

**AMENDMENT IN THE NATURE OF A SUBSTITUTE
TO H.R. 4585
OFFERED BY M . _____**

Strike all after the enacting clause and insert the following:

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

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

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

15 (1) IN GENERAL.—Not later than the date that
16 is three years after the date of the enactment of this
17 Act, the Secretary of Health and Human Services
18 (referred to in this section as the “Secretary”), in

1 coordination with the Assistant Secretary for Mental
2 Health and Substance Use (referred to in this sec-
3 tion as the “Assistant Secretary”) and the Director
4 of the Centers for Disease Control and Prevention
5 (referred to in this section as the “Director”), shall
6 conduct a national suicide prevention media cam-
7 paign (referred to in this section as the “national
8 media campaign”), in accordance with the require-
9 ments of this section, for purposes of—

10 (A) preventing suicide in the United
11 States;

12 (B) educating families, friends, and com-
13 munities on how to address suicide and suicidal
14 thoughts, including when to encourage individ-
15 uals with suicidal risk to seek help; and

16 (C) increasing awareness of suicide preven-
17 tion resources of the Centers for Disease Con-
18 trol and Prevention and the Substance Abuse
19 and Mental Health Services Administration (in-
20 cluding the suicide prevention hotline main-
21 tained under section 520E–3 of the Public
22 Health Service Act (42 U.S.C. 290bb–36c)),
23 any suicide prevention mobile application of the
24 Centers for Disease Control and Prevention or
25 the Substance Abuse Mental Health Services

1 Administration, and other support resources de-
2 termined appropriate by the Secretary.

3 (2) ADDITIONAL CONSULTATION.—In addition
4 to coordinating with the Assistant Secretary and the
5 Director under this section, the Secretary shall con-
6 sult with, as appropriate, State, local, Tribal, and
7 territorial health departments, primary health care
8 providers, hospitals with emergency departments,
9 mental and behavioral health services providers, cri-
10 sis response services providers, first responders, sui-
11 cide prevention and mental health professionals, pa-
12 tient advocacy groups, survivors of suicide attempts,
13 and representatives of television and social media
14 platforms in planning the national media campaign
15 to be conducted under paragraph (1).

16 (b) TARGET AUDIENCES.—

17 (1) TAILORING ADVERTISEMENTS AND OTHER
18 COMMUNICATIONS.—In conducting the national
19 media campaign under subsection (a)(1), the Sec-
20 retary may tailor culturally competent advertise-
21 ments and other communications of the campaign
22 across all available media for a target audience
23 (such as a particular geographic location or demo-
24 graphic) across the lifespan.

1 (2) TARGETING CERTAIN LOCAL AREAS.—The
2 Secretary shall, to the maximum extent practicable,
3 use amounts made available under subsection (f) for
4 media that targets individuals in local areas with
5 higher suicide rates.

6 (c) USE OF FUNDS.—

7 (1) REQUIRED USES.—

8 (A) IN GENERAL.—The Secretary shall, to
9 the extent reasonably feasible with the funds
10 made available under subsection (f), carry out
11 the following, with respect to the national media
12 campaign:

13 (i) The purchase of advertising time
14 and space, including the strategic planning
15 for, and accounting of, any such purchase.

16 (ii) Creative services and talent costs.

17 (iii) Advertising production costs.

18 (iv) Testing and evaluation of adver-
19 tising.

20 (v) Evaluation of the effectiveness of
21 the national media campaign.

22 (vi) Operational and management ex-
23 penses.

24 (vii) The creation of an educational
25 toolkit for television and social media plat-

1 forms to use in discussing suicide and rais-
2 ing awareness about how to prevent sui-
3 cide.

4 (B) SPECIFIC REQUIREMENTS.—

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

14 (ii) EVALUATION OF EFFECTIVENESS
15 OF NATIONAL MEDIA CAMPAIGN.—In eval-
16 uating the effectiveness of the national
17 media campaign under subparagraph
18 (A)(v), the Secretary shall take into ac-
19 count—

20 (I) the number of unique calls
21 that are made to the suicide preven-
22 tion hotline maintained under section
23 520E–3 of the Public Health Service
24 Act (42 U.S.C. 290bb–36c) and as-
25 sess whether there are any State and

1 regional variations with respect to the
2 capacity to answer such calls;

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

11 (III) whether the national media
12 campaign has contributed to increased
13 awareness that suicidal individuals
14 should be engaged, rather than ig-
15 nored; and

16 (IV) such other measures of eval-
17 uation as the Secretary determines
18 are appropriate.

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

23 (A) Partnerships with professional and
24 civic groups, community-based organizations,
25 including faith-based organizations, and Gov-

1 ernment or Tribal organizations that the Sec-
2 retary determines have experience in suicide
3 prevention, including the Substance Abuse and
4 Mental Health Services Administration and the
5 Centers for Disease Control and Prevention.

6 (B) Entertainment industry outreach,
7 interactive outreach, media projects and activi-
8 ties, public information, news media outreach,
9 outreach through television programs, and cor-
10 porate sponsorship and participation.

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

14 (1) To supplant current suicide prevention cam-
15 paigns.

16 (2) For partisan political purposes, or to ex-
17 press advocacy in support of or to defeat any clearly
18 identified candidate, clearly identified ballot initia-
19 tive, or clearly identified legislative or regulatory
20 proposal.

21 (e) REPORT TO CONGRESS.—Not later than 18
22 months after implementation of the national media cam-
23 paign has begun, the Secretary, in coordination with the
24 Assistant Secretary and the Director, shall, with respect

1 to the first year of the national media campaign, submit
2 to Congress a report that describes—

3 (1) the strategy of the national media campaign
4 and whether specific objectives of such campaign
5 were accomplished, including whether such campaign
6 impacted the number of calls made to lifeline crisis
7 centers and the capacity of such centers to manage
8 such calls;

9 (2) steps taken to ensure that the national
10 media campaign operates in an effective and effi-
11 cient manner consistent with the overall strategy
12 and focus of the national media campaign;

13 (3) plans to purchase advertising time and
14 space;

15 (4) policies and practices implemented to ensure
16 that Federal funds are used responsibly to purchase
17 advertising time and space and eliminate the poten-
18 tial for waste, fraud, and abuse; and

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

22 (f) AUTHORIZATION OF APPROPRIATIONS.—For pur-
23 poses of carrying out this section, there is authorized to
24 be appropriated \$10,000,000 for each of fiscal years 2020
25 through 2024.

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.”.

