

2026 Regular Session

HOUSE BILL NO. 950

BY REPRESENTATIVES BOYD, ADAMS, BAYHAM, BOUDREAUX, BRASS,  
CARPENTER, CARVER, CHASSION, FISHER, FREEMAN, DANA HENRY,  
JACKSON, LAFLEUR, LARVADAIN, LYONS, MENA, MOORE, MURRAY,  
NEWELL, TAYLOR, WALTERS, AND YOUNG

1 AN ACT

2 To enact R.S. 46:939, relative to consumer protection for the elderly; to provide for  
3 legislative intent and purpose; to provide for the creation of an educational program  
4 and materials; to provide for distribution of such materials; and to provide for related  
5 matters.

6 Be it enacted by the Legislature of Louisiana:

7 Section 1. R.S. 46:939 is hereby enacted to read as follows:

8 §939. Pension protection and retirement income support and guidance program;  
9 creation; distribution

10 A.(1) The legislature finds that seniors of this state constitute a valued and  
11 growing segment of this state's population who have contributed substantially to its  
12 economic and social fabric yet frequently rely upon pensions, retirement savings,  
13 Social Security, and fixed incomes that are vulnerable to aggressive marketing of  
14 complex financial products, economic hardships arising from increased longevity,  
15 healthcare costs, inflation, financial exploitation, and other unforeseen  
16 circumstances.

1                   (2) It is therefore the purpose of this Act to safeguard the financial security,  
2                   dignity, and independence of these citizens by developing comprehensive, accessible  
3                   educational materials and resources for seniors and their caregivers on the effective  
4                   management of pensions and retirement income, clear explanations of financial  
5                   products commonly marketed to seniors, recognition and prevention of financial  
6                   exploitation, strategies for mitigating risks of financial hardship, and clear  
7                   explanations of financial products commonly marketed to seniors.

8                   B. The office of elderly affairs may create the Pension Protection and  
9                   Retirement Income Support and Guidance program.

10                  C. The program shall be for the benefit of persons of sixty years of age or  
11                  older in this state. The office of elderly affairs may develop program materials and  
12                  resources that provide practical guidance and empower senior citizens to make  
13                  informed decisions on relevant issues, including but not limited to all of the  
14                  following:

15                   (1) Pension and retirement account protection.

16                   (2) Income optimization and financial management.

17                   (3) Information about financial products typically marketed to seniors.

18                   (4) Strategies to reduce risks related to unexpected hardships or costs.

19                   (5) Warning signs of scams, fraud, or exploitation targeting seniors, and  
20                  prevention tactics.

21                   (6) Contact information for state agencies, legal aid organizations, dedicated  
22                  hotlines, or charities that can offer more detailed assistance if needed.

23                  D. The office of elderly affairs may distribute these materials in an easy-to-  
24                  read format with simple navigation menus to seniors through existing websites or  
25                  other available platforms. The office of elderly affairs may distribute these materials  
26                  by any other means reasonably calculated to reach the seniors of this state.

27                  E.(1) The office of elderly affairs shall implement the provisions of this  
28                  Section to the extent practicable within existing resources, and may utilize or link to  
29                  existing federal, nonprofit, or private educational resources to fulfill the purposes of  
30                  this Section.

1                    (2) The provisions of this Section shall be implemented subject to the  
2                    availability of existing resources and shall not require additional appropriations.

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SPEAKER OF THE HOUSE OF REPRESENTATIVES

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PRESIDENT OF THE SENATE

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GOVERNOR OF THE STATE OF LOUISIANA

APPROVED: \_\_\_\_\_