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

4543

2015-2016 Regular Sessions

I N S E N A T E

March 26, 2015

Introduced by Sen. RITCHIE -- read twice and ordered printed, and when printed to be committed to the Committee on Consumer Protection

AN ACT requiring the consumer protection division to develop an unsecured furniture, television, and appliance public awareness campaign

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

Section 1. The consumer protection division shall develop, establish and implement a public awareness campaign regarding the dangers of unsecured furniture, televisions, and other appliances. The campaign shall include information on the dangers of unsecured furniture, televisions and appliances including potential injuries and fatalities and prevention methods. Such public awareness campaign shall be made available to the public by any means deemed appropriate by the division including, but not limited to, internet, radio, and print advertising such as billboards and posters. The campaign may also identify and recruit individuals to serve as visible, public ambassadors to promote this message. The campaign shall include an internet website providing information on the risks associated with unsecured furniture, televisions, and appliances and the resources available to prevent related injuries and fatalities. The campaign shall begin no later than January 1, 2016. The division shall prepare an annual report to the governor and the legislature on or before December first of each year on the public awareness campaign, including: (i) actions taken by the division to carry out the public awareness campaign and (ii) an assessment of the necessary appropriations for the division to meet the needs of the campaign in the next fiscal year.

S 2. This act shall take effect immediately.

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

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