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

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I N A S S E M B L Y

February 25, 2016

Introduced by M. of A. CUSICK, ROZIC, THIELE, CAHILL, GRAF, OTIS, SCHIMEL -- Multi-Sponsored by -- M. of A. ARROYO, BLAKE, BRENNAN, COOK, FITZPATRICK, GALEF, GOTTFRIED, GUNTHER, JOYNER, LUPINACCI, MAGEE, McDONALD, McDONOUGH, MILLER, PEOPLES-STOKES, PERRY, PICHARDO, SOLAGES, WALKER -- read once and referred to the Committee 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 ASSEMBLY, DO ENACT AS FOLLOWS:

Section 1. Legislative intent. The legislature hereby determines that a public awareness and educational campaign to encourage physical activity will improve the fitness of the people of the state of New York and lead to a lifetime of good health. This campaign will complement existing programs administered by the department of health that develop and promote nutrition and wellness activities that enhance the quality-of-life for children and adults.

S 2. The public health law is amended by adding a new section 264 to read as follows:

S 264. NEW YORK STATE PHYSICAL FITNESS AND ACTIVITY EDUCATION CAMPAIGN. 1. A NEW YORK STATE PHYSICAL FITNESS AND ACTIVITY EDUCATION CAMPAIGN IS HEREBY ESTABLISHED UNDER THE ADMINISTRATION OF THE COMMISSIONER FOR THE PURPOSE OF PROMOTING PHYSICAL FITNESS AND ACTIVITY THROUGH THE DEVELOPMENT AND IMPLEMENTATION OF A PUBLIC EDUCATION AND OUTREACH CAMPAIGN.

2. THE CAMPAIGN WILL FOCUS ON INCREASING PUBLIC AWARENESS OF THE IMPORTANCE OF PHYSICAL FITNESS AND ACTIVITY AND ITS CORRESPONDING HEALTH BENEFITS. THE CAMPAIGN WILL INCREASE PUBLIC AWARENESS THROUGH THE USE OF SOCIAL AND MASS MEDIA, INCLUDING INTERNET, RADIO, AND PRINT ADVERTISING TO PROMOTE THIS MESSAGE. 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, FITNESS EXPERTS, AND CELEBRITY ADVOCATES FROM MEDIA, MUSIC AND OTHER ENTERTAINMENT MEDIUMS.

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

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

S 3. This act shall take effect immediately.