

## 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** Passed Both Houses

4. **Title** Adoption Awareness Campaign

5. **Summary/Purpose:** The Secretary of Health and Human Resources shall conduct an adoption awareness campaign to expand the public's awareness of the benefits of adoption and to promote adoption as a positive alternative to abortion. The campaign must include the dissemination to the public of information about the number of children in the Commonwealth who need permanent families and the experiences of adoptive families in the form of brochures, posters and public service advertisements for television, radio and print media and through the Internet as defined in § 58.1-602.

6. **Fiscal impact estimates are final.**

**Expenditure Impact:**

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

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 at least \$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:**03/03/03/kwm

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cc:SecretaryofHealthandHumanResources