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

January 8, 2016

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

AN ACT to amend chapter 587 of the laws of 2015, requiring the consumer protection division to develop an unsecured furniture, television, and appliance public awareness campaign, in relation to requiring the consumer protection division to post on the division website information on the related risks associated with unsecured furniture, televisions and appliances

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

Section 1. Section 1 of chapter 587 of the laws of 2015, requiring the consumer protection division to develop an unsecured furniture, television, and appliance public awareness campaign, is amended to read as follows:

Section 1. The consumer protection division shall develop, establish and implement a public [awareness campaign] OUTREACH PROGRAM regarding the dangers of unsecured furniture, televisions, and other appliances. The [campaign] PROGRAM shall include information on the dangers of unsecured furniture, televisions and appliances including potential injuries and fatalities and prevention methods. Such public [awareness campaign] OUTREACH PROGRAM SHALL INCLUDE BROCHURES, CONSUMER GUIDES, POSTERS, OR ANY COMBINATION THEREOF, AND shall be made available to the public by any means deemed appropriate by the division [including, but not limited to,] AND MAY INCLUDE internet, radio, and print advertising [such as billboards and posters]. The [campaign] PROGRAM may also identify and recruit individuals to serve as visible, public ambassadors to promote this message. The [campaign] DIVISION shall include [an], ON ITS 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] THE PROGRAM shall begin no later than [January] APRIL 1, 2016. The division shall [prepare an] INCLUDE IN ITS annual report to the governor and the legislature [on or before December first of each year on the public awareness campaign, including: (i)] INFORMATION RELATED TO actions taken by the

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

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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] OUTREACH PROGRAM.

S 2. This act shall take effect immediately.