STATE OF NEW YORK

4437

2019-2020 Regular Sessions

IN SENATE

March 11, 2019

Introduced by Sens. PARKER, ADDABBO, BAILEY, HOYLMAN, MONTGOMERY, RIVERA -- read twice and ordered printed, and when printed to be committed to the Committee on Finance

AN ACT to amend the mental hygiene law, in relation to a public awareness educational program on heroin; and making an appropriation therefor

The People of the State of New York, represented in Senate and Assembly, do enact as follows:

Section 1. Section 19.09 of the mental hygiene law is amended by adding a new subdivision (k) to read as follows:

(k) The commissioner shall create a multi-faceted public outreach program to raise awareness of the inherent dangers and costs of heroin use. The program shall consist of such public service announcements and interactive media spots designed to reach the broadest possible general audience, as well as those designed to specifically target those social and age groups that are most at risk for experimenting with heroin, those who are currently using heroin, and those who are seeking or undergoing treatment for heroin addiction. The content of such outreach efforts shall include, but not be limited to, such topics as: the dangers of addiction after only one use; section 220.78 of the penal law, otherwise known as New York state's good samaritan law; the current demographics of heroin addiction; the recognizable physiological symptoms of addiction; the availability and the critical effectiveness of administering an opioid antagonist in cases of suspected overdose; and the availability of the office's HOPEline. The commissioner shall post the announcements, examine all possible methodologies, and take all other efforts, including the use of social media sites, to ensure that the announcements are viewed by the maximum number of people. The commissioner shall also provide copies of the announcements on its website in a highly visible location that are available to be freely downloaded by any member of the public.

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

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§ 2. The sum of five hundred thousand dollars ($500,000), or so much thereof as may be necessary, is hereby appropriated to the department of mental hygiene out of any moneys in the state treasury in the general fund to the credit of the office of alcoholism and substance abuse services, not otherwise appropriated, and made immediately available, for the purpose of carrying out the provisions of this act. Such moneys shall be payable on the audit and warrant of the comptroller on vouchers certified or approved by the commissioner of the office of alcoholism and substance abuse services in the manner prescribed by law.

§ 3. This act shall take effect immediately.