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

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I N S E N A T E

May 23, 2014

Introduced by Sens. BOYLE, BALL, BONACIC, CARLUCCI, FELDER, GALLIVAN, GOLDEN, GRIFFO, HANNON, LANZA, LARKIN, LITTLE, MARCELLINO, MARCHIONE, MARTINS, MAZIARZ, NOZZOLIO, O'MARA, RANZENHOFER, RITCHIE, ROBACH, SAVINO, SEWARD, VALESKY, YOUNG -- read twice and ordered printed, and when printed to be committed to the Committee on Alcoholism and Drug Abuse

AN ACT to amend the mental hygiene law, in relation to establishing a public awareness campaign on heroin and opioid addiction

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

Section 1. Legislative intent. The legislature hereby establishes a public awareness and educational campaign to inform the public about heroin and prescription opioid pain medication addiction. Heroin and other opioids are highly addictive and as a result, a public health crisis has emerged in New York State. This campaign will complement existing programs administered by the Department of Health and the Office of Alcoholism and Substance Abuse Services on prescription pain medication awareness. The educational campaign will be statewide and should be designed to alert youth, parents, high risk populations, and the general population by providing educational materials on the subjects to schools and community groups.

S 2. The mental hygiene law is amended by adding a new section 19.26 to read as follows:

S 19.26 HEROIN AND PRESCRIPTION OPIOID PAIN MEDICATION ADDICTION AWARENESS AND EDUCATION PROGRAM.

THE COMMISSIONER, IN COOPERATION WITH THE COMMISSIONER OF THE DEPARTMENT OF HEALTH, SHALL DEVELOP, ESTABLISH AND IMPLEMENT A PUBLIC AWARENESS AND EDUCATIONAL CAMPAIGN ON HEROIN AND OPIOID ADDICTION.

(A) THE CAMPAIGN SHALL INCLUDE INFORMATION ON:

(I) THE DANGERS OF THE ABUSE OF HEROIN AND THE HIGH RISK OF ADDICTION;

(II) THE DANGERS OF MISUSE AND ABUSE OF OPIOIDS AND THE HIGH RISK OF ADDICTION;

(III) HOW TO RECOGNIZE THE SIGNS OF ADDICTION FOR NON-MEDICAL PROFESSIONALS;

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

(IV) THE PROMOTION OF THE OPIOID OVERDOSE PREVENTION PROGRAM, PURSUANT TO SECTION THIRTY-THREE HUNDRED NINE OF THE PUBLIC HEALTH LAW, AND THE GOOD SAMARITAN LAW, PURSUANT TO SECTIONS 220.03 AND 220.78 OF THE PENAL LAW AND SECTION 390.40 OF THE CRIMINAL PROCEDURE LAW; AND

(V) REDUCING THE STIGMA ASSOCIATED WITH ADDICTION.

(B) THE CAMPAIGN SHALL INCREASE PUBLIC AWARENESS THROUGH THE USE OF SOCIAL AND MASS MEDIA, INCLUDING, BUT NOT LIMITED TO, INTERNET, RADIO, AND PRINT ADVERTISING SUCH AS BILLBOARDS AND POSTERS. THE CAMPAIGN WILL ALSO IDENTIFY AND RECRUIT INDIVIDUALS TO SERVE AS VISIBLE, PUBLIC AMBASSADORS TO PROMOTE THIS MESSAGE. SUCH AMBASSADORS MAY INCLUDE PROFESSIONAL AND AMATEUR ATHLETES AND CELEBRITY ADVOCATES FROM MEDIA, MUSIC AND OTHER ENTERTAINMENT MEDIUMS. THE CAMPAIGN SHALL INCLUDE AN INTERNET WEBSITE PROVIDING INFORMATION FOR PARENTS, CHILDREN AND HEALTH CARE PROFESSIONALS ON THE RISKS ASSOCIATED WITH TAKING OPIOIDS AND HEROIN AND THE RESOURCES AVAILABLE TO THOSE NEEDING ASSISTANCE WITH HEROIN OR OPIOID ADDICTION. SUCH WEBSITE SHALL ALSO PROVIDE INFORMATION REGARDING WHERE INDIVIDUALS MAY PROPERLY DISPOSE OF CONTROLLED SUBSTANCES IN THEIR COMMUNITY AND INCLUDE ACTIVE LINKS TO FURTHER INFORMATION AND RESOURCES. THE DEPARTMENT MAY CONSULT WITH RELEVANT PROFESSIONAL ORGANIZATIONS TO DEVELOP MATERIAL. THE CAMPAIGN SHALL BEGIN NO LATER THAN SEPTEMBER FIRST, TWO THOUSAND FOURTEEN.

(C) THE COMMISSIONER SHALL PREPARE AN ANNUAL REPORT TO THE GOVERNOR AND THE LEGISLATURE ON OR BEFORE DECEMBER FIRST OF EACH YEAR ON THE PUBLIC AWARENESS AND EDUCATIONAL CAMPAIGN, INCLUDING:

(I) ACTIONS TAKEN BY THE OFFICE TO CARRY OUT THE PUBLIC AWARENESS CAMPAIGN AND EDUCATIONAL CAMPAIGN; AND

(II) AN ASSESSMENT OF THE NECESSARY APPROPRIATIONS FOR THE OFFICE TO MEET THE NEEDS OF THE CAMPAIGN IN THE NEXT FISCAL YEAR.

S 3. This act shall take effect immediately.