

2009 Regular Legislative Session
FISCAL ANALYSIS OF PROPOSED LEGISLATION
Prepared by the Oregon Legislative Fiscal Office

MEASURE NUMBER: SB 606 **STATUS:** Original
SUBJECT: Veterans Mental Health and Suicide Prevention Public Awareness Campaign
GOVERNMENT UNIT AFFECTED: Oregon Military Department, Department of Veterans' Affairs
PREPARED BY: Kim To
REVIEWED BY: John Borden, Steve Bender
DATE: March 16, 2009

EXPENDITURES:	<u>2009-2011</u>	<u>2011-2013</u>
Department of Veterans' Affairs – General Fund		
Instate Travel	\$ 2,540	\$ 2,540
Advertising (newspaper, online, radio)	\$ 80,000	\$ 80,000
Publications (brochures, flyers)	\$ 3,000	\$ 3,000
Total – Department of Veterans' Affairs	\$ 85,540	\$ 85,540
Oregon Military Department – General Fund		
Instate Travel	\$ 4,720	\$ 4,720
Advertising (newspaper, online, radio)	\$ 4,000	\$ 4,000
Publications (brochures, flyers)	\$ 1,000	\$ 1,000
Total - Oregon Military Department	\$ 9,720	\$ 9,720
TOTAL IMPACT	\$ 95,260	\$ 95,260

EFFECTIVE DATE: January 1, 2010

GOVERNOR'S BUDGET: This bill is not anticipated by the Governor's recommended budget.

LOCAL GOVERNMENT MANDATE: This bill does not affect local governments' service levels or shared revenues sufficient to trigger Section 15, Article XI of the Oregon Constitution.

ANALYSIS: Senate Bill 606 directs the Oregon Military Department (OMD) and the Department of Veterans' Affairs (ODVA) to collaborate in the creation and coordination of public information campaigns on mental health issues affecting veterans, including post-traumatic stress disorder and traumatic brain injury, to prevent military sexual trauma, domestic violence and suicide. The bill specifically instructs OMD and ODVA to target public agencies and groups that assist veterans with reintegration into civilian life.

If this bill passes, the total fiscal impact is \$95,260 General Fund. ODVA reports a fiscal impact of \$85,540 General Fund per biennium. This amount includes \$80,000 to purchase advertising in newspapers, radio and online. The \$80,000 amount is based on the cost of a statewide suicide awareness campaign that ODVA conducted from December 2008 through January 2009 in which ODVA spent \$45,000 for a six-week radio and television campaign. Correspondingly, OMD calculates a fiscal impact of \$9,720 General Fund per biennium. Both agencies will be working in concert to produce and disperse

printed public information materials. ODVA and OMD anticipates the fiscal impact to be the same for both the 18 months of the 2009-11 biennium and the 24 months of 2011-13 biennium because both agencies plan to be most aggressive with the public awareness media campaigns during the winter quarter of each year. Research has shown that the onset of the holiday season can trigger despair to those who are susceptible to depression and other mental stressors. Both agencies believe stepping up outreach campaigns at this time would be the most effective use of limited resources.

The Public Information Division of ODVA will work with the OMD National Guard Reintegration Team to carry out the provisions of this bill. The Reintegration Team provides post-mobilization support to Oregon National Guard members in transitioning back to civilian life, including helping returning soldiers locate jobs, counseling and education. The eight-member Team currently collaborates with public and private agencies throughout the state that provide a wide range of support and benefits to soldiers and their dependents. OMD also has a comprehensive suicide prevention program and a dedicated full time State Suicide Prevention Program Manager. Currently, the Reintegration Team and the suicide prevention program do not deal directly with military sexual trauma and domestic violence issues. However, they serve as a clearinghouse and referral service directing individuals to the appropriate services and agencies.

The suicide prevention program and the Reintegration Team receive direct federal funding, outside the state budget. For the current 2007-09 biennium, the OMD budget includes \$243,393 General Fund and two limited duration positions for the Reintegration Team. This funding expires June 30, 2009, and OMD has a policy package in the 2009-11 Governor's Recommended Budget to make these two positions permanent. The Legislative Fiscal Office notes that OMD fiscal impact assumes the approval of this policy package.