

GENERAL ASSEMBLY OF NORTH CAROLINA  
SESSION 2023

H.B. 1030  
May 2, 2024  
HOUSE PRINCIPAL CLERK

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HOUSE BILL DRH30453-NHa-154

Short Title: Quality Care for Mothers.

(Public)

Sponsors: Representative Cervania.

Referred to:

1 A BILL TO BE ENTITLED  
2 AN ACT REQUIRING QUALITY CARE FOR MOTHERS.

3 The General Assembly of North Carolina enacts:

4 **SECTION 1.** Article 1 of Chapter 75 of the General Statutes is amended by adding  
5 a new section to read:

6 "**§ 75-44. Truth in advertising for pregnancy centers.**

7 (a) The following definitions apply in this section:

8 (1) Advertisement. – All representations made by a pregnancy center,  
9 disseminated or displayed in any manner or by any means, intended to induce  
10 a person to seek the services of the pregnancy center.

11 (2) Pregnancy center. – A nongovernmental, nonprofit organization, other than a  
12 hospital, ambulatory surgical facility, or clinic that performs abortions, that  
13 holds itself out as a provider of care and support for pregnant women,  
14 including pregnancy counseling services, pregnancy testing, and other  
15 nonmedical pregnancy services.

16 (b) Any advertisement made by a pregnancy center, or on behalf of a pregnancy center,  
17 shall convey accurate and complete information about the services offered by the pregnancy  
18 center, in plain language that is easy to understand.

19 (c) It is unlawful for a pregnancy center in any advertisement, on a call line, on an internet  
20 website, in any other materials, or via verbal communication to knowingly make a materially  
21 false or misleading statement, or provide false or misleading information about any of the  
22 following:

23 (1) The nature, identity, or location of a pregnancy center.

24 (2) The medical risks and long-term effects of pregnancy, prenatal care, abortion,  
25 and contraceptives.

26 (3) The credentials, qualifications, or experience of persons providing treatment  
27 or services in the center.

28 (4) The types and methods of services provided or used by the center, and  
29 information about where they are provided.

30 (d) A violation of this section constitutes an unfair or deceptive trade practice under  
31 G.S. 75-1.1."

32 **SECTION 2.** There is appropriated from the General Fund to the Department of  
33 Justice the sum of twenty-five thousand dollars (\$25,000) in recurring funds for the 2024-2025  
34 fiscal year to be allocated to the Office of the Attorney General to assist in enforcing the  
35 provisions of G.S. 75-44, as enacted by this act.



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1                   **SECTION 3.** Section 1 of this act becomes effective October 1, 2024. Section 2 of  
2 this act becomes effective July 1, 2024. The remainder of this act is effective when it becomes  
3 law.