

STATE OF NEW YORK

8348

IN SENATE

January 19, 2024

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

AN ACT to amend the public health law, in relation to establishing a campaign to promote public awareness of the causes of oral disease and its prevention

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

1 Section 1. The public health law is amended by adding a new section
2 207-b to read as follows:

3 § 207-b. Oral health awareness. 1. The commissioner, in consultation
4 with the commissioner of education, shall develop and implement a
5 campaign to promote public awareness of the following: the importance of
6 good oral health, including but not limited to, the impact of oral
7 disease, causes of oral disease and its prevention, oral health across
8 the lifespan, the total body connection, the value of early detection
9 and the availability of oral health services in the community.

10 2. Such campaign shall utilize public forums, social media and mass
11 media, including but not limited to the internet, radio, and print
12 advertising and shall include educational materials and information on
13 the department's website to be made available for consumers, particular-
14 ly targeted to high risk groups through local departments of health,
15 local health care practitioners, including but not limited to health
16 maintenance organizations, hospitals, walk-in medical care centers,
17 mobile care units, surgical centers, health-oriented places of business,
18 clinics, schools and organizations serving young children, families and
19 geriatric populations.

20 3. The department shall consult with stakeholders and consumer advo-
21 cates to ensure such campaign is culturally competent and linguistically
22 appropriate. Such campaign shall end on December thirty-first, two thou-
23 sand twenty-six.

24 4. The commissioner shall seek any federal waiver or waivers that may
25 be necessary to maximize funds from the federal government, including
26 but not limited to funds provided under Titles XVIII and XIX of the
27 federal Social Security Act for the services provided under this

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

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1 section. The commissioner may accept any grants, awards or other funds
2 or appropriations as may be made available for the purposes of this
3 section.

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