

1 AN ACT relating to the advertising of opiate and opioid agonist drugs.

2 *Be it enacted by the General Assembly of the Commonwealth of Kentucky:*

3 ➔SECTION 1. A NEW SECTION OF KRS CHAPTER 218A IS CREATED TO  
4 READ AS FOLLOWS:

5 *(1) As used in this section, "opioid agonist" means a drug that activates the opioid*  
6 *receptors in the brain, including but not limited to oxycodone, hydrocodone, and*  
7 *morphine.*

8 *(2) No person, entity, or corporation shall advertise through any media other than*  
9 *professional or trade publications any opiate or opioid agonist by its trade name*  
10 *or by its generic or formulary name in the state of Kentucky.*

11 *(3) Any person, entity, or corporation that violates subsection (2) of this section shall*  
12 *be guilty of a Class B misdemeanor for the first offense and a Class A*  
13 *misdemeanor for each subsequent offense.*