A BILL FOR AN ACT

CONCERNING THE STATEWIDE COMMUNICATION SYSTEM FOR
REFERRAL TO BEHAVIORAL HEALTH SERVICES, AND, IN
CONNECTION THEREWITH, MAKING AN APPROPRIATION.

Bill Summary

(Note: This summary applies to this bill as introduced and does not reflect any amendments that may be subsequently adopted. If this bill passes third reading in the house of introduction, a bill summary that applies to the reengrossed version of this bill will be available at http://leg.colorado.gov.)

The bill expands the necessary human referral services authorized by the Colorado 2-1-1 collaborative (collaborative) to include necessary referrals for behavioral health services and other resources in the state for Coloradans, particularly for individuals who are unemployed, regardless of whether they receive benefits.

Shading denotes HOUSE amendment. Double underlining denotes SENATE amendment. Capital letters or bold & italic numbers indicate new material to be added to existing law. Dashes through the words or numbers indicate deletions from existing law.
The bill requires the department of human services' office of behavioral health to contract with the collaborative to hire and train specialized personnel. The bill also requires the office of behavioral health to collaborate with the collaborative to engage in targeted marketing and outreach, and to ensure the marketing and outreach are targeted to traditionally underserved communities, such as immigrant, low-income, and communities of color.

The bill also requires the collaborative to coordinate with the department of labor and employment (department) to target, conduct outreach, and market to individuals who are unemployed, regardless of whether they receive benefits, and may need referrals for behavioral health services and other resources. The department is required to update its unemployment application web page and specified websites to include contact information for the collaborative.

The bill makes an appropriation.

Be it enacted by the General Assembly of the State of Colorado:

SECTION 1. In Colorado Revised Statutes, 29-11-202, add (4) as follows:

29-11-202. Definitions. For purposes of this part 2, unless the context otherwise requires:

(4) "Office of Behavioral Health" means the Office of Behavioral Health in the Department of Human Services.

SECTION 2. In Colorado Revised Statutes, 29-11-203, amend (3)(a) and (3)(c); and add (3)(b.5) and (3.2) as follows:

29-11-203. Human services referral service - immunity - grant - report - repeal. (3) (a) (I) The Colorado 2-1-1 collaborative shall provide necessary human services referral services in the state through December 30, 2020, relating to the COVID-19 public health emergency, including information on COVID-19 test site locations and referrals regarding equity, access, or discrimination concerning employment and health access, as well as other necessary referrals and intake services due to the presence of COVID-19 in the state.
(II) In addition, the Colorado 2-1-1 collaborative shall provide necessary referrals for behavioral health services as defined in section 2-4-401 and provide assistance for other resources in the state to support Coloradans, particularly individuals who are unemployed, regardless of whether they receive benefits.

(III) (A) The office of behavioral health shall contract with the Colorado 2-1-1 collaborative to ensure specialized personnel are hired, trained, and can assist Coloradans to access the necessary referrals for behavioral health services and provide assistance for other resources, such as access to housing and food. Specialized personnel must include bilingual or multilingual speakers to ensure traditionally underserved communities can access the necessary referrals for behavioral health services and other resources.

(B) The office of behavioral health shall collaborate with the Colorado 2-1-1 collaborative to engage in targeted marketing and outreach to Colorado communities, particularly traditionally underserved communities, such as immigrant, low-income, and communities of color. The office of behavioral health shall facilitate the provision of services by updating the office of behavioral health's relevant marketing materials and specified websites to include the Colorado 2-1-1 collaborative's phone number and a link to the Colorado 2-1-1 collaborative's website in order to provide the necessary referrals for behavioral health services and other resources. In addition, the office of behavioral health shall run targeted digital marketing and outreach efforts to ensure all Coloradans have access to the necessary referrals for behavioral health services and other resources.
ADVERTISEMENTS TO SPECIFIC WEBSITES. THE UPDATED MARKETING MATERIALS, WEBSITE, AND DIGITAL ADVERTISEMENTS MUST BE ACCESSIBLE TO DIVERSE COMMUNITIES.

