

Department of Planning and Budget 2003 Fiscal Impact Statement

1. **Bill Number** HB 1844

House of Origin ☐ Introduced ☐ Substitute ☒ Engrossed

Second House ☐ In Committee ☐ Substitute ☐ Enrolled

2. **Patron** Reese, G.

3. **Committee** Health, Welfare and Institutions

4. **Title** Adoption Awareness Campaign

5. **Summary/Purpose:** This bill amends the Code of Virginia by adding § 2.2-213.1, to require the Secretary of Health and Human Resources to conduct an adoption awareness campaign. The campaign, as required in the amended bill, will expand the public's awareness of the benefits of adoption and promote adoption as a positive alternative to abortion. The campaign must include the dissemination of information to the public about the number of children in the Commonwealth who need permanent families and experiences of adoptive families. The information provided shall be in the form of brochures, posters, and public service advertisements to be provided via television, radio, print media, and the Internet.

6. **Fiscal impact estimates are preliminary.**

6a. Expenditure Impact:

<i>Fiscal Year</i>	<i>Dollars</i>	<i>Positions</i>	<i>Fund</i>
2003-04	250,000	-	GF
2004-05	250,000	-	GF

7. **Budget amendment necessary:** Yes, Item 355.

8. **Fiscal implications:** The multi-faceted campaign proposed by the Department of Social Services (DSS), would include television, radio, brochures, and posters. The department does not have sufficient staff for the necessary technical expertise to achieve the goals of this legislation. Therefore, the department would contract with professional marketing and advertising consultants to perform the adoption awareness campaign. Based on prior experience, it is estimated that it would cost about \$250,000 to secure these services. Because the bill does not have a sunset clause, the fiscal impact statement assumes that an adoption campaign will be an on-going annual effort.

9. **Specific agency or political subdivisions affected:**

Virginia Department of Social Services
Virginia Department of Health
Local departments of social services
Local departments of health

10. **Technical amendment necessary:** None

11. Othercomments: None

Date:01/20/03/kwm

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cc:SecretaryofHealthandHumanResources