

[Discussion Draft]

AMENDMENT TO THE AMENDMENT

IN THE NATURE OF A SUBSTITUTE TO THE

COMMITTEE PRINT RELATING TO PUBLIC

HEALTH

OFFERED BY M____.

Page 29, after line 13, insert the following:

1 (c) PLAN.—

2 (1) IN GENERAL.—For purposes of maintaining

3 the suicide prevention hotline under subsection

4 (b)(2) of section 520E–3 of the Public Health Serv-

5 ice Act (42 U.S.C. 290bb–36c), the Secretary shall

6 develop and implement a plan to ensure the provi-

7 sion of high-quality service.

8 (2) CONTENTS.—The plan required by para-

9 graph (1) shall include the following:

10 (A) Quality assurance provisions, includ-

11 ing—

12 (i) clearly defined and measurable

13 performance indicators and objectives to

14 improve the responsiveness and perform-

15 ance of the hotline, including at backup

16 call centers; and

1 (ii) quantifiable timeframes to track
2 the progress of the hotline in meeting such
3 performance indicators and objectives.

4 (B) Standards that crisis centers and
5 backup centers must meet—

6 (i) to participate in the network under
7 subsection (b)(1); and

8 (ii) to ensure that each telephone call,
9 online chat message, and other commu-
10 nication received by the hotline, including
11 at backup call centers, is answered in a
12 timely manner by a person, consistent with
13 the guidance established by the American
14 Association of Suicidology or other guid-
15 ance determined by the Secretary to be ap-
16 propriate.

17 (C) Guidelines for crisis centers and
18 backup centers to implement evidence-based
19 practices including with respect to followup and
20 referral to other health and social services re-
21 sources.

22 (D) Guidelines to ensure that resources are
23 available and distributed to individuals using
24 the hotline who are not personally in a time of
25 crisis but know of someone who is.

1 (E) Guidelines to carry out periodic testing
2 of the hotline, including at crisis centers and
3 backup centers, during each fiscal year to iden-
4 tify and correct any problems in a timely man-
5 ner.

6 (F) Guidelines to operate in consultation
7 with the State department of health, local gov-
8 ernments, Indian tribes, and tribal organiza-
9 tions.

10 (3) INITIAL PLAN; UPDATES.—The Secretary
11 shall—

12 (A) not later than 6 months after the date
13 of enactment of this Act, complete development
14 of the initial version of the plan required by
15 paragraph (1), begin implementation of such
16 plan, and make such plan publicly available;
17 and

18 (B) periodically thereafter, update such
19 plan and make the updated plan publicly avail-
20 able.

21 (d) TRANSMISSION OF DATA TO CDC.—The Sec-
22 retary shall formalize and strengthen agreements between
23 the National Suicide Prevention Lifeline program and the
24 Centers for Disease Control and Prevention to transmit
25 any necessary epidemiological data from the program to

1 the Centers, including local call center data, to assist the
2 Centers in suicide prevention efforts.

3 (e) ADDITIONAL USE OF FUNDS.—

4 (2) PILOT PROGRAM ON INNOVATIVE TECH-
5 NOLOGIES.—

6 (A) PILOT PROGRAM.—

7 (i) IN GENERAL.—The Secretary of
8 Health and Human Services, acting
9 through the Assistant Secretary for Mental
10 Health and Substance Use, shall carry out
11 a pilot program to research, analyze, and
12 employ various technologies and platforms
13 of communication (including social media
14 platforms, texting platforms, and email
15 platforms) for suicide prevention in addi-
16 tion to the telephone and online chat serv-
17 ice provided by the Suicide Prevention
18 Lifeline.

19 (ii) AUTHORIZATION OF APPROPRIA-
20 TIONS.—To carry out clause (i), there is
21 authorized to be appropriated \$5,000,000
22 for the period of fiscal years 2021 and
23 2022.

24 (B) REPORT.—Not later than 24 months
25 after the date on which the pilot program under

1 subparagraph (A) commences, the Secretary of
2 Health and Human Services, acting through the
3 Assistant Secretary for Mental Health and Sub-
4 stance Use, shall submit to the Congress a re-
5 port on the pilot program. With respect to each
6 platform of communication employed pursuant
7 to the pilot program, the report shall include—

- 8 (i) a full description of the program;
9 (ii) the number of individuals served
10 by the program;
11 (iii) the average wait time for each in-
12 dividual to receive a response;
13 (iv) the cost of the program, including
14 the cost per individual served; and
15 (v) any other information the Sec-
16 retary determines appropriate.

17 (3) HHS STUDY AND REPORT.—Not later than
18 24 months after the Secretary of Health and
19 Human Services begins implementation of the plan
20 required by subsection (c) the Secretary shall—

- 21 (A) complete a study on—
22 (i) the implementation of such plan,
23 including the progress towards meeting the
24 objectives identified pursuant to paragraph
25 (2)(A)(i) of subsection (c) by the time-

1 frames identified pursuant to paragraph
2 (2)(A)(ii) of subsection (c); and

3 (ii) in consultation with the Director
4 of the Centers for Disease Control and
5 Prevention, options to expand data gath-
6 ering from calls to the Suicide Prevention
7 Lifeline in order to better track aspects of
8 usage such as repeat calls, consistent with
9 applicable Federal and State privacy laws;
10 and

11 (B) submit a report to the Congress on the
12 results of such study, including recommenda-
13 tions on whether additional legislation or appro-
14 priations are needed.

