

117TH CONGRESS
1ST SESSION

H. R. 2862

IN THE SENATE OF THE UNITED STATES

MAY 13, 2021

Received; read twice and referred to the Committee on Health, Education,
Labor, and Pensions

AN ACT

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,*

1 **SECTION 1. SHORT TITLE.**

2 This Act may be cited as the “Campaign to Prevent
3 Suicide Act”.

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

5 Section 520E–3(b)(2) of the Public Health Service
6 Act (42 U.S.C. 290bb–36c(b)(2)) is amended by inserting
7 after “suicide prevention hotline” the following: “, under
8 the universal telephone number designated under section
9 251(e)(4) of the Communications Act of 1934,”.

10 **SEC. 3. NATIONAL SUICIDE PREVENTION MEDIA CAM-**
11 **PAIGN.**

12 (a) NATIONAL SUICIDE PREVENTION MEDIA CAM-
13 PAIGN.—

14 (1) IN GENERAL.—Not later than the date that
15 is 3 years after the date of the enactment of this
16 Act, the Secretary of Health and Human Services
17 (referred to in this section as the “Secretary”), in
18 consultation with the Assistant Secretary for Mental
19 Health and Substance Use (referred to in this sec-
20 tion as the “Assistant Secretary”) and the Director
21 of the Centers for Disease Control and Prevention
22 (referred to in this section as the “Director”), shall
23 conduct a national suicide prevention media cam-
24 paign (referred to in this section as the “national
25 media campaign”), in accordance with the require-
26 ments of this section, for purposes of—

1 (A) preventing suicide in the United
2 States;

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

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

19 (2) ADDITIONAL CONSULTATION.—In addition
20 to consulting with the Assistant Secretary and the
21 Director under this section, the Secretary shall con-
22 sult with, as appropriate, State, local, Tribal, and
23 territorial health departments, primary health care
24 providers, hospitals with emergency departments,
25 mental and behavioral health services providers, cri-

1 sis response services providers, first responders, sui-
2 cide prevention and mental health professionals, pa-
3 tient advocacy groups, survivors of suicide attempts,
4 and representatives of television and social media
5 platforms in planning the national media campaign
6 to be conducted under paragraph (1).

7 (b) TARGET AUDIENCES.—

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

16 (2) TARGETING CERTAIN LOCAL AREAS.—The
17 Secretary shall, to the maximum extent practicable,
18 use amounts made available under subsection (f) for
19 media that targets certain local areas or populations
20 at disproportionate risk for suicide.

21 (c) USE OF FUNDS.—

22 (1) REQUIRED USES.—

23 (A) IN GENERAL.—The Secretary shall, if
24 reasonably feasible with the funds made avail-
25 able under subsection (f), carry out the fol-

lowing, with respect to the national media campaign:

(i) Testing and evaluation of advertising.

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

(iii) Operational and management expenses.

(iv) 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)(i), the Secretary shall test all advertisements after use in the national media campaign to evaluate the extent to which such advertisements have been effective in carrying out the purposes of the national media campaign.

(ii) EVALUATION OF EFFECTIVENESS OF NATIONAL MEDIA CAMPAIGN.—In eval-

uating the effectiveness of the national media campaign under subparagraph (A)(ii), 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;

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

1 (IV) such other measures of eval-
2 uation as the Secretary determines
3 are appropriate.

4 (2) OPTIONAL USES.—The Secretary may use
5 amounts made available under subsection (f) for the
6 following, with respect to the national media cam-
7 paign:

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

16 (B) Entertainment industry outreach,
17 interactive outreach, media projects and activi-
18 ties, public information, news media outreach,
19 outreach through television programs, and cor-
20 porate sponsorship and participation.

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

24 (1) To supplant current suicide prevention cam-
25 paigns.

1 (2) For partisan political purposes, or to ex-
2 press advocacy in support of or to defeat any clearly
3 identified candidate, clearly identified ballot initia-
4 tive, or clearly identified legislative or regulatory
5 proposal.

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

12 (1) the strategy of the national media campaign
13 and whether specific objectives of such campaign
14 were accomplished, including whether such campaign
15 impacted the number of calls made to lifeline crisis
16 centers and the capacity of such centers to manage
17 such calls;

18 (2) steps taken to ensure that the national
19 media campaign operates in an effective and effi-
20 cient manner consistent with the overall strategy
21 and focus of the national media campaign;

22 (3) plans to purchase advertising time and
23 space;

24 (4) policies and practices implemented to ensure
25 that Federal funds are used responsibly to purchase

1 advertising time and space and eliminate the poten-
2 tial for waste, fraud, and abuse; and

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

6 (f) AUTHORIZATION OF APPROPRIATIONS.—For pur-
7 poses of carrying out this section, there is authorized to
8 be appropriated \$10,000,000 for each of fiscal years 2022
9 through 2026.

Passed the House of Representatives May 12, 2021.

Attest: CHERYL L. JOHNSON,
Clerk.