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State of Misconsin 2019 - 2020 LEGISLATURE

LRB-2738/1 EHS:cdc

## 2019 SENATE BILL 298

June 21, 2019 – Introduced by Senators Cowles, Miller, Carpenter, Hansen, Kapenga, Larson, Olsen, Petrowski, Ringhand and Smith, cosponsored by Representatives Mursau, Milroy, Anderson, Considine, Crowley, Gruszynski, Hesselbein, Kulp, Kurtz, B. Meyers, Ohnstad, Ott, Pope, Ramthun, Rodriguez, Sargent, Shankland, Sinicki, Skowronski, Snyder, Spiros, Spreitzer, Tauchen, Thiesfeldt and Tusler. Referred to Committee on Natural Resources and Energy.

1 AN ACT to create 23.118 of the statutes; relating to: Department of Natural

Resources' efforts to raise awareness about Lyme disease.

#### Analysis by the Legislative Reference Bureau

Under this bill, if the Department of Natural Resources produces a brochure for a specific state park that includes information about the state park that is not solely a map of the park, DNR must also include in the brochure information on Lyme disease, how to prevent tick bites, and that visitors are encouraged to check for ticks after visiting the park. Also under the bill, annually in the month of May, in connection with Lyme Disease Awareness Month, DNR must conduct a Lyme disease awareness campaign with the goal of raising awareness of Lyme disease, informing on how to prevent tick bites, and encouraging people to check for ticks after spending time outdoors. The bill requires that the campaign use some combination of digital platforms, including DNR's Internet site, social media, and digital newsletters, and print platforms, including the Wisconsin natural resources magazine.

For further information see the *state* fiscal estimate, which will be printed as an appendix to this bill.

# The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

**SECTION 1.** 23.118 of the statutes is created to read:

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#### **SENATE BILL 298**

1 **23.118 Lyme disease awareness. (1)** If the department produces a brochure 2 for a specific state park that includes information about the state park that is not 3 solely a map of the park, the department shall also include in the brochure 4 information on Lyme disease, how to prevent tick bites, and that visitors are 5 encouraged to check for ticks after visiting the park.

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6 (2) Annually in the month of May, in connection with Lyme Disease Awareness 7 Month, the department shall conduct a Lyme disease awareness campaign with the 8 goal of raising awareness of Lyme disease, informing on how to prevent tick bites, 9 and encouraging people to check for ticks after spending time outdoors. The 10 campaign shall use some combination of digital platforms, including the 11 department's Internet site, social media, and digital newsletters, and print 12 platforms, including the Wisconsin natural resources magazine.

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#### **SECTION 2. Initial applicability.**

14 (1) The treatment of s. 23.118 (1) first applies to a brochure produced on the
15 effective date of this subsection.

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### SECTION 3. Effective date.

17 (1) This act takes effect on the first day of the 6th month beginning after18 publication.

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(END)