

**Suspend the Rules And Pass the Bill, H.R. 4585, with Amendments**

**(The amendments strike all after the enacting clause and insert a new title)**

116<sup>TH</sup> CONGRESS  
2<sup>D</sup> SESSION

# H. R. 4585

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

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## 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

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## 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”.

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: “, which,  
5 beginning not later than one year after the date of the  
6 enactment of the Campaign to Prevent Suicide Act, shall  
7 be a 3-digit nationwide toll-free telephone number.”.

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

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

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

25 (A) preventing suicide in the United  
26 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 coordinating 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 individuals in local areas with  
18      higher suicide rates.

19      (c) USE OF FUNDS.—

20          (1) REQUIRED USES.—

21           (A) IN GENERAL.—The Secretary shall, to  
22      the extent reasonably feasible with the funds  
23      made available under subsection (f), carry out  
24      the following, with respect to the national media  
25      campaign:

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

4 (ii) Creative services and talent costs.

5 (iii) Advertising production costs.

6 (iv) Testing and evaluation of adver-  
7 tising.

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

10 (vi) Operational and management ex-  
11 penses.

12 (vii) The creation of an educational  
13 toolkit for television and social media plat-  
14 forms to use in discussing suicide and rais-  
15 ing awareness about how to prevent sui-  
16 cide.

17 (B) SPECIFIC REQUIREMENTS.—

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

1 out the purposes of the national media  
2 campaign.

3 (ii) EVALUATION OF EFFECTIVENESS  
4 OF NATIONAL MEDIA CAMPAIGN.—In eval-  
5 uating the effectiveness of the national  
6 media campaign under subparagraph  
7 (A)(v), the Secretary shall take into ac-  
8 count—

9 (I) the number of unique calls  
10 that are made to the suicide preven-  
11 tion hotline maintained under section  
12 520E–3 of the Public Health Service  
13 Act (42 U.S.C. 290bb–36c) and as-  
14 sess whether there are any State and  
15 regional variations with respect to the  
16 capacity to answer such calls;

17 (II) the number of unique en-  
18 counters with suicide prevention and  
19 support resources of the Centers for  
20 Disease Control and Prevention and  
21 the Substance Abuse and Mental  
22 Health Services Administration and  
23 assess engagement with such suicide  
24 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 ig-  
5 nored; and

6 (IV) such other measures of eval-  
7 uation as the Secretary determines  
8 are 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,  
15 including faith-based organizations, and Gov-  
16 ernment or Tribal organizations that the Sec-  
17 retary determines have experience in suicide  
18 prevention, including the Substance Abuse and  
19 Mental Health Services Administration and the  
20 Centers for Disease Control and Prevention.

21 (B) Entertainment industry outreach,  
22 interactive outreach, media projects and activi-  
23 ties, public information, news media outreach,  
24 outreach through television programs, and cor-  
25 porate sponsorship and participation.

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

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

6 (2) For partisan political purposes, or to ex-  
7 press advocacy in support of or to defeat any clearly  
8 identified candidate, clearly identified ballot initia-  
9 tive, or clearly identified legislative or regulatory  
10 proposal.

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

17 (1) the strategy of the national media campaign  
18 and whether specific objectives of such campaign  
19 were accomplished, including whether such campaign  
20 impacted the number of calls made to lifeline crisis  
21 centers and the capacity of such centers to manage  
22 such calls;

23 (2) steps taken to ensure that the national  
24 media campaign operates in an effective and effi-



1       cient manner consistent with the overall strategy  
2       and focus of the national media campaign;

3           (3) plans to purchase advertising time and  
4       space;

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

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

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

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.”.