

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2025

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SENATE BILL DRS15255-MC-130

Short Title: Protect NC Prosperity & Health. (Public)

Sponsors: Senators Bradley, Garrett, and Chitlik (Primary Sponsors).

Referred to:

1 A BILL TO BE ENTITLED
2 AN ACT TO LAUNCH A STATEWIDE INITIATIVES TO PROTECT NORTH CAROLINA
3 PROSPERITY AND HEALTH.

4 The General Assembly of North Carolina enacts:

5 **SECTION 1.(a)** Consumer Finance Awareness Initiative. – The Department of
6 Justice (Department) shall launch a two-year statewide consumer finance awareness initiative to
7 educate the public about risks including but not limited to phishing, mail fraud, identity theft,
8 pyramid schemes, predatory home-based business opportunities, and money transfer fraud. The
9 initiative required under this section shall include the development of (i) the website and toolkit
10 required under subsection (b) of this section and (ii) the outreach process required under
11 subsection (c) of this section.

12 **SECTION 1.(b)** Development of Website and Toolkit. – The Department shall
13 develop a website to provide information to the public about (i) the risks listed in subsection (a)
14 of this section; (v) links to webpages for various resources related to consumer finance and
15 emerging schemes and fraudulent activities; and (ii) access to a toolkit of information that local
16 communities may use to launch consumer finance awareness initiatives at the local level. The
17 toolkit shall provide materials and resources that may be tailored to a community's needs and
18 used for launching local education and awareness campaigns, events, and local groups focused
19 on consumer finance awareness and the distribution of information related thereto. The website
20 and toolkit required under this section shall be developed by July 1, 2025.

21 **SECTION 1.(c)** Development of State-Coordinated Outreach. – Upon development
22 of the website and toolkit required under subsection (b) of this section, the Department shall
23 develop and implement an outreach process for disseminating the information and toolkit
24 described in subsection (b) of this section to the public and to local communities, as well as the
25 provision of technical assistance to local communities to assist them in utilizing the toolkit to
26 launch local initiatives.

27 **SECTION 1.(d)** Use of Third-Party Entity. – The Department may contract with a
28 third-party entity with relevant expertise related to consumer finance to launch the awareness
29 initiative required under subsection (a) of this section.

30 **SECTION 1.(e)** Prohibition on Advocacy. – The awareness initiative required under
31 subsection (a) of this section and any State funds used to launch and maintain the initiative shall
32 not be used to advocate, promote, or lobby for the creation of new or the revision of existing laws
33 regulating consumer finance. The initiative and any State funds used to launch or maintain the
34 initiative shall only be used for the purposes set forth in subsections (b) through (d) of this section
35 and only to explain and promote existing laws and resources for consumer awareness and
36 protection.



1 **SECTION 1.(f)** Intent to Fund. – It is the intent of the General Assembly to
2 appropriate funds during the 2025-2026 fiscal year to be used to cover costs incurred from
3 implementing the provisions of this section.

4 **SECTION 1.(g)** Report. – The Department of Justice shall submit a report to the
5 Joint Legislative Oversight Committee on Justice and Public Safety detailing the progress in
6 meeting the requirements set forth in subsection (a) of this section. The report required under this
7 section shall be submitted by September 1, 2026.

8 **SECTION 2.(a)** Health and Civil Rights Awareness Initiative. – The Department of
9 Health and Human Services (Department) shall launch a two-year statewide health and civil
10 rights awareness initiative to educate the public about the risks to public health and information
11 pertaining to issues including, but not limited to, reproductive, LGBTQIA+, gender, and racial
12 health issues. The initiative required under this section shall include the development of (i) the
13 website and toolkit required under subsection (b) of this section and (ii) the outreach process
14 required under subsection (c) of this section.

15 **SECTION 2.(b)** Development of Website and Toolkit. – The Department shall
16 develop a website to provide information to the public about (i) the risks and issues listed in
17 subsection (a) of this section; (v) links to webpages for various resources related health and civil
18 rights; and (ii) access to a toolkit of information that local communities may use to launch health
19 and civil rights initiatives at the local level. The toolkit shall provide materials and resources that
20 may be tailored to a community's needs, distributed to local media outlets, and used for launching
21 local education and awareness campaigns, events, and local groups focused on health and civil
22 rights awareness and the distribution of information related thereto. The website and toolkit
23 required under this section shall be developed by July 1, 2025.

24 **SECTION 2.(c)** Development of State-Coordinated Outreach. – Upon development
25 of the website and toolkit required under subsection (b) of this section, the Department shall
26 develop and implement an outreach process for disseminating the information and toolkit
27 described in subsection (b) of this section to the public and to local communities, as well as the
28 provision of technical assistance to local communities to assist them in utilizing the toolkit to
29 launch local initiatives.

30 **SECTION 2.(d)** Use of Third-Party Entity. – The Department may contract with a
31 third-party entity with relevant expertise related to health and civil rights to launch the awareness
32 initiative required under subsection (a) of this section.

33 **SECTION 2.(e)** Prohibition on Advocacy. – The awareness initiative required under
34 subsection (a) of this section and any State funds used to launch and maintain the initiative shall
35 not be used to advocate, promote, or lobby for the creation of new or the revision of existing laws
36 regulating health and civil rights. The initiative and any State funds used to launch or maintain
37 the initiative shall only be used for the purposes set forth in subsections (b) through (d) of this
38 section and only to explain and promote existing laws and resources for health and civil rights.

39 **SECTION 2.(f)** Intent to Fund. – It is the intent of the General Assembly to
40 appropriate funds during the 2025-2026 fiscal year to be used to cover costs incurred from
41 implementing the provisions of this section.

42 **SECTION 2.(g)** Report. – The Department of Health and Human Services shall
43 submit a report to the Joint Legislative Oversight Committee on Health and Human Services
44 detailing the progress in meeting the requirements set forth in subsection (a) of this section. The
45 report required under this section shall be submitted by September 1, 2026.

46 **SECTION 3.** Effective Date. – This act becomes effective July 1, 2025.