

**Suspend the Rules and Pass the Bill, H.R. 2862, with an Amendment**

**(The amendment strikes all after the enacting clause and inserts a new text)**

117<sup>TH</sup> CONGRESS  
1<sup>ST</sup> 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.

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IN THE HOUSE OF REPRESENTATIVES

APRIL 28, 2021

Mr. BEYER introduced the following bill; which was referred to the Committee on Energy and Commerce

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## 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”.

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

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

7 **SEC. 3. NATIONAL SUICIDE PREVENTION MEDIA CAM-**  
8 **PAIGN.**

9 (a) NATIONAL SUICIDE PREVENTION MEDIA CAM-  
10 PAIGN.—

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

24 (A) preventing suicide in the United  
25 States;

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

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

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

1       tient advocacy groups, survivors of suicide attempts,  
2       and representatives of television and social media  
3       platforms in planning the national media campaign  
4       to be conducted under paragraph (1).

5       (b) TARGET AUDIENCES.—

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

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

19      (c) USE OF FUNDS.—

20          (1) REQUIRED USES.—

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

1 (i) Testing and evaluation of adver-  
2 tising.

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

5 (iii) Operational and management ex-  
6 penses.

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

12 (B) SPECIFIC REQUIREMENTS.—

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

22 (ii) EVALUATION OF EFFECTIVENESS  
23 OF NATIONAL MEDIA CAMPAIGN.—In eval-  
24 uating the effectiveness of the national  
25 media campaign under subparagraph

1 (A)(ii), the Secretary shall take into ac-  
2 count—

3 (I) the number of unique calls  
4 that are made to the suicide preven-  
5 tion hotline maintained under section  
6 520E–3 of the Public Health Service  
7 Act (42 U.S.C. 290bb–36c) and as-  
8 sess whether there are any State and  
9 regional variations with respect to the  
10 capacity to answer such calls;

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

19 (III) whether the national media  
20 campaign has contributed to increased  
21 awareness that suicidal individuals  
22 should be engaged, rather than ig-  
23 nored; 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.