

Union Calendar No. 416

116TH CONGRESS
2^D SESSION

H. R. 4585

[Report No. 116–516]

To require the Director of the Centers for Disease Control and Prevention to conduct a national suicide prevention media campaign, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

OCTOBER 1, 2019

Mr. BEYER (for himself and Mr. GIANFORTE) introduced the following bill;
which was referred to the Committee on Energy and Commerce

SEPTEMBER 18, 2020

Reported with amendments; committed to the Committee of the Whole House
on the State of the Union and ordered to be printed

[Strike out all after the enacting clause and insert the part printed in *italic*]

[For text of introduced bill, see copy of bill as introduced on October 1, 2019]

A BILL

To require the Director of the Centers for Disease Control and Prevention to conduct a national suicide prevention media campaign, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
 2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 *This Act may be cited as the “Campaign to Prevent*
 5 *Suicide Act”.*

6 **SEC. 2. NATIONAL SUICIDE PREVENTION LIFELINE.**

7 *Section 520E–3(b)(2) of the Public Health Service Act*
 8 *(42 U.S.C. 290bb–36c(b)(2)) is amended by inserting after*
 9 *“suicide prevention hotline” the following: “, which, begin-*
 10 *ning not later than one year after the date of the enactment*
 11 *of the Campaign to Prevent Suicide Act, shall be a 3-digit*
 12 *nationwide toll-free telephone number,”.*

13 **SEC. 3. NATIONAL SUICIDE PREVENTION MEDIA CAMPAIGN.**

14 *(a) NATIONAL SUICIDE PREVENTION MEDIA CAM-*
 15 *PAIGN.—*

16 *(1) IN GENERAL.—Not later than the date that*
 17 *is three years after the date of the enactment of this*
 18 *Act, the Secretary of Health and Human Services (re-*
 19 *ferred to in this section as the “Secretary”), in co-*
 20 *ordination with the Assistant Secretary for Mental*
 21 *Health and Substance Use (referred to in this section*
 22 *as the “Assistant Secretary”) and the Director of the*
 23 *Centers for Disease Control and Prevention (referred*
 24 *to in this section as the “Director”), shall conduct a*
 25 *national suicide prevention media campaign (referred*

1 to in this section as the “national media campaign”),
2 in accordance with the requirements of this section,
3 for purposes of—

4 (A) preventing suicide in the United States;

5 (B) educating families, friends, and com-
6 munities on how to address suicide and suicidal
7 thoughts, including when to encourage individ-
8 uals with suicidal risk to seek help; and

9 (C) increasing awareness of suicide preven-
10 tion resources of the Centers for Disease Control
11 and Prevention and the Substance Abuse and
12 Mental Health Services Administration (includ-
13 ing the suicide prevention hotline maintained
14 under section 520E–3 of the Public Health Serv-
15 ice Act (42 U.S.C. 290bb–36c)), any suicide pre-
16 vention mobile application of the Centers for
17 Disease Control and Prevention or the Substance
18 Abuse Mental Health Services Administration,
19 and other support resources determined appro-
20 priate by the Secretary.

21 (2) *ADDITIONAL CONSULTATION.*—In addition to
22 coordinating with the Assistant Secretary and the Di-
23 rector under this section, the Secretary shall consult
24 with, as appropriate, State, local, Tribal, and terri-
25 torial health departments, primary health care pro-

1 *viders, hospitals with emergency departments, mental*
2 *and behavioral health services providers, crisis re-*
3 *sponse services providers, first responders, suicide pre-*
4 *vention and mental health professionals, patient ad-*
5 *vocacy groups, survivors of suicide attempts, and rep-*
6 *resentatives of television and social media platforms*
7 *in planning the national media campaign to be con-*
8 *ducted under paragraph (1).*

9 *(b) TARGET AUDIENCES.—*

10 *(1) TAILORING ADVERTISEMENTS AND OTHER*
11 *COMMUNICATIONS.—In conducting the national media*
12 *campaign under subsection (a)(1), the Secretary may*
13 *tailor culturally competent advertisements and other*
14 *communications of the campaign across all available*
15 *media for a target audience (such as a particular geo-*
16 *graphic location or demographic) across the lifespan.*

17 *(2) TARGETING CERTAIN LOCAL AREAS.—The*
18 *Secretary shall, to the maximum extent practicable,*
19 *use amounts made available under subsection (f) for*
20 *media that targets individuals in local areas with*
21 *higher suicide rates.*

22 *(c) USE OF FUNDS.—*

23 *(1) REQUIRED USES.—*

24 *(A) IN GENERAL.—The Secretary shall, to*
25 *the extent reasonably feasible with the funds*

made available under subsection (f), carry out the following, with respect to the national media campaign:

(i) The purchase of advertising time and space, including the strategic planning for, and accounting of, any such purchase.

