



State of Wisconsin
2017 - 2018 LEGISLATURE

LRB-1387/P2
EAW:emw

DOA:.....Bong, BB0232 - Allocation for public messaging campaign

FOR 2017-2019 BUDGET -- NOT READY FOR INTRODUCTION

AN ACT ...; **relating to:** the budget.

Analysis by the Legislative Reference Bureau

HEALTH AND HUMAN SERVICES

PUBLIC ASSISTANCE

Under current law, DCF is directed to allocate in each fiscal year specific amounts of money, including federal moneys received under the Temporary Assistance for Needy Families (TANF) block grant program, for various public assistance programs. This bill requires DCF to allocate \$400,000 in TANF block grant moneys in fiscal year 2017-18 and \$600,000 in fiscal year 2018-19 for a public messaging campaign to promote the importance of the success sequence, the involvement of fathers in the lives of their children, and the implications of teenage pregnancy.

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

SECTION 1. 49.175 (1) (x) of the statutes is created to read:

49.175 (1) (x) *Public messaging campaign.* For a public messaging campaign carried out by the department to promote the importance of the success sequence, the

involvement of fathers in the lives of their children, and the implications of teenage pregnancy, \$400,000 in fiscal year 2017-18 and \$600,000 in fiscal year 2018-19. In this paragraph, “success sequence” refers to the idea that economic success is more likely if an individual follows 3 norms: graduating high school; maintaining a full-time job or having a partner who does; and having children while married and after age 21, if the decision is made to become parents.

(END)