

117TH CONGRESS  
1ST SESSION

# H. R. 2862

To require the Secretary of Health and Human Services to conduct a national suicide prevention media campaign, and for other purposes.

---

## IN THE HOUSE OF REPRESENTATIVES

APRIL 28, 2021

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

---

## A BILL

To require the Secretary of Health and Human Services 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  
8 Act (42 U.S.C. 290bb–36c(b)(2)) is amended by inserting  
9 after “suicide prevention hotline” the following: “, under

1 the universal telephone number designated under Section  
2 251(e)(4) of the Communications Act of 1934.”.

3 **SEC. 3. NATIONAL SUICIDE PREVENTION MEDIA CAM-**  
4 **PAIGN.**

5 (a) NATIONAL SUICIDE PREVENTION MEDIA CAM-  
6 PAIGN.—

7 (1) IN GENERAL.—Not later than the date that  
8 is three years after the date of the enactment of this  
9 Act, the Secretary of Health and Human Services  
10 (referred to in this section as the “Secretary”), in  
11 consultation with the Assistant Secretary for Mental  
12 Health and Substance Use (referred to in this sec-  
13 tion as the “Assistant Secretary”) and the Director  
14 of the Centers for Disease Control and Prevention  
15 (referred to in this section as the “Director”), shall  
16 conduct a national suicide prevention media cam-  
17 paign (referred to in this section as the “national  
18 media campaign”), in accordance with the require-  
19 ments of this section, for purposes of—

20 (A) preventing suicide in the United  
21 States;

22 (B) educating families, friends, and com-  
23 munities on how to address suicide and suicidal  
24 thoughts, including when to encourage individ-  
25 uals with suicidal risk to seek help; and

1           (C) increasing awareness of suicide preven-  
2           tion resources of the Centers for Disease Con-  
3           trol and Prevention and the Substance Abuse  
4           and Mental Health Services Administration (in-  
5           cluding the suicide prevention hotline main-  
6           tained under section 520E-3 of the Public  
7           Health Service Act (42 U.S.C. 290bb-36c)),  
8           any suicide prevention mobile application of the  
9           Centers for Disease Control and Prevention or  
10          the Substance Abuse Mental Health Services  
11          Administration, and other support resources de-  
12          termined appropriate by the Secretary.

13          (2) *ADDITIONAL CONSULTATION.*—In addition  
14          to consulting with the Assistant Secretary and the  
15          Director under this section, the Secretary shall con-  
16          sult with, as appropriate, State, local, Tribal, and  
17          territorial health departments, primary health care  
18          providers, hospitals with emergency departments,  
19          mental and behavioral health services providers, cri-  
20          sis response services providers, first responders, sui-  
21          cide prevention and mental health professionals, pa-  
22          tient advocacy groups, survivors of suicide attempts,  
23          and representatives of television and social media  
24          platforms in planning the national media campaign  
25          to be conducted under paragraph (1).

1 (b) TARGET AUDIENCES.—

2 (1) TAILORING ADVERTISEMENTS AND OTHER  
3 COMMUNICATIONS.—In conducting the national  
4 media campaign under subsection (a)(1), the Sec-  
5 retary may tailor culturally competent advertise-  
6 ments and other communications of the campaign  
7 across all available media for a target audience  
8 (such as a particular geographic location or demo-  
9 graphic) across the lifespan.

10 (2) TARGETING CERTAIN LOCAL AREAS.—The  
11 Secretary shall, to the maximum extent practicable,  
12 use amounts made available under subsection (f) for  
13 media that targets certain local areas or populations  
14 at disproportionate risk for suicide.

15 (c) USE OF FUNDS.—

16 (1) REQUIRED USES.—

17 (A) IN GENERAL.—The Secretary shall, if  
18 reasonably feasible with the funds made avail-  
19 able under subsection (f), carry out the fol-  
20 lowing, with respect to the national media cam-  
21 paign:

22 (i) Testing and evaluation of adver-  
23 tising.

24 (ii) Evaluation of the effectiveness of  
25 the national media campaign.

1 (iii) Operational and management ex-  
2 penses.

