

By: Reynolds

H.B. No. 3729

A BILL TO BE ENTITLED

AN ACT

relating to the creation of a public information campaign to raise awareness of the Texas Compassionate Use Program.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF TEXAS:

SECTION 1. (a) The legislature finds that:

(1) the Texas Compassionate Use Program provides legal access to low-THC cannabis for patients with certain medical conditions;

(2) many eligible patients, caregivers, and health care providers are unaware of the program and the program's benefits; and

(3) increasing public awareness will ensure that more qualifying patients can access this medical treatment.

(b) The purpose of this Act is to establish a statewide public information campaign to educate the public and health care providers about the Texas Compassionate Use Program.

SECTION 2. Chapter 487, Health and Safety Code, is amended by adding Subchapter G to read as follows:

SUBCHAPTER G. PUBLIC AWARENESS CAMPAIGN

Sec. 487.301. DEFINITION. In this subchapter, "program" means the compassionate use program established under this chapter.

Sec. 487.302. PUBLIC INFORMATION CAMPAIGN. (a) The department shall develop and implement a public information campaign to raise awareness of the program using various

communication channels to disseminate information regarding the program.

(b) The campaign must:

(1) provide accurate, evidence-based information on eligibility, enrollment, and access to the program;

(2) target eligible patients, caregivers, health care professionals, and the general public;

(3) use multiple media platforms, including:

(A) a dedicated Internet website and online resources;

(B) social media campaigns;

(C) television and radio advertisements;

(D) print materials and billboards; and

(E) educational materials for health care providers; and

(4) partner with medical associations, patient advocacy groups, and local health departments to enhance outreach efforts.

Sec. 487.303. BUDGET; FUNDING. (a) The department shall prepare a projected budget estimate detailing anticipated costs, including media production, distribution, and outreach activities.

(b) The department may use any funds appropriated or otherwise made available for the purposes of the campaign and accept gifts, grants, and donations to fund the campaign.

(c) The department may seek federal and private funding sources to ensure the campaign's implementation.

Sec. 487.304. REPORTING REQUIREMENTS. (a) The department,

1 in collaboration with relevant stakeholders, shall analyze key
2 performance indicators to measure the campaign's success and shall
3 annually submit a report to the legislature assessing the
4 effectiveness of the campaign and suggesting necessary adjustments
5 to improve the campaign.

6 (b) The report required by Subsection (a) must include:

7 (1) information regarding the implementation and
8 reach of the public information campaign;

9 (2) metrics on public awareness before and after the
10 campaign; and

11 (3) recommendations for improving outreach efforts.

12 Sec. 487.305. RULES. (a) The department shall adopt rules
13 necessary to implement this subchapter, including rules governing
14 the content, format, and distribution of public information
15 materials regarding the program. The rules adopted by the
16 department must:

17 (1) ensure that all public information materials are
18 consistent with state law and medical guidelines;

19 (2) establish a process for periodic review and
20 updates of public information materials to reflect current
21 scientific research and legal changes; and

22 (3) define the scope and limitations of the
23 department's authority in overseeing the public information
24 campaign.

25 (b) The department shall provide a mechanism for public and
26 stakeholder input in the rulemaking process.

27 SECTION 3. (a) Not later than January 1, 2026, the

1 Department of Public Safety shall implement the public awareness
2 campaign required by Subchapter G, Chapter 487, Health and Safety
3 Code, as added by this Act.

4 (b) Not later than December 31, 2026, the Department of
5 Public Safety shall submit to the legislature the first report
6 required by Section 487.304, Health and Safety Code, as added by
7 this Act.

8 SECTION 4. This Act takes effect September 1, 2025.