



OFFICE OF THE GOVERNOR

OCT 12 2019

To the Members of the California State Senate:

I am returning Senate Bill 589 without my signature.

This bill would establish several prohibitions related to the advertisement of substance use disorder services by the operator of a licensed or certified alcoholism or drug abuse recovery or treatment facility, a recovery residence, or a third party that provides any advertising or marketing services or directory listings to any of those entities.

While it is important to protect vulnerable patients and their families from unethical marketing practices, I am concerned that as crafted, this measure creates a false promise. The Department of Health Care Services (DHCS) has no jurisdiction or licensing oversight over recovery residences or third parties. As such, it cannot take enforcement against those entities for violations of advertisement requirements.

Sincerely,



Gavin Newsom