3 (iv) The creation of an educational  
4 toolkit for television and social media plat-  
5 forms to use in discussing suicide and rais-  
6 ing awareness about how to prevent sui-  
7 cide.

8 (B) SPECIFIC REQUIREMENTS.—

9 (i) TESTING AND EVALUATION OF AD-  
10 VERTISING.—In testing and evaluating ad-  
11 vertising under subparagraph (A)(i), the  
12 Secretary shall test all advertisements  
13 after use in the national media campaign  
14 to evaluate the extent to which such adver-  
15 tisements have been effective in carrying  
16 out the purposes of the national media  
17 campaign.

18 (ii) EVALUATION OF EFFECTIVENESS  
19 OF NATIONAL MEDIA CAMPAIGN.—In eval-  
20 uating the effectiveness of the national  
21 media campaign under subparagraph  
22 (A)(ii), the Secretary shall take into ac-  
23 count—

24 (I) the number of unique calls  
25 that are made to the suicide preven-

1           tion hotline maintained under section  
2           520E–3 of the Public Health Service  
3           Act (42 U.S.C. 290bb–36c) and as-  
4           sess whether there are any State and  
5           regional variations with respect to the  
6           capacity to answer such calls;

7           (II) the number of unique en-  
8           counters with suicide prevention and  
9           support resources of the Centers for  
10          Disease Control and Prevention and  
11          the Substance Abuse and Mental  
12          Health Services Administration and  
13          assess engagement with such suicide  
14          prevention and support resources;

15          (III) whether the national media  
16          campaign has contributed to increased  
17          awareness that suicidal individuals  
18          should be engaged, rather than ig-  
19          nored; and

20          (IV) such other measures of eval-  
21          uation as the Secretary determines  
22          are appropriate.

23               (2) OPTIONAL USES.—The Secretary may use  
24          amounts made available under subsection (f) for the

1 following, with respect to the national media cam-  
2 paign:

3 (A) Partnerships with professional and  
4 civic groups, community-based organizations,  
5 including faith-based organizations, and Gov-  
6 ernment or Tribal organizations that the Sec-  
7 retary determines have experience in suicide  
8 prevention, including the Substance Abuse and  
9 Mental Health Services Administration and the  
10 Centers for Disease Control and Prevention.

11 (B) Entertainment industry outreach,  
12 interactive outreach, media projects and activi-  
13 ties, public information, news media outreach,  
14 outreach through television programs, and cor-  
15 porate sponsorship and participation.

16 (d) PROHIBITIONS.—None of the amounts made  
17 available under subsection (f) may be obligated or ex-  
18 pended for any of the following:

19 (1) To supplant current suicide prevention cam-  
20 paigns.

21 (2) For partisan political purposes, or to ex-  
22 press advocacy in support of or to defeat any clearly  
23 identified candidate, clearly identified ballot initia-  
24 tive, or clearly identified legislative or regulatory  
25 proposal.

1 (e) REPORT TO CONGRESS.—Not later than 18  
2 months after implementation of the national media cam-  
3 paign has begun, the Secretary, in coordination with the  
4 Assistant Secretary and the Director, shall, with respect  
5 to the first year of the national media campaign, submit  
6 to Congress a report that describes—

7 (1) the strategy of the national media campaign  
8 and whether specific objectives of such campaign  
9 were accomplished, including whether such campaign  
10 impacted the number of calls made to lifeline crisis  
11 centers and the capacity of such centers to manage  
12 such calls;

13 (2) steps taken to ensure that the national  
14 media campaign operates in an effective and effi-  
15 cient manner consistent with the overall strategy  
16 and focus of the national media campaign;

17 (3) plans to purchase advertising time and  
18 space;

19 (4) policies and practices implemented to ensure  
20 that Federal funds are used responsibly to purchase  
21 advertising time and space and eliminate the poten-  
22 tial for waste, fraud, and abuse; and

23 (5) all contracts entered into with a corpora-  
24 tion, a partnership, or an individual working on be-  
25 half of the national media campaign.



1           (f) AUTHORIZATION OF APPROPRIATIONS.—For pur-  
2 poses of carrying out this section, there is authorized to  
3 be appropriated \$10,000,000 for each of fiscal years 2021  
4 through 2025.

○