STATE OF NEW YORK

10190

IN SENATE

May 5, 2026

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

AN ACT to amend the mental hygiene law, in relation to establishing a certified community behavioral health clinic public awareness campaign

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

Section 1. The mental hygiene law is amended by adding a new section 36.08 to read as follows:

§ 36.08 Certified community behavioral health clinic public awareness campaign.

(a) The commissioner of the office of mental health, in consultation with the commissioner of the office of addiction services and supports, the commissioner of the office of children and family services, the commissioner of the office for people with developmental disabilities, and the commissioner of the department of health shall develop and implement a statewide public awareness campaign to educate the general public regarding certified community behavioral health clinics established pursuant to section 36.04 of this article.

(b) Such campaign may utilize public forums, social media, and mass media, including but not limited to internet, radio, and print advertising, and shall include posting of materials and information on the websites of the office of mental health and the office of addiction services and supports.

(c) The campaign shall be designed to:

1. educate the public regarding the services provided by certified community behavioral health clinics, including mental health and substance use disorder services, case management services, and access to crisis services;

2. inform individuals how to access such services provided by certified community behavioral health clinics; and

3. reduce stigma associated with seeking behavioral health treatment.

(d) The commissioner of the office of mental health shall require facilities licensed pursuant to article thirty-one of this chapter, and the commissioner of the office of addiction services and supports shall

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

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require providers certified pursuant to article thirty-two of this chapter to make available to patients educational materials developed pursuant to this section regarding certified community behavioral health clinics. The commissioner of the department of health shall require general hospitals licensed pursuant to article twenty-eight of the public health law that operate psychiatric inpatient, outpatient, or emergency services to make such materials available. Such materials may be distributed electronically, provided in writing, or posted conspicuously within provider facilities, as determined by the applicable commissioner.

§ 2. This act shall take effect on the one hundred eightieth 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 date.