

Overview

Proposed rider requires the Texas Department of State Health Services in Strategy A.2.2 to contract with local providers to implement a highly visible media campaign to encourage routine HIV testing, as recommended by the Center for Disease Control

Required Action

1) Add the following rider to the Texas Department of State Health Services bill pattern:

____. HIV Prevention Media Campaign. From the funds appropriated above (Strategy A.2.2), the Texas Department of Health shall use no less than \$1,000,000 to award grants to local contractors to implement highly visible media campaign encouraging people to make HIV screening part of a routine physical. Highly visible media activities include billboards, newspaper and magazine ads, signs on taxis and buses