

# STATE OF NEW YORK

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5913

2021-2022 Regular Sessions

## IN ASSEMBLY

March 2, 2021

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Introduced by M. of A. LAVINE -- read once and referred to the Committee on Governmental Operations

AN ACT to amend the executive law, in relation to establishing a statewide campaign for the acceptance, inclusion, tolerance and understanding of diversity

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

1 Section 1. The executive law is amended by adding a new section 294-a  
2 to read as follows:

3 § 294-a. Statewide campaign for the acceptance, inclusion, tolerance  
4 and understanding of diversity. 1. The division shall develop and imple-  
5 ment a statewide campaign to increase awareness and promote the accept-  
6 ance, inclusion, tolerance and understanding of the diversity of people  
7 of this state, including, but not limited to diversity based on reli-  
8 gion, race, color, creed, sex, ethnicity, national origin, age, disabili-  
9 ty, sexual orientation, gender identity or expression. In the develop-  
10 ment and implementation of such campaign, the division shall adopt as  
11 its purpose, the combatting of bias, hatred and discrimination in all  
12 their forms and the prevention of discrimination based on religion,  
13 race, color, creed, sex, ethnicity, national origin, age, disability,  
14 sexual orientation, gender identity or expression.

15 2. In order to effectuate the purpose of the campaign the division  
16 shall:

17 a. coordinate and cooperate with public and private organizations,  
18 including, but not limited to, local governments, community groups,  
19 school districts, churches, charitable organizations, foundations and  
20 other relevant groups;

21 b. develop educational materials to be distributed in printed form,  
22 social media campaigns or other means determined to be the most effec-  
23 tive at reaching the public in a cost effective manner;

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

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- 1 c. make information regarding such campaign available on its website;  
2 and  
3 d. utilize other resources the division deems appropriate and any  
4 other resources, private or public, identified by the division.

5 § 2. This act shall take effect on the ninetieth day after it shall  
6 have become a law. Effective immediately, the addition, amendment and/or  
7 repeal of any rule or regulation necessary for the implementation of  
8 this act on its effective date are authorized to be made and completed  
9 on or before such effective date.