

REFERENCE TITLE: appropriation; dementia awareness

State of Arizona
Senate
Fifty-seventh Legislature
First Regular Session
2025

SB 1210

Introduced by
Senator Dunn

AN ACT

APPROPRIATING MONIES TO THE DEPARTMENT OF HEALTH SERVICES.

(TEXT OF BILL BEGINS ON NEXT PAGE)

1 Be it enacted by the Legislature of the State of Arizona:

2 Section 1. Appropriation; department of health services;
3 dementia awareness; report

4 A. The sum of \$750,000 is appropriated from the state general fund
5 in fiscal year 2025-2026 to the department of health services to
6 distribute to a nonprofit organization to implement a public education
7 campaign to increase awareness of Alzheimer's disease and dementia in
8 rural and underserved urban areas in this state.

9 B. The department of health services shall distribute the monies
10 appropriated by subsection A of this section to a nonprofit organization
11 that does all of the following:

12 1. Demonstrates expertise in memory loss, dementia and Alzheimer's
13 disease.

14 2. Hosts a twenty-four hour a day, seven days a week toll-free
15 hotline, with interpreter service if needed, staffed by master's level
16 consultants to provide education on Alzheimer's signs and symptoms,
17 decision-making support, dementia crisis assistance, treatment options and
18 referrals to local community resources.

19 3. Provides care and support for those affected by Alzheimer's and
20 other dementias.

21 4. Demonstrates experience in marketing and public awareness
22 campaigns.

23 C. On or before November 1, 2026, the department of health services
24 shall submit a report regarding the impact of the public awareness
25 campaign to the governor, the president of the senate and the speaker of
26 the house of representatives. The department shall submit a copy of the
27 report to the secretary of state.