Be It Enacted by the People of the State of Oregon:

SECTION 1. (1) As used in this section:
(a) “Opioid” means a natural, synthetic or semisynthetic chemical that interacts with opioid receptors on nerve cells in the body and brain to reduce the intensity of pain signals and feelings of pain.
(b) “Opioid overdose” means a medical condition that causes depressed consciousness and mental functioning, decreased movement, depressed respiratory function and the impairment of vital functions as a result of ingesting opioids in an amount larger than can be physically tolerated.
(c) “Short-acting opioid antagonist” means any short-acting drug approved by the United States Food and Drug Administration for the complete or partial reversal of an opioid overdose.

(2) The Oregon Health Authority shall develop and maintain a statewide public health campaign to educate the residents of this state about the dangers of illicit opioids, the risks of accidental opioid overdose and how to administer a short-acting opioid antagonist to save the life of an individual experiencing an opioid overdose. The campaign must also encourage members of the public to obtain and carry, within the bounds of applicable state law, a short-acting opioid antagonist and the necessary medical supplies to administer the short-acting opioid antagonist.

(3) The public health campaign described in subsection (2) of this section shall include but not be limited to:
(a) Projects related to public health campaign strategy, media planning, account management and project management;
(b) Creating and maintaining websites related to opioid safety and the administration of short-acting opioid antagonists;
(c) Ensuring that the campaign is carried out in languages other than English and in a manner that is culturally competent and responsive, including for individuals who are Black, Indigenous and People of Color;
(d) Targeting communication toward communities of individuals who are Black, Indigenous and People of Color;

(e) Utilizing broad-based communication strategies designed to reach all residents of Oregon; and

(f) Providing technical assistance to community-based organizations, local public health authorities and the nine federally recognized Indian tribes in this state.

(4) The authority may adopt rules to carry out this section.

SECTION 2. In addition to and not in lieu of any other appropriation, there is appropriated to the Oregon Health Authority, for the biennium beginning July 1, 2023, out of the General Fund, the amount of $50,000,000, for the purpose of carrying out the provisions of section 1 of this 2023 Act.

SECTION 3. This 2023 Act being necessary for the immediate preservation of the public peace, health and safety, an emergency is declared to exist, and this 2023 Act takes effect on its passage.