

117TH CONGRESS  
1ST SESSION

# H. R. 2364

To amend title III of the Public Health Service Act to direct the Secretary, acting through the Director of the Centers for Disease Control and Prevention, to provide for a public education campaign to raise public awareness of synthetic opioids.

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## IN THE HOUSE OF REPRESENTATIVES

APRIL 5, 2021

Mr. KIM of New Jersey (for himself and Mr. PAPPAS) introduced the following bill; which was referred to the Committee on Energy and Commerce

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## A BILL

To amend title III of the Public Health Service Act to direct the Secretary, acting through the Director of the Centers for Disease Control and Prevention, to provide for a public education campaign to raise public awareness of synthetic opioids.

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 “Synthetic Opioid Dan-  
5 ger Awareness Act”.

1 **SEC. 2. SYNTHETIC OPIOIDS PUBLIC AWARENESS CAM-**  
2 **PAIGN.**

3 Part B of title III of the Public Health Service Act  
4 is amended by inserting after section 317U (42 U.S.C.  
5 247b–23) the following new section:

6 **“SEC. 317V. SYNTHETIC OPIOIDS PUBLIC AWARENESS CAM-**  
7 **PAIGN.**

8 “(a) IN GENERAL.—Not later than one year after the  
9 date of the enactment of this section, the Secretary, acting  
10 through the Director of the Centers for Disease Control  
11 and Prevention, shall provide for the planning and imple-  
12 mentation of a public education campaign to raise public  
13 awareness of synthetic opioids (including fentanyl and its  
14 analogues). Such campaign shall include the dissemination  
15 of information that—

16 “(1) promotes awareness about the potency and  
17 dangers of fentanyl and its analogues and other syn-  
18 thetic opioids;

19 “(2) explains services provided by the Sub-  
20 stance Abuse and Mental Health Services Adminis-  
21 tration and the Centers for Disease Control and  
22 Prevention (and any entity providing such services  
23 under a contract entered into with such agencies)  
24 with respect to the abuse of opioids, particularly as  
25 such services relate to the provision of alternative,  
26 non-opioid pain management treatments; and

1           “(3) relates generally to opioid use and pain  
2           management.

3           “(b) USE OF MEDIA.—The campaign under sub-  
4           section (a) may be implemented through the use of tele-  
5           vision, radio, internet, in-person public communications,  
6           and other commercial marketing venues and may be tar-  
7           geted to specific age groups.

8           “(c) CONSULTATION.—In coordinating the campaign  
9           under subsection (a), the Secretary, acting through the  
10          Director shall consult with the Assistant Secretary for  
11          Mental Health and Substance Use to provide ongoing ad-  
12          vice on the effectiveness of information disseminated  
13          through the campaign.

14          “(d) REQUIREMENT OF CAMPAIGN.—The campaign  
15          implemented under subsection (a) shall not be duplicative  
16          of any other Federal efforts relating to eliminating the  
17          abuse of opioids.

18          “(e) EVALUATION.—

19                 “(1) IN GENERAL.—The Secretary, acting  
20                 through the Director, shall ensure that the campaign  
21                 implemented under subsection (a) is subject to an  
22                 independent evaluation, beginning 2 years after the  
23                 date of the enactment of this section, and every 2  
24                 years thereafter.

1           “(2) MEASURES AND BENCHMARKS.—For pur-  
2           poses of an evaluation conducted pursuant to para-  
3           graph (1), the Secretary shall—

4                   “(A) establish baseline measures and  
5                   benchmarks to quantitatively evaluate the im-  
6                   pact of the campaign under this section; and

7                   “(B) conduct qualitative assessments re-  
8                   garding the effectiveness of strategies employed  
9                   under this section.

10          “(f) REPORT.—The Secretary, acting through the Di-  
11          rector, shall, beginning 2 years after the date of the enact-  
12          ment of this section, and every 2 years thereafter, submit  
13          to Congress a report on the effectiveness of the campaign  
14          implemented under subsection (a) towards meeting the  
15          measures and benchmarks established under subsection  
16          (e)(2).

17          “(g) DISSEMINATION OF INFORMATION THROUGH  
18          PROVIDERS.—The Secretary, acting through the Director,  
19          shall develop and implement a plan for the dissemination  
20          of information related to synthetic opioids, to health care  
21          providers who participate in Federal programs, including  
22          programs administered by the Department of Health and  
23          Human Services, the Indian Health Service, the Depart-  
24          ment of Veterans Affairs, the Department of Defense, and  
25          the Health Resources and Services Administration, the

1 Medicare program under title XVIII of the Social Security  
2 Act, and the Medicaid program under title XIX of such  
3 Act.”.

4 **SEC. 3. TRAINING GUIDE AND OUTREACH ON SYNTHETIC**  
5 **OPIOID EXPOSURE PREVENTION.**

6 (a) TRAINING GUIDE.—Not later than 1 year after  
7 the date of the enactment of this Act, the Secretary of  
8 Health and Human Services, acting through the National  
9 Institute for Occupational Safety and Health, shall design,  
10 publish, and make publicly available on the internet  
11 website of the Institute, a training guide and webinar for  
12 first responders and other individuals who also may be at  
13 high risk of exposure to synthetic opioids that details  
14 measures to prevent that exposure.

15 (b) OUTREACH.—Not later than 1 year after the date  
16 of the enactment of this Act, the Secretary of Health and  
17 Human Services, acting through the Assistant Secretary  
18 for Mental Health and Substance Use, shall also conduct  
19 outreach about the availability of the training guide and  
20 webinar published under subsection (a) to—

- 21 (1) police and fire managements;
- 22 (2) sheriff deputies in city and county jails;
- 23 (3) ambulance transport and hospital emer-  
24 gency room personnel;
- 25 (4) clinicians; and

1           (5) other high-risk occupations, as identified by  
2           the Assistant Secretary for Mental Health and Sub-  
3           stance Use.

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