

116TH CONGRESS  
2D SESSION

# H. R. 4585

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## AN ACT

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,*

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  
19 coordination with the Assistant Secretary for Mental  
20 Health and Substance Use (referred to in this sec-  
21 tion as the “Assistant Secretary”) and the Director  
22 of the Centers for Disease Control and Prevention  
23 (referred to in this section as the “Director”), shall  
24 conduct a national suicide prevention media cam-  
25 paign (referred to in this section as the “national

media campaign”), in accordance with the requirements of this section, for purposes of—

(A) preventing suicide in the United States;

(B) educating families, friends, and communities on how to address suicide and suicidal thoughts, including when to encourage individuals with suicidal risk to seek help; and

(C) increasing awareness of suicide prevention resources of the Centers for Disease Control and Prevention and the Substance Abuse and Mental Health Services Administration (including the suicide prevention hotline maintained under section 520E–3 of the Public Health Service Act (42 U.S.C. 290bb–36c)), any suicide prevention mobile application of the Centers for Disease Control and Prevention or the Substance Abuse Mental Health Services Administration, and other support resources determined appropriate by the Secretary.

(2) ADDITIONAL CONSULTATION.—In addition to coordinating with the Assistant Secretary and the Director under this section, the Secretary shall consult with, as appropriate, State, local, Tribal, and territorial health departments, primary health care

1 providers, hospitals with emergency departments,  
2 mental and behavioral health services providers, cri-  
3 sis response services providers, first responders, sui-  
4 cide prevention and mental health professionals, pa-  
5 tient advocacy groups, survivors of suicide attempts,  
6 and representatives of television and social media  
7 platforms in planning the national media campaign  
8 to be conducted under paragraph (1).

9 (b) TARGET AUDIENCES.—

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

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

23 (c) USE OF FUNDS.—

24 (1) REQUIRED USES.—

1 (A) IN GENERAL.—The Secretary shall, to  
2 the extent reasonably feasible with the funds  
3 made available under subsection (f), carry out  
4 the following, with respect to the national media  
5 campaign:

6 (i) The purchase of advertising time  
7 and space, including the strategic planning  
8 for, and accounting of, any such purchase.

9 (ii) Creative services and talent costs.

10 (iii) Advertising production costs.

11 (iv) Testing and evaluation of adver-  
12 tising.

13 (v) Evaluation of the effectiveness of  
14 the national media campaign.

15 (vi) Operational and management ex-  
16 penses.

17 (vii) The creation of an educational  
18 toolkit for television and social media plat-  
19 forms to use in discussing suicide and rais-  
20 ing awareness about how to prevent sui-  
21 cide.

22 (B) SPECIFIC REQUIREMENTS.—

23 (i) TESTING AND EVALUATION OF AD-  
24 VERTISING.—In testing and evaluating ad-  
25 vertising under subparagraph (A)(iv), the

1 Secretary shall test all advertisements  
2 after use in the national media campaign  
3 to evaluate the extent to which such adver-  
4 tisements have been effective in carrying  
5 out the purposes of the national media  
6 campaign.

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

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

21 (II) the number of unique en-  
22 counters with suicide prevention and  
23 support resources of the Centers for  
24 Disease Control and Prevention and  
25 the Substance Abuse and Mental

1 Health Services Administration and  
2 assess engagement with such suicide  
3 prevention and support resources;

4 (III) whether the national media  
5 campaign has contributed to increased  
6 awareness that suicidal individuals  
7 should be engaged, rather than ig-  
8 nored; and

9 (IV) such other measures of eval-  
10 uation as the Secretary determines  
11 are appropriate.

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

16 (A) Partnerships with professional and  
17 civic groups, community-based organizations,  
18 including faith-based organizations, and Gov-  
19 ernment or Tribal organizations that the Sec-  
20 retary determines have experience in suicide  
21 prevention, including the Substance Abuse and  
22 Mental Health Services Administration and the  
23 Centers for Disease Control and Prevention.

24 (B) Entertainment industry