15 (4) GAO STUDY AND REPORT.—

16 (A) IN GENERAL.—Not later than 24
17 months after the Secretary of Health and
18 Human Services begins implementation of the
19 plan required by subsection (c), the Comptroller
20 General of the United States shall—

21 (i) complete a study on the Suicide
22 Prevention Lifeline; and

23 (ii) submit a report to the Congress
24 on the results of such study.

- 1 (B) ISSUES TO BE STUDIED.—The study
2 required by subparagraph (A) shall address—
- 3 (i) the feasibility of geolocating callers
4 to direct calls to the nearest crisis center;
- 5 (ii) operation shortcomings of the Sui-
6 cide Prevention Lifeline;
- 7 (iii) geographic coverage of each crisis
8 call center;
- 9 (iv) the call answer rate of each crisis
10 call center;
- 11 (v) the call wait time of each crisis
12 call center;
- 13 (vi) the hours of operation of each cri-
14 sis call center;
- 15 (vii) funding avenues of each crisis
16 call center;
- 17 (viii) the implementation of the plan
18 under subsection (c), including the
19 progress towards meeting the objectives
20 identified pursuant to paragraph (2)(A)(i)
21 of subsection (c) by the timeframes identi-
22 fied pursuant to paragraph (2)(A)(ii) of
23 subsection (c); and
- 24 (ix) service to individuals requesting a
25 foreign language speaker, including—

1 (I) the number of calls or chats
2 the Lifeline receives from individuals
3 speaking a foreign language;

4 (II) the capacity of the Lifeline
5 to handle these calls or chats; and

6 (III) the number of crisis centers
7 with the capacity to serve foreign lan-
8 guage speakers, in house.

9 (C) RECOMMENDATIONS.—The report re-
10 quired by subparagraph (A) shall include rec-
11 ommendations for improving the Suicide Pre-
12 vention Lifeline, including recommendations for
13 legislative and administrative actions.

14 (5) DEFINITION.—In this subsection, the term
15 “Suicide Prevention Lifeline” means the suicide pre-
16 vention hotline maintained pursuant to section
17 520E–3 of the Public Health Service Act (42 U.S.C.
18 290bb–36c).

19 (6) NATIONAL SUICIDE PREVENTION LIFE-
20 LINE.—Section 520E–3(b)(2) of the Public Health
21 Service Act (42 U.S.C. 290bb–36c(b)(2)) is amend-
22 ed by inserting after “suicide prevention hotline” the
23 following: “, which, beginning not later than one
24 year after the date of the enactment of the Commit-
25 ment to Defeat the Virus and Keep America Healthy

1 Act, shall be a 3-digit nationwide toll-free telephone
2 number,”.

3 (7) NATIONAL SUICIDE PREVENTION MEDIA
4 CAMPAIGN.—

5 (A) NATIONAL SUICIDE PREVENTION
6 MEDIA CAMPAIGN.—

7 (i) IN GENERAL.—Not later than the
8 date that is three years after the date of
9 the enactment of this Act, the Secretary of
10 Health and Human Services (referred to in
11 this paragraph as the “Secretary”), in co-
12 ordination with the Assistant Secretary for
13 Mental Health and Substance Use (re-
14 ferred to in this paragraph as the “Assist-
15 ant Secretary”) and the Director of the
16 Centers for Disease Control and Preven-
17 tion (referred to in this paragraph as the
18 “Director”), shall conduct a national sui-
19 cide prevention media campaign (referred
20 to in this paragraph as the “national
21 media campaign”), in accordance with the
22 requirements of this section, for purposes
23 of—

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

1 (II) educating families, friends,
2 and communities on how to address
3 suicide and suicidal thoughts, includ-
4 ing when to encourage individuals
5 with suicidal risk to seek help; and

6 (III) increasing awareness of sui-
7 cide prevention resources of the Cen-
8 ters for Disease Control and Preven-
9 tion and the Substance Abuse and
10 Mental Health Services Administra-
11 tion (including the suicide prevention
12 hotline maintained under section
13 520E-3 of the Public Health Service
14 Act (42 U.S.C. 290bb-36c)), any sui-
15 cide prevention mobile application of
16 the Centers for Disease Control and
17 Prevention or the Substance Abuse
18 Mental Health Services Administra-
19 tion, and other support resources de-
20 termined appropriate by the Sec-
21 retary.

22 (ii) ADDITIONAL CONSULTATION.—In
23 addition to coordinating with the Assistant
24 Secretary and the Director under this
25 paragraph, the Secretary shall consult

1 with, as appropriate, State, local, Tribal,
2 and territorial health departments, primary
3 health care providers, hospitals with emer-
4 gency departments, mental and behavioral
5 health services providers, crisis response
6 services providers, first responders, suicide
7 prevention and mental health professionals,
8 patient advocacy groups, survivors of sui-
9 cide attempts, and representatives of tele-
10 vision and social media platforms in plan-
11 ning the national media campaign to be
12 conducted under clause (i).

