



HOUSE COMMITTEE ON APPROPRIATIONS

FISCAL NOTE

HOUSE BILL NO. 2533

PRINTER'S NO. 3757

PRIME SPONSOR: Probst

COST / (SAVINGS)

FUND	FY 2024/25	FY 2025/26
General Fund	\$0 See Fiscal Impact	\$0 See Fiscal Impact

SUMMARY:

This legislation requires the Department of Human Services to implement a public awareness campaign to increase public understanding and engagement with the 988 suicide and crisis lifeline.

ANALYSIS:

House Bill 2533 Printer's Number 3757 requires the Department of Human Services (DHS) to implement a campaign to increase public understanding and engagement with the 988 suicide and crisis lifeline no later than 180 days after the effective date of this legislation.

To administer this campaign, DHS will utilize a variety of materials and resources, including print media, social media, posters, and displays. DHS may utilize existing materials and resources, including 988-related materials and resources developed by the federal government.

Within 180 days of the effective date of this legislation, DHS will submit an initial report to the Health and Human Services Committee of the Senate and the Human Services Committee of the House of Representatives. This report will include information on the efforts DHS made to raise awareness of the 988 suicide and crisis lifeline. Within one year of the submission of the initial report, DHS will submit an updated report that includes updated statistics and information on new campaigns or initiatives aimed at raising awareness.

FISCAL IMPACT:

Public Awareness Campaign

DHS is currently operating a public awareness campaign for the 988 suicide and crisis lifeline. The cost of the current public awareness campaign totals approximately \$500,000, which has been fully funded with federal funds. DHS anticipates that any subsequent public awareness campaign will cost approximately the same amount, and federal funds will be available to fully cover that cost in Fiscal Year 2024/25 and Fiscal Year 2025/26. Therefore, no fiscal impact is expected to state General Funds for Fiscal Year 2024/25 or 2025/26.

Initial and Updated Reports

DHS may incur increased administrative costs to prepare the initial and updated reports required under this legislation. However, any increase in costs is expected to be nominal and can likely be covered by DHS' current appropriations.

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House Appropriations Committee (D)

**DATE:** October 22, 2024

*Estimates are calculated using the best information available. Actual costs and revenue impact incurred may vary from estimates.*