

CHAPTER 196

AN ACT establishing a breast cancer public awareness campaign in the Department of Health and Senior Services, supplementing P.L.1999, c.361 (C.26:2W-1 et seq.) and making an appropriation.

BE IT ENACTED by the Senate and General Assembly of the State of New Jersey:

C.26:2W-3 Breast cancer public awareness campaign.

1. a. The Commissioner of Health and Senior Services shall establish a breast cancer public awareness campaign, as a component of the Cancer Awareness, Education and Research Program established pursuant to P.L.1999, c.361 (C.26:2W-1 et seq.), to promote awareness and outreach throughout the State in regard to breast cancer screening services. The public awareness campaign shall be established in accordance with accepted public health practice and recommendations of the federal Centers for Disease Control and Prevention, and within the limits of funds appropriated pursuant to this act and any other resources available for the purposes thereof.

b. For the purposes of this act, the commissioner shall, at a minimum:

(1) develop and implement a Statewide plan to promote public awareness among members of the public, community-based organizations and health care providers, and encourage more referrals to breast cancer screening services;

(2) distribute promotional incentives for free or discounted items to be provided to women by local retail businesses that will encourage them to undergo mammography and become educated about breast cancer;

(3) provide for the use of public service announcements and printed materials in both English and Spanish;

(4) seek to disseminate information through a variety of entities, including, but not limited to, primary care sites, health care facilities, local health departments and clinics, county offices on the aging, pharmacies, libraries, YWCAs and YMCAs, senior centers, houses of worship, programs that serve victims of domestic violence, other community-based outreach programs and organizations, and the Internet;

(5) consult and seek to collaborate with at least the following entities to effectuate the public awareness campaign: the New Jersey Primary Care Association, the American Cancer Society, the Medical Society of New Jersey, the New Jersey Hospital Association, Planned Parenthood, AARP, the New Jersey Advisory Commission on the Status of Women, the New Jersey State Commission on Cancer Research, The Cancer Institute of New Jersey, the New Jersey Pharmacists Association, the Health Research and Educational Trust of New Jersey, and The Peer Review Organization of New Jersey, Inc.;

(6) establish and publicize the availability of a toll-free telephone number operated by the Department of Health and Senior Services to provide information and referral to members of the general public about breast screening services, with particular emphasis on facilitating free and reduced charge screening for low-income and uninsured women; and

(7) seek to secure the use of such funds or other resources from private nonprofit or for-profit sources or the federal government to effectuate the purposes of this act as may be available therefor, which shall be used to supplement and shall not supplant State funds used to carry out the purposes of this act.

2. There is appropriated \$90,000 from the General Fund to the Department of Health and Senior Services to effectuate the purposes of this act.

3. This act shall take effect immediately.

Approved August 2, 2001.