

S T A T E O F N E W Y O R K

S. 7911

A. 10161

S E N A T E - A S S E M B L Y

June 17, 2014

IN SENATE -- Introduced by Sen. BOYLE -- (at request of the Governor) -- read twice and ordered printed, and when printed to be committed to the Committee on Rules

IN ASSEMBLY -- Introduced by COMMITTEE ON RULES -- (at request of M. of A. Cymbrowitz) -- (at request of the Governor) -- read once and referred to the Committee on Ways and Means

AN ACT to amend the mental hygiene law, in relation to the heroin and opioid addiction awareness and education program

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

1 Section 1. Section 19.07 of the mental hygiene law is amended by
2 adding a new subdivision (k) to read as follows:
3 (K) HEROIN AND OPIOID ADDICTION AWARENESS AND EDUCATION PROGRAM. THE
4 COMMISSIONER, IN COOPERATION WITH THE COMMISSIONER OF THE DEPARTMENT OF
5 HEALTH, SHALL DEVELOP AND CONDUCT A PUBLIC AWARENESS AND EDUCATIONAL
6 CAMPAIGN ON HEROIN AND OPIOID ADDICTION. THE CAMPAIGN SHALL UTILIZE
7 PUBLIC FORUMS, SOCIAL MEDIA AND MASS MEDIA, INCLUDING, BUT NOT LIMITED
8 TO, INTERNET, RADIO, AND PRINT ADVERTISING SUCH AS BILLBOARDS AND POST-
9 ERS AND SHALL ALSO INCLUDE POSTING OF MATERIALS AND INFORMATION ON THE
10 OFFICE WEBSITE. THE CAMPAIGN SHALL BE TAILORED TO EDUCATE YOUTH,
11 PARENTS, HEALTHCARE PROFESSIONALS AND THE GENERAL PUBLIC REGARDING: (1)
12 THE RISKS ASSOCIATED WITH THE ABUSE AND MISUSE OF HEROIN AND OPIOIDS;
13 (2) HOW TO RECOGNIZE THE SIGNS OF ADDICTION; AND (3) THE RESOURCES
14 AVAILABLE FOR THOSE NEEDING ASSISTANCE WITH HEROIN OR OPIOID ADDICTION.
15 THE CAMPAIGN SHALL FURTHER BE DESIGNED TO ENHANCE AWARENESS OF THE
16 OPIOID OVERDOSE PREVENTION PROGRAM AUTHORIZED PURSUANT TO SECTION THIR-
17 TY-THREE HUNDRED NINE OF THE PUBLIC HEALTH LAW AND THE "GOOD SAMARITAN
18 LAW" ESTABLISHED PURSUANT TO SECTIONS 220.03 AND 220.78 OF THE PENAL LAW
19 AND SECTION 390.40 OF THE CRIMINAL PROCEDURE LAW, AND TO REDUCE THE
20 STIGMA ASSOCIATED WITH ADDICTION.
21 S 2. This act shall take effect immediately; provided that effective
22 immediately, all rules and regulations necessary for the implementation
23 of this act on its effective date may be promulgated prior to such
24 effective date.

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

SA

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