activities peaking in FY 2006 and FY 2007. No effect on general fund revenues.

(in dollars)	FY 2005	FY 2006	FY 2007	FY 2008	FY 2009
Revenues	\$0	\$0	\$0	\$0	\$0
GF Expenditure	251,100	522,100	496,400	225,400	229,700
Net Effect	(\$251,100)	(\$522,100)	(\$496,400)	(\$225,400)	(\$229,700)

Note:() = decrease; GF = general funds; FF = federal funds; SF = special funds; - = indeterminate effect

Local Effect: None.

Small Business Effect: None.

Analysis

Background: FAS is listed as a nutritional risk factor for infants and children receiving benefits from the federal Special Supplemental Nutrition Program for Women, Infants, and Children (WIC Program).

Between 3 and 22 live births out of every 10,000 live births in the U.S. are affected by FAS. Signs of FAS may include: small head circumference and brain size; small teeth with faulty enamel; heart defects; deformities of joints, limbs, and fingers; slow physical growth after birth; difficulties seeing; mental retardation and delayed development; and abnormal behavior such as a short attention span, hyperactivity, poor impulse control, extreme nervousness, and anxiety.

State Expenditures: General fund expenditures could increase by an estimated \$251,073 in fiscal 2005, which accounts for the bill's October 1, 2004 effective date. This estimate reflects a one-time \$150,000 cost to do market research, message development, and materials design for the mass media campaign. It also includes \$37,500 for mass media campaign activities (such as radio and television advertisements, billboards, and posters) and \$18,750 for printing educational materials and a resource directory. Finally, it includes the cost of hiring one community health educator to staff the program (one part-time contractual secretary begins in fiscal 2006). It includes salaries, fringe benefits, one-time start-up costs, and ongoing operating expenses.

Media Campaign Research/Development	\$150,000
Salaries and Fringe Benefits	39,490
Mass Media Campaign	37,500
Printing Costs	18,750
Operating Expenses	<u>5,333</u>
Total FY 2005 State Expenditures	\$251,073

Future year expenditures reflect:

- \$200,000 in mass media campaign expenditures in fiscal 2006 and 2007, down to \$60,000 in fiscal 2008 and 2009;
- \$100,000 in fiscal 2006 and fiscal 2007 for a program evaluation consultant to evaluate the program's effectiveness;
- \$50,000 for distributing materials to prenatal clinics and businesses that sell alcoholic beverages in fiscal 2006 and 2007, down to \$40,000 in fiscal 2008 and 2009;

- \$50,000 in printing costs for educational materials and a resource directory in fiscal 2006 and annually thereafter;
- \$25,000 in fiscal 2006 to develop a resource directory toll-free telephone line;
- \$25,000 for promotional materials for establishments that serve alcoholic beverages, such as T-shirts, tote bags, and other free giveaways;
- a full salary with 4.6% annual increases and 3% employee turnover for the full-time community health educator, and 4.6% annual increases and 6.8% employee turnover for the part-time contractual secretary; and
- 1% annual increases in ongoing operating expenses.

Additional Information

Prior Introductions: None.

Cross File: None.

Information Source(s): Department of Human Resources, Mayo Foundation for Medical Education and Research, Department of Health and Mental Hygiene, Department of Legislative Services

Fiscal Note History: First Reader - March 9, 2004
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