(IV) (A) THE COLORADO 2-1-1 COLLABORATIVE SHALL COORDINATE WITH THE DEPARTMENT OF LABOR AND EMPLOYMENT TO TARGET, CONDUCT OUTREACH, AND MARKET TO INDIVIDUALS WHO ARE UNEMPLOYED, REGARDLESS OF WHETHER THEY RECEIVE BENEFITS, AND MAY NEED REFERRALS FOR BEHAVIORAL HEALTH SERVICES AND OTHER RESOURCES.

(B) THE DEPARTMENT OF LABOR AND EMPLOYMENT SHALL FACILITATE THE PROVISION OF SERVICES BY IMPLEMENTING AN E-MAIL AND TEXT CAMPAIGN, WHICH MAY INCLUDE OUTREACH TO INDIVIDUALS WHO ARE UNEMPLOYED, REGARDLESS OF WHETHER THEY RECEIVE BENEFITS, TO MARKET THE COLORADO 2-1-1 COLLABORATIVE. THE DEPARTMENT OF LABOR AND EMPLOYMENT SHALL ALSO UPDATE ITS UNEMPLOYMENT APPLICATION WEB PAGE AND SPECIFIED WEBSITES TO INCLUDE THE COLORADO 2-1-1 COLLABORATIVE PHONE NUMBER AND A LINK TO THE COLORADO 2-1-1 COLLABORATIVE’S WEBSITE IN ORDER TO PROVIDE THE NECESSARY REFERRALS FOR BEHAVIORAL HEALTH SERVICES AND OTHER RESOURCES.

(b.5) THE GENERAL ASSEMBLY SHALL APPROPRIATE FROM THE GENERAL FUND TO THE DEPARTMENT ONE MILLION DOLLARS FOR THE PURPOSES DESCRIBED IN SUBSECTION (3)(a) OF THIS SECTION, INCLUDING A GRANT TO THE COLORADO 2-1-1 COLLABORATIVE TO SERVE AS A RESOURCE AND PROVIDE THE NECESSARY REFERRALS FOR BEHAVIORAL HEALTH SERVICES AND OTHER SERVICES DUE TO THE COVID-19 PUBLIC
HEALTH EMERGENCY.

(c) This subsection (3) is repealed, effective July 1, 2022.

(3.2) (a) **During the 2023 legislative session,** the Department shall include in its report to the committees of reference pursuant to the "State Measurement for Accountable, Responsive, and Transparent (SMART) Government Act" hearing required by section 2-7-203 the impact of the statewide communication system on behavioral health referrals and access to behavioral health services and other resources.

(b) This subsection (3.2) is repealed, effective July 1, 2023.

SECTION 3. In Colorado Revised Statutes, 8-72-101, add (4) as follows:

8-72-101. Duties and powers of division - repeal. (4) (a) The division shall coordinate with the Colorado 2-1-1 Collaborative as set forth in section 29-11-203 to target, conduct outreach, and market to individuals who are unemployed, regardless of whether they receive benefits, and may need referrals for behavioral health services and other resources.

(b) This subsection (4) is repealed, effective July 1, 2022.

SECTION 4. In Colorado Revised Statutes, 27-80-102, add (3) as follows:


(3) (a) The office of behavioral health shall:
(I) Contract with the Colorado 2-1-1 Collaborative as set forth in section 29-11-203 to hire and train specialized personnel;

(II) Collaborate with the Colorado 2-1-1 Collaborative to engage in targeted outreach and marketing to individuals who are unemployed, regardless of whether they receive benefits; and

(III) Report to the General Assembly explaining the impact of the Colorado 2-1-1 Collaborative statewide communication system on behavioral health referrals and access to behavioral health services and other resources.

(b) This subsection (3) is repealed, effective July 1, 2022.

SECTION 5. Appropriation. (1) For the 2020-21 state fiscal year, $1,000,000 is appropriated to the department of human services. This appropriation is from the general fund. To implement this act, the department may use this appropriation for a grant to the Colorado 2-1-1 collaborative. Any money appropriated in this section not expended prior to July 1, 2021, is further appropriated to the department for the 2021-22 state fiscal year for the same purpose.

(2) For the 2021-22 state fiscal year, $5,741 is appropriated to the department of labor and employment for use by the division of unemployment insurance. This appropriation is from the general fund. To implement this act, the division may use this appropriation for program costs.

SECTION 6. Safety clause. The general assembly hereby finds, determines, and declares that this act is necessary for the immediate preservation of the public peace, health, or safety.