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(Original Signature of Member)

117TH CONGRESS
1ST SESSION

H. R. _____

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

Mr. BEYER introduced the following bill; which was referred to the Committee
on _____

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

1 after “suicide prevention hotline” the following: “, under
2 the universal telephone number designated under Section
3 251(e)(4) of the Communications Act of 1934,”.

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

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

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

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

23 (B) educating families, friends, and com-
24 munities on how to address suicide and suicidal

1 thoughts, including when to encourage individ-
2 uals with suicidal risk to seek help; and

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

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

1 platforms in planning the national media campaign
2 to be conducted under paragraph (1).

3 (b) TARGET AUDIENCES.—

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

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

17 (c) USE OF FUNDS.—

18 (1) REQUIRED USES.—

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

24 (i) Testing and evaluation of adver-
25 tising.

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

3 (iii) Operational and management ex-
4 penses.

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

10 (B) SPECIFIC REQUIREMENTS.—

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

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

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

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

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

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

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

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

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

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

21 (1) To supplant current suicide prevention cam-
22 paigns.

23 (2) For partisan political purposes, or to ex-
24 press advocacy in support of or to defeat any clearly
25 identified candidate, clearly identified ballot initia-

1 tive, or clearly identified legislative or regulatory
2 proposal.

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

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

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

19 (3) plans to purchase advertising time and
20 space;

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

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

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