

HB1113_L.003

HOUSE COMMITTEE OF REFERENCE AMENDMENT

Committee on Public Health Care & Human Services.

HB20-1113 be amended as follows:

1 Amend printed bill, page 4, strike lines 11 through 18 and substitute:

2 **"27-71-103. Request for proposal - demographic-specific**
3 **targeted messaging.** (1) NO LATER THAN APRIL 1, 2021, THE STATE
4 DEPARTMENT SHALL ISSUE A REQUEST FOR PROPOSAL TO CONTRACT WITH
5 AN ORGANIZATION TO DEVELOP AND DISTRIBUTE DEMOGRAPHIC-SPECIFIC,
6 TARGETED, AND DESTIGMATIZED DIGITAL MESSAGING RELATED TO THE
7 ONLINE DIRECTORY CREATED PURSUANT TO SECTION 27-71-102.

8 (2) THE CONTRACTING ORGANIZATION SHALL CONDUCT INITIAL
9 RESEARCH TO UNDERSTAND AND IDENTIFY THE DEMOGRAPHICS WITH THE
10 HIGHEST BEHAVIORAL HEALTH NEEDS IN COLORADO.

11 (3) THE DEMOGRAPHIC-SPECIFIC, TARGETED, AND DESTIGMATIZED
12 DIGITAL MESSAGING DESCRIBED IN SUBSECTION (1) OF THIS SECTION MUST
13 BE DISTRIBUTED NO LATER THAN JANUARY 1, 2022."

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