STATE OF NEW YORK

6300--C

Cal. No. 972

2021-2022 Regular Sessions

IN SENATE

April 21, 2021

Introduced by Sen. MANNION -- read twice and ordered printed, and when printed to be committed to the Committee on Disabilities -- reported favorably from said committee and committed to the Committee on Finance -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee -- recommitted to the Committee on Disabilities in accordance with Senate Rule 6, sec. 8 -- committee discharged, bill amended, ordered reprinted as amended and recommitted to said committee -- again amended and ordered reprinted, retaining its place in the order of third reading

AN ACT to amend the mental hygiene law, in relation to establishing a public awareness campaign to combat the stigma and stereotyping of individuals with developmental disabilities

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

Section 1. Section 13.09 of the mental hygiene law is amended by adding a new subdivision (i) to read as follows:

(i) The commissioner, in consultation with the commissioner of mental health, shall develop and implement a public awareness campaign that combats the discrimination, stigma and stereotyping of individuals with developmental disabilities across the state. Such campaign shall utilize public forums, social media and mass media, including but not limited to internet, radio, and print advertising and shall include educational materials and information on the office's website. The campaign shall be tailored to educate the general public about developmental disabilities and shall also highlight the accomplishments and contributions of individuals with developmental disabilities to the state and their respective communities. The office shall consult with stakeholders and consumer advocates to ensure such campaign is culturally competent and linguistically appropriate. Such campaign shall end on December thirty-first, two thousand twenty-three.

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

LBD10792-06-2

§ 2. This act shall take effect on the sixtieth day after it shall have become a law. Effective immediately, the addition, amendment and/or repeal of any rule or regulation necessary for the implementation of this act on its effective date are authorized to be made and completed on or before such effective date.