

119TH CONGRESS
1ST SESSION

S. 1611

To promote public service announcement campaigns targeted at youth substance use prevention, and for other purposes.

IN THE SENATE OF THE UNITED STATES

MAY 6, 2025

Mr. KELLY (for himself, Mr. TILLIS, and Mr. COONS) introduced the following bill; which was read twice and referred to the Committee on the Judiciary

A BILL

To promote public service announcement campaigns targeted at youth substance use prevention, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Youth Substance Use
5 Prevention and Awareness Act”.

6 **SEC. 2. GRANT USE FOR PUBLIC SERVICE ANNOUNCEMENT**
7 **CAMPAIGNS.**

8 (a) **EXPANSION OF GRANT PROGRAM.**—Section
9 3021(a) of title I of the Omnibus Crime Control and Safe

1 Streets Act of 1968 (34 U.S.C. 10701(a)) is amended by
2 adding at the end the following:

3 “(11) Developing, implementing, or expanding
4 research-based public service announcement cam-
5 paign programs targeted at youth substance use pre-
6 vention using age-appropriate material, including—

7 “(A) television, radio, print, outdoor, and
8 digital public service announcements; and

9 “(B) public service announcement contests
10 that solicit youth public service announcement
11 submissions.”.

12 (b) REPORTING REQUIREMENTS.—The Attorney
13 General shall publish an annual report on any grants
14 awarded for public service announcement campaigns
15 under paragraph (11) of section 3021(a) of title I of the
16 Omnibus Crime Control and Safe Streets Act of 1968 (34
17 U.S.C. 10701(a)), as added by subsection (a), that in-
18 cludes, with respect to each such public service an-
19 nouncement campaign—

20 (1) a description of the grant awarded and the
21 public service announcement campaign funded by
22 the grant;

23 (2) the research used to inform and develop the
24 public service announcement campaign funded by
25 the grant;

1 (3) any regional or geographic-specific mes-
2 saging used as part of the public service announce-
3 ment campaign;

4 (4) a description of how the public service an-
5 nouncement campaign funded by the grant supports
6 the other substance use prevention initiatives or
7 strategy of the grantee; and

8 (5) an evaluation of the success of the public
9 service announcement campaign, such as the effec-
10 tiveness of the campaign at reducing the rate of
11 drug use by youth.

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