

MAINE STATE LEGISLATURE

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DATE: 5/12/15

(Filing No. H-343)

HEALTH AND HUMAN SERVICES

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STATE OF MAINE
HOUSE OF REPRESENTATIVES
122ND LEGISLATURE
FIRST SPECIAL SESSION

COMMITTEE AMENDMENT "A" to H.P. 408, L.D. 553, Bill, "An Act To Regulate the Display of Tobacco Products"

Amend the bill by striking out the title and substituting the following:

'Resolve, Regarding Responsible Management of Point-of-sale Marketing Materials for Tobacco Products'

Further amend the bill by striking out all of section 1 and inserting in its place the following:

'Sec. 1. Responsible management of point-of-sale marketing materials for tobacco products. Resolved: That the Department of Health and Human Services, Bureau of Health shall develop an education and recognition program to encourage tobacco retailers to manage responsibly point-of-sale marketing materials for tobacco products. The bureau shall consult with the Office of the Attorney General to ensure that the program is consistent with state and federal law and to determine whether the program may be included in the "No Buts" program. The bureau shall develop educational materials regarding point-of-sale marketing that can be disseminated through the Healthy Maine Partnerships to local tobacco retailers. The education and recognition program must be developed in consultation with interested parties, including, but not limited to, representatives of convenience stores, large and small retailers and other interested parties. The education and recognition program must be voluntary and may not be punitive or interfere with a retailer's legal right to advertise tobacco products. By February 1, 2006, the bureau shall report to the Joint Standing Committee on Health and Human Services on its plans to implement the education and recognition program.'

COMMITTEE AMENDMENT

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SUMMARY

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6 This amendment replaces the bill and makes it a resolve.
8 The amendment directs the Department of Health and Human
10 Services, Bureau of Health to develop an education and
12 recognition program to encourage tobacco retailers to manage
14 responsibly point-of-sale marketing materials for tobacco
16 products. The amendment requires a report by February 1, 2006 to
the Joint Standing Committee on Health and Human Services on
plans to implement the education and recognition program.

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FISCAL NOTE REQUIRED
(See attached)

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Approved: 04/15/05 *MAC*

122nd MAINE LEGISLATURE

LD 553

LR 1909(02)

An Act To Regulate the Display of Tobacco Products

Fiscal Note for Bill as Amended by Committee Amendment *A*

Committee: Health and Human Services

Fiscal Note Required: Yes

Fiscal Note

Minor cost increase - General Fund

Minor cost increase - Fund for a Healthy Maine

Fiscal Detail and Notes

Any additional costs to the Department of Health and Human Services in implementing this bill can be absorbed by the department utilizing existing budgetary resources.