



March 10<sup>th</sup>, 2026

Testimony of Laura Hale  
American Heart Association  
Unfavorable HB 1133 Public Health - Drug Manufacturer-Funded Disease Awareness Campaigns -  
Registration and Required Disclosure

Dear Chair Bagnall, Vice Chair Cullison, and Honorable Members of the Health Committee,

Thank you for your time and consideration. The American Heart Association expresses concern about the unintended burden created by HB 1133 and the barriers it would create to public health campaigns. My name is Laura Hale and I am the Director of Government Relations for the American Heart Association.

The American Heart Association is funded by a broad mix of sources — individuals, foundations, corporations, and government grants. No single funder directs our work or our policy positions. These many resources fund a variety of disease awareness campaigns as outlined in the bill and include funding from pharmaceutical device manufacturers and drug developers. These funds are some of many that are essential for our work on hypertension and other disease awareness. We do not support a single pharmaceutical or brand of device. We understand the need for transparency but are concerned about what this legislation would mean for our work. Given the burdens that the requirement would impose, we and other disease prevention organizations might have to limit campaigns to raise awareness which could be *more harmful* to public health.

The bill would impose significant new administrative and operational burdens on patient advocacy organizations by requiring them to determine whether manufacturer funders are developing, manufacturing, or marketing products related to each campaign; register every disease awareness activity in advance, including routine or time sensitive communications; add mandated disclosures to all public facing materials when applicable; and build new systems, staffing, and compliance processes to track funder relationships, product pipelines, registrations, and disclosure requirements.

For nonprofits with limited capacity, these obligations would substantially complicate and delay our ability to deliver timely, accurate public health education. This would take time away from educating the public to create an entire system to report to the state.

The American Heart Association respectfully asks for an unfavorable report on HB 1133.