

7000

I N   S E N A T E

April 11, 2014

---

Introduced by Sen. DeFRANCISCO -- read twice and ordered printed, and  
when printed to be committed to the Committee on Health

AN ACT to amend the public health law, in relation to a physical fitness  
and activity education campaign

THE PEOPLE OF THE STATE OF NEW YORK, REPRESENTED IN SENATE AND ASSEM-  
BLY, DO ENACT AS FOLLOWS:

1     Section 1. Legislative intent. The legislature hereby determines that  
2     a public awareness and educational campaign to encourage physical activ-  
3     ity will improve the fitness of the people of the state of New York and  
4     lead to a lifetime of good health. This campaign will complement exist-  
5     ing programs administered by the department of health that develop and  
6     promote nutrition and wellness activities that enhance the quality-of-  
7     life for children and adults.

8     S 2. The public health law is amended by adding a new section 264 to  
9     read as follows:

10    S 264. NEW YORK STATE PHYSICAL FITNESS AND ACTIVITY EDUCATION  
11    CAMPAIGN. 1. A NEW YORK STATE PHYSICAL FITNESS AND ACTIVITY EDUCATION  
12    CAMPAIGN IS HEREBY ESTABLISHED UNDER THE ADMINISTRATION OF THE COMMIS-  
13    SIONER FOR THE PURPOSE OF PROMOTING PHYSICAL FITNESS AND ACTIVITY  
14    THROUGH THE DEVELOPMENT AND IMPLEMENTATION OF A PUBLIC EDUCATION AND  
15    OUTREACH CAMPAIGN.

16    2. THE CAMPAIGN WILL FOCUS ON INCREASING PUBLIC AWARENESS OF THE  
17    IMPORTANCE OF PHYSICAL FITNESS AND ACTIVITY AND ITS CORRESPONDING HEALTH  
18    BENEFITS. THE CAMPAIGN WILL INCREASE PUBLIC AWARENESS THROUGH THE USE OF  
19    SOCIAL AND MASS MEDIA, INCLUDING INTERNET, TELEVISION, RADIO, AND PRINT  
20    ADVERTISING TO PROMOTE THIS MESSAGE. THE CAMPAIGN WILL ALSO IDENTIFY AND  
21    RECRUIT INDIVIDUALS TO SERVE AS VISIBLE, PUBLIC AMBASSADORS TO PROMOTE  
22    THIS MESSAGE. SUCH AMBASSADORS MAY INCLUDE PROFESSIONAL AND AMATEUR  
23    ATHLETES, FITNESS EXPERTS, AND CELEBRITY ADVOCATES FROM MEDIA, MUSIC AND  
24    OTHER ENTERTAINMENT MEDIUMS.

25    3. THE CAMPAIGN WILL BE STATE-WIDE, AND FOCUS ON PROMOTING PHYSICAL  
26    FITNESS AND ACTIVITY FOR THE FOLLOWING POPULATIONS: SENIORS; YOUTH; AND  
27    OTHER HIGH-RISK POPULATIONS.

EXPLANATION--Matter in ITALICS (underscored) is new; matter in brackets  
[ ] is old law to be omitted.

LBD14558-01-4

1       4. FUNDS MADE AVAILABLE FOR EXPENDITURE PURSUANT TO THIS SECTION MAY  
2 BE DISTRIBUTED BY THE COMMISSIONER, WITHOUT A COMPETITIVE BID OR REQUEST  
3 FOR PROPOSAL PROCESS FOR THE PURPOSES SET FORTH IN THIS SECTION, INCLUD-  
4 ING BUT NOT LIMITED TO A MEDIA CAMPAIGN THAT PROMOTES PHYSICAL FITNESS  
5 AND ACTIVITY THROUGH PUBLIC EDUCATION AND OUTREACH.  
6       S 3. This act shall take effect immediately.