§ 540. Information about assistance programs. The commissioner shall establish procedures whereby each person who files a claim for unemployment insurance pursuant to section five hundred ninety-six of this article, shall receive information about the supplemental nutrition assistance program provided by the office of temporary and disability assistance pursuant to subdivision six of section ninety-five-a of the social services law, the special supplemental nutrition program for women, infants and children provided by the department of health under section twenty-five hundred seven of the public health law, and the utility assistance and rental and mortgage assistance programs available through the division of housing and community renewal and the office of temporary and disability assistance. The commissioner shall also provide information about such programs on the department's website. Such information shall be prominently displayed and easily accessible by individuals filing a claim or certifying for unemployment benefits.