

7022

2015-2016 Regular Sessions

I N   A S S E M B L Y

April 20, 2015

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Introduced by M. of A. CUSICK, ROZIC, THIELE -- Multi-Sponsored by -- M.  
of A. ARROYO, BORELLI, FITZPATRICK, GOTTFRIED, GUNTHER, MAGEE, McDO-  
NALD, MILLER, PEOPLES-STOKES -- read once and referred to the Commit-  
tee 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, RADIO, AND PRINT ADVERTISING  
20    TO PROMOTE THIS MESSAGE. THE CAMPAIGN WILL ALSO IDENTIFY AND RECRUIT  
21    INDIVIDUALS TO SERVE AS VISIBLE, PUBLIC AMBASSADORS TO PROMOTE THIS  
22    MESSAGE. SUCH AMBASSADORS MAY INCLUDE PROFESSIONAL AND AMATEUR ATHLETES,

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

LBD08170-01-5

1 FITNESS EXPERTS, AND CELEBRITY ADVOCATES FROM MEDIA, MUSIC AND OTHER  
2 ENTERTAINMENT MEDIUMS.

3 3. THE CAMPAIGN WILL BE STATE-WIDE, AND FOCUS ON PROMOTING PHYSICAL  
4 FITNESS AND ACTIVITY FOR THE FOLLOWING POPULATIONS: SENIORS; YOUTH; AND  
5 OTHER HIGH-RISK POPULATIONS.

6 S 3. This act shall take effect immediately.