§ 207-b. Crisis resources. Each degree-granting institution of higher education shall establish an education campaign to educate students, faculty, and staff about the 9-8-8 suicide and crisis lifeline and the crisis text line. Such education campaign shall include, but not be limited to:

1. resources describing when to utilize the 9-8-8 suicide and crisis lifeline and the crisis text line; and

2. contact information for such services on student identification cards, or the annual distribution of contact information for such services at institutions that do not issue student identification cards.