13 (B) TARGET AUDIENCES.—

14 (i) TAILORING ADVERTISEMENTS AND
15 OTHER COMMUNICATIONS.—In conducting
16 the national media campaign under sub-
17 paragraph (A)(i), the Secretary may tailor
18 culturally competent advertisements and
19 other communications of the campaign
20 across all available media for a target au-
21 dience (such as a particular geographic lo-
22 cation or demographic) across the lifespan.

23 (ii) TARGETING CERTAIN LOCAL
24 AREAS.—The Secretary shall, to the max-
25 imum extent practicable, use amounts

1 made available under subsection (f)】 【that
2 subsection was struck, should this be de-
3 leted?】 for media that targets individuals
4 in local areas with higher suicide rates.

5 (C) USE OF FUNDS.—

6 (i) REQUIRED USES.—

7 (I) IN GENERAL.—The Secretary
8 shall, to the extent reasonably feasible
9 with the funds made available under
10 【subsection (f)】 【that subsection was
11 struck, should this be deleted?】, carry
12 out the following, with respect to the
13 national media campaign:

14 (aa) The purchase of adver-
15 tising time and space, including
16 the strategic planning for, and
17 accounting of, any such purchase.

18 (bb) Creative services and
19 talent costs.

20 (cc) Advertising production
21 costs.

22 (dd) Testing and evaluation
23 of advertising.

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

(ff) Operational and management expenses.

(gg) 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.

(II) SPECIFIC REQUIREMENTS.—

(aa) TESTING AND EVALUATION OF ADVERTISING.—In testing and evaluating advertising under subclause (I)(dd), 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.

(bb) EVALUATION OF EFFECTIVENESS OF NATIONAL

1 MEDIA CAMPAIGN.—In evaluating
2 the effectiveness of the national
3 media campaign under subclause
4 (I)(ee), the Secretary shall take
5 into account—

6 (AA) the number of
7 unique calls that are made
8 to the suicide prevention
9 hotline maintained under
10 subsection (c) and assess
11 whether there are any State
12 and regional variations with
13 respect to the capacity to
14 answer such calls;

15 (BB) the number of
16 unique encounters with sui-
17 cide prevention and support
18 resources of the Centers for
19 Disease Control and Preven-
20 tion and the Substance
21 Abuse and Mental Health
22 Services Administration and
23 assess engagement with such
24 suicide prevention and sup-
25 port resources;

1 (CC) whether the na-
2 tional media campaign has
3 contributed to increased
4 awareness that suicidal indi-
5 viduals should be engaged,
6 rather than ignored; and

7 (DD) such other meas-
8 ures of evaluation as the
9 Secretary determines are ap-
10 propriate.

11 (ii) OPTIONAL USES.—The Secretary
12 may use amounts made available under
13 this section for the following, with respect
14 to the national media campaign:

15 (I) Partnerships with professional
16 and civic groups, community-based or-
17 ganizations, including faith-based or-
18 ganizations, and Government or Trib-
19 al organizations that the Secretary de-
20 termines have experience in suicide
21 prevention, including the Substance
22 Abuse and Mental Health Services
23 Administration and the Centers for
24 Disease Control and Prevention.

1 (II) Entertainment industry out-
2 reach, interactive outreach, media
3 projects and activities, public informa-
4 tion, news media outreach, outreach
5 through television programs, and cor-
6 porate sponsorship and participation.

7 (D) PROHIBITIONS.—None of the amounts
8 made available under this section may be obli-
9 gated or expended for any of the following:

10 (i) To supplant current suicide pre-
11 vention campaigns.

12 (ii) For partisan political purposes, or
13 to express advocacy in support of or to de-
14 feat any clearly identified candidate, clear-
15 ly identified ballot initiative, or clearly
16 identified legislative or regulatory proposal.

17 (E) REPORT TO CONGRESS.—Not later
18 than 18 months after implementation of the na-
19 tional media campaign has begun, the Sec-
20 retary, in coordination with the Assistant Sec-
21 retary and the Director, shall, with respect to
22 the first year of the national media campaign,
23 submit to Congress a report that describes—

24 (i) the strategy of the national media
25 campaign and whether specific objectives

1 of such campaign were accomplished, in-
2 cluding whether such campaign impacted
3 the number of calls made to lifeline crisis
4 centers and the capacity of such centers to
5 manage such calls;

6 (ii) steps taken to ensure that the na-
7 tional media campaign operates in an ef-
8 fective and efficient manner consistent
9 with the overall strategy and focus of the
10 national media campaign;

11 (iii) plans to purchase advertising
12 time and space;

13 (iv) policies and practices imple-
14 mented to ensure that Federal funds are
15 used responsibly to purchase advertising
16 time and space and eliminate the potential
17 for waste, fraud, and abuse; and

18 (v) all contracts entered into with a
19 corporation, a partnership, or an individual
20 working on behalf of the national media
21 campaign.

