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I N   S E N A T E

April 28, 2014

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Introduced by Sens. PARKER, BRESLIN, DILAN, HOYLMAN, KENNEDY, KRUEGER, PERKINS -- read twice and ordered printed, and when printed to be committed to the Committee on Finance

AN ACT to amend the mental hygiene law, in relation to a public awareness educational program on heroin; and making an appropriation therefor

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

1     Section 1. Section 19.09 of the mental hygiene law is amended by  
2     adding a new subdivision (i) to read as follows:  
3     (I) THE COMMISSIONER SHALL CREATE A MULTI-FACETED PUBLIC OUTREACH  
4     PROGRAM TO RAISE AWARENESS OF THE INHERENT DANGERS AND COSTS OF HEROIN  
5     USE. THE PROGRAM SHALL CONSIST OF SUCH PUBLIC SERVICE ANNOUNCEMENTS AND  
6     INTERACTIVE MEDIA SPOTS DESIGNED TO REACH THE BROADEST POSSIBLE GENERAL  
7     AUDIENCE, AS WELL AS THOSE DESIGNED TO SPECIFICALLY TARGET THOSE SOCIAL  
8     AND AGE GROUPS THAT ARE MOST AT RISK FOR EXPERIMENTING WITH HEROIN,  
9     THOSE WHO ARE CURRENTLY USING HEROIN, AND THOSE WHO ARE SEEKING OR  
10    UNDERGOING TREATMENT FOR HEROIN ADDICTION. THE CONTENT OF SUCH OUTREACH  
11    EFFORTS SHALL INCLUDE, BUT NOT BE LIMITED TO, SUCH TOPICS AS: THE  
12    DANGERS OF ADDICTION AFTER ONLY ONE USE; SECTION 220.78 OF THE PENAL  
13    LAW, OTHERWISE KNOWN AS NEW YORK STATE'S GOOD SAMARITAN LAW; THE CURRENT  
14    DEMOGRAPHICS OF HEROIN ADDICTION; THE RECOGNIZABLE PHYSIOLOGICAL SYMPTOMS  
15    OF ADDICTION; THE AVAILABILITY AND THE CRITICAL EFFECTIVENESS OF  
16    ADMINISTERING AN OPIOID ANTAGONIST IN CASES OF SUSPECTED OVERDOSE; AND  
17    THE AVAILABILITY OF THE OFFICE'S HOPELINE. THE COMMISSIONER SHALL POST  
18    THE ANNOUNCEMENTS, EXAMINE ALL POSSIBLE METHODOLOGIES, AND TAKE ALL  
19    OTHER EFFORTS, INCLUDING THE USE OF SOCIAL MEDIA SITES, TO ENSURE THAT  
20    THE ANNOUNCEMENTS ARE VIEWED BY THE MAXIMUM NUMBER OF PEOPLE. THE  
21    COMMISSIONER SHALL ALSO PROVIDE COPIES OF THE ANNOUNCEMENTS ON ITS  
22    WEBSITE IN A HIGHLY VISIBLE LOCATION THAT ARE AVAILABLE TO BE FREELY  
23    DOWNLOADED BY ANY MEMBER OF THE PUBLIC.  
24    S 2. The sum of five hundred thousand dollars (\$500,000), or so much  
25    thereof as may be necessary, is hereby appropriated to the department of  
26    mental hygiene out of any moneys in the state treasury in the general

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

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1 fund to the credit of the office of alcoholism and substance abuse  
2 services, not otherwise appropriated, and made immediately available,  
3 for the purpose of carrying out the provisions of this act. Such moneys  
4 shall be payable on the audit and warrant of the comptroller on vouchers  
5 certified or approved by the commissioner of the office of alcoholism  
6 and substance abuse services in the manner prescribed by law.

7 S 3. This act shall take effect immediately.