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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.

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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.