STATE OF NEW YORK

3941

2025-2026 Regular Sessions

IN ASSEMBLY

January 30, 2025

Introduced by M. of A. WOERNER -- read once and referred to the Committee on Mental Health

AN ACT to amend the mental hygiene law, in relation to establishing a public awareness campaign concerning the dangers of social media and cell phone use by school-age children

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

Section 1. Section 7.09 of the mental hygiene law is amended by adding a new subdivision (n) to read as follows:

(n) The commissioner shall develop and implement a public awareness campaign about the negative mental health impacts of social media and cell phone use on school-age children, including but not limited to the addictive qualities of social media, the stunting impact of social media usage on the development of social skills, increased feelings of isolation, anxiety and depression among adolescent users and the attendant amplification of peer on peer bullying, and increased rates of adolescent suicide and suicide attempts, as well as about how to recognize suicide risk factors and seek suicide prevention assistance. 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 office shall consult with stakeholders and consumer advocates to ensure such campaign is culturally competent and linguistically appropriate. Such campaign shall begin within sixty days following the effective date of this subdivision and shall end on June thirtieth, two thousand twenty-eight.

§ 2. This act shall take effect immediately.

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

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