

Department of Planning and Budget
2025 General Assembly Session
State Fiscal Impact Statement

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ORIGINAL

Bill Number: SB1390 **Patron:** Srinivasan
Bill Title: Postpartum Depression Education Act; report.

Bill Summary: Directs the Department of Health to establish a public awareness campaign, develop and distribute educational materials, and create an online resource hub focused on perinatal and postpartum depression. The bill requires the Department to submit an annual report to the Governor and the General Assembly on the implementation of the bill, with the first annual report due by December 31, 2026.

Budget Amendment Necessary: Yes **Items Impacted:** 277

Fiscal Summary: The Office of Family Health Service (OFHS) and the Office of Communications at VDH would partner together to create and implement a public awareness campaign. VDH anticipates being able to absorb some costs and leverage existing staff to provide project management and oversight of the implementation of this campaign, develop some of the of materials, provide subject area consultation, and share the developed resources within partner networks. VDH also will leverage existing resources to meet the requirements of the bill to develop and maintain an online resource hub by creating the online hub as part of the existing VDH website. There will be no additional cost associated with this.

However, VDH does not have the subject matter expertise necessary to help develop and review the educational materials and would need additional assistance from experts in the field. VDH would need to contract with a consultant to initially help develop the materials, and then to continue to assist in making any necessary updates to the document. Their efforts would decrease over time accordingly.

General Fund Expenditure Impact:

<u>Agency</u>	<u>FY2025</u>	<u>FY2026</u>	<u>FY2027</u>	<u>FY2028</u>	<u>FY2029</u>	<u>FY2030</u>
		\$553,200	\$36,683	\$20,213	\$20,213	\$20,213
TOTAL		\$553,200	\$36,683	\$20,213	\$20,213	\$20,213

Fiscal Analysis: The majority of the costs are associated the initial development of the public awareness campaign. Based on similar awareness campaigns, VDH estimates that there would be a one-time cost in FY26 of \$500,000 to develop materials and resources.

There would also be costs to consult with a subject matter expert who would be required to: 1) review materials for the public awareness campaign for accuracy and for appropriateness given the intended audience; 2) provide expertise on regional differences in the state that could inform campaign resources and distribution of materials; 3) participate in developing digital content such as an educational video or webinar; 4) assist in recruitment and facilitation of conversations with individuals affected by depression in the

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perinatal period and the providers that serve this population for the purpose of gathering feedback on implementation of the activities itemized in the legislation ; and 5) assist in fostering connections with trusted partners and providers working in the maternal mental health field. Costs for a consultant are estimated to be \$53,200 in the first year and would decrease in subsequent years as the workload decreases.

This bill would not have a fiscal impact on the Department of Behavioral Health and Developmental Services.

Other: HB2446, introduced by Delegate Mundon King, is a companion bill.