

4543

2015-2016 Regular Sessions

I N   S E N A T E

March 26, 2015

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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:

1     Section 1. The consumer protection division shall develop, establish  
2 and implement a public awareness campaign regarding the dangers of unse-  
3 cured furniture, televisions, and other appliances. The campaign shall  
4 include information on the dangers of unsecured furniture, televisions  
5 and appliances including potential injuries and fatalities and  
6 prevention methods. Such public awareness campaign shall be made avail-  
7 able to the public by any means deemed appropriate by the division  
8 including, but not limited to, internet, radio, and print advertising  
9 such as billboards and posters. The campaign may also identify and  
10 recruit individuals to serve as visible, public ambassadors to promote  
11 this message. The campaign shall include an internet website providing  
12 information on the risks associated with unsecured furniture, tele-  
13 visions, and appliances and the resources available to prevent related  
14 injuries and fatalities. The campaign shall begin no later than January  
15 1, 2016. The division shall prepare an annual report to the governor and  
16 the legislature on or before December first of each year on the public  
17 awareness campaign, including: (i) actions taken by the division to  
18 carry out the public awareness campaign and (ii) an assessment of the  
19 necessary appropriations for the division to meet the needs of the  
20 campaign in the next fiscal year.  
21     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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