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May 19, 2025

Honorable John Thune
Senate Majority Leader
United States Senate SD-511
Washington, D.C. 20510

Honorable Chuck Schumer
Senate Minority Leader
322 Hart Senate Office Bldg.
Washington, D.C. 20510

Honorable Mike Johnson
House Speaker
H-232, The Capital
Washington, D.C., 20515

Honorable Hakeem Jeffries
House Minority Leader
2267 Rayburn House Office Bldg.
Washington, D.C. 20515

Re: Support for the Youth Substance Use Prevention and Awareness Act

Leader Thune, Leader Schumer, Speaker Johnson and Leader Jeffries:

On behalf of the National Association of Attorneys General (NAAG), a bipartisan organization representing the attorneys general of all 50 states, the District of Columbia, and U.S. territories, we write to express our strong support for the *Youth Substance Use Prevention and Awareness Act*. This thoughtful and timely legislation represents a critical, evidence-based step toward reducing youth substance use through strategic public education and engagement.

As attorneys general, we are deeply involved in efforts to address substance use and addiction from every angle—criminal enforcement, civil litigation, consumer protection, public education, and prevention. We have seen firsthand the devastating impact that early drug use can have on young people, their families, and communities. Research has consistently shown that the earlier an individual begins using substances, the greater the likelihood of developing a substance use disorder later in life. That is why prevention, particularly

among youth, remains one of our most effective tools in addressing this public health and public safety crisis.

The *Youth Substance Use Prevention and Awareness Act* would amend the Omnibus Crime Control and Safe Streets Act of 1968 to authorize federal grant funding for the development, implementation, and expansion of public service announcement (PSA) campaigns specifically aimed at youth. These campaigns must be informed by research and tailored to be age-appropriate, culturally relevant, and geographically responsive. The bill also promotes innovation by supporting youth-led PSA contests—an approach that not only engages young people directly but also encourages peer-to-peer communication, which is shown to be highly effective.

By leveraging television, radio, digital platforms, print media, and outdoor messaging, this legislation provides communities with the tools needed to reach youth where they are. At a time when misinformation about drugs—including emerging synthetic substances like fentanyl—is spreading rapidly online, it is more important than ever that young people receive accurate, accessible, and relatable information to help them make informed choices.

Equally important, the legislation includes rigorous reporting requirements to ensure transparency, accountability, and effectiveness. By requiring annual reports on the content, reach, and outcomes of the funded campaigns, this Act ensures that public funds are directed toward strategies that produce measurable impact. These reporting provisions will also help identify and replicate successful efforts across jurisdictions, maximizing the national benefit of local innovation.

This is a nonpartisan issue with significant implications for the health, safety, and well-being of our nation's youth. It is not just a matter of policy – it is a matter of prevention, education, and hope. We commend Senators Kelly and Tillis for their bipartisan leadership in introducing this legislation and urge members of the Committee and the full Senate to support its swift passage.

Thank you for your attention to this important issue.

A black and white ink signature of John M. Formella, written in a cursive style.

John M. Formella
New Hampshire Attorney General

A blue ink signature of William Tong, written in a cursive style.

William Tong
Connecticut Attorney General



Letitia James
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Marty Jackley
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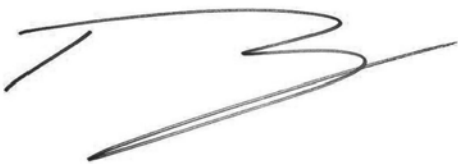
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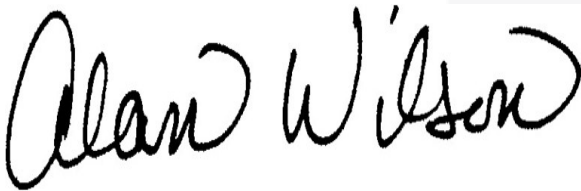
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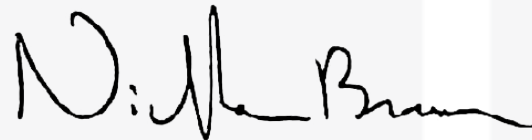
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