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State of Minnesota

HOUSE OF REPRESENTATIVES

NINETY-SECOND SESSION

H. F. No. 397

01/28/2021 Authored by Freiberg and Vang
The bill was read for the first time and referred to the Committee on Health Finance and Policy

1.1 A bill for an act
1.2 relating to health; appropriating money for contracts to provide COVID-19
1.3 messages, information, and community engagement services to diverse communities
1.4 and populations in the state.

1.5 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF MINNESOTA:

1.6 Section 1. APPROPRIATION; COVID-19 MESSAGES, INFORMATION, AND
1.7 COMMUNITY ENGAGEMENT SERVICES.

1.8 (a) \$6,000,000 in fiscal year 2021 is appropriated from the general fund to the
1.9 commissioner of health for contracts with media vendors, community-based organizations,
1.10 and tribal governments to provide culturally relevant, linguistically appropriate messages,
1.11 factual information, and community engagement services regarding COVID-19 to diverse
1.12 communities and populations in the state. These diverse communities and populations may
1.13 include people from communities of color; people who are American Indians; people who
1.14 are lesbian, gay, bisexual, transgender, or queer; recent immigrants; people with disabilities;
1.15 and people with limited English proficiency. An entity receiving a contract under this section
1.16 may provide messages, information, or community engagement services statewide or in
1.17 one or more specific geographic areas of the state.

1.18 (b) A media vendor receiving a contract under this section may provide messages and
1.19 factual information using online, social media, radio, television, and print formats, and must
1.20 provide messages and factual information about the safety and efficacy of COVID-19
1.21 vaccines and how to obtain COVID-19 vaccines, in addition to other messages and
1.22 information provided to diverse communities and populations.

2.1 (c) Community engagement services provided by a community-based organization or
2.2 tribal government receiving a contract under this section must include services that:

2.3 (1) work to increase a diverse community's or population's understanding of and
2.4 willingness to obtain COVID-19 vaccines;

2.5 (2) coordinate communications regarding COVID-19 vaccines between the state health
2.6 department, local public health departments, other entities, and the diverse community or
2.7 population being served; and

2.8 (3) help people from the diverse community or population being served to obtain
2.9 COVID-19 vaccines.

2.10 (d) This appropriation is a onetime appropriation.

2.11 **EFFECTIVE DATE.** This section is effective the day following final enactment.