(ii) Creative services and talent costs.

(iii) Advertising production costs.

(iv) Testing and evaluation of advertising.

(v) Evaluation of the effectiveness of the national media campaign.

(vi) Operational and management expenses.

(vii) The creation of an educational toolkit for television and social media platforms to use in discussing suicide and raising awareness about how to prevent suicide.

(B) SPECIFIC REQUIREMENTS.—

(i) TESTING AND EVALUATION OF ADVERTISING.—In testing and evaluating advertising under subparagraph (A)(iv), the Secretary shall test all advertisements after use in the national media campaign to evaluate the extent to which such advertise-

ments have been effective in carrying out the purposes of the national media campaign.

(ii) *EVALUATION OF EFFECTIVENESS OF NATIONAL MEDIA CAMPAIGN.*—In evaluating the effectiveness of the national media campaign under subparagraph (A)(v), the Secretary shall take into account—

(I) the number of unique calls that are made to the suicide prevention hotline maintained under section 520E–3 of the Public Health Service Act (42 U.S.C. 290bb–36c) and assess whether there are any State and regional variations with respect to the capacity to answer such calls;

(II) the number of unique encounters with suicide prevention and support resources of the Centers for Disease Control and Prevention and the Substance Abuse and Mental Health Services Administration and assess engagement with such suicide prevention and support resources;

1 (III) *whether the national media*
2 *campaign has contributed to increased*
3 *awareness that suicidal individuals*
4 *should be engaged, rather than ignored;*
5 *and*

6 (IV) *such other measures of eval-*
7 *uation as the Secretary determines are*
8 *appropriate.*

9 (2) *OPTIONAL USES.—The Secretary may use*
10 *amounts made available under subsection (f) for the*
11 *following, with respect to the national media cam-*
12 *paign:*

13 (A) *Partnerships with professional and*
14 *civic groups, community-based organizations, in-*
15 *cluding faith-based organizations, and Govern-*
16 *ment or Tribal organizations that the Secretary*
17 *determines have experience in suicide prevention,*
18 *including the Substance Abuse and Mental*
19 *Health Services Administration and the Centers*
20 *for Disease Control and Prevention.*

21 (B) *Entertainment industry outreach, inter-*
22 *active outreach, media projects and activities,*
23 *public information, news media outreach, out-*
24 *reach through television programs, and corporate*
25 *sponsorship and participation.*

1 (d) *PROHIBITIONS.*—None of the amounts made avail-
2 able under subsection (f) may be obligated or expended for
3 any of the following:

4 (1) *To supplant current suicide prevention cam-*
5 *paigns.*

6 (2) *For partisan political purposes, or to express*
7 *advocacy in support of or to defeat any clearly identi-*
8 *fied candidate, clearly identified ballot initiative, or*
9 *clearly identified legislative or regulatory proposal.*

10 (e) *REPORT TO CONGRESS.*—Not later than 18 months
11 after implementation of the national media campaign has
12 begun, the Secretary, in coordination with the Assistant
13 Secretary and the Director, shall, with respect to the first
14 year of the national media campaign, submit to Congress
15 a report that describes—

16 (1) *the strategy of the national media campaign*
17 *and whether specific objectives of such campaign were*
18 *accomplished, including whether such campaign im-*
19 *pacted the number of calls made to lifeline crisis cen-*
20 *ters and the capacity of such centers to manage such*
21 *calls;*

22 (2) *steps taken to ensure that the national media*
23 *campaign operates in an effective and efficient man-*
24 *ner consistent with the overall strategy and focus of*
25 *the national media campaign;*

1 (3) *plans to purchase advertising time and*
2 *space;*

3 (4) *policies and practices implemented to ensure*
4 *that Federal funds are used responsibly to purchase*
5 *advertising time and space and eliminate the poten-*
6 *tial for waste, fraud, and abuse; and*

7 (5) *all contracts entered into with a corporation,*
8 *a partnership, or an individual working on behalf of*
9 *the national media campaign.*

10 (f) *AUTHORIZATION OF APPROPRIATIONS.—For pur-*
11 *poses of carrying out this section, there is authorized to be*
12 *appropriated \$10,000,000 for each of fiscal years 2020*
13 *through 2024.*

Amend the title so as to read: “A bill to require the Secretary of Health and Human Services to conduct a national suicide prevention media campaign, and for other purposes.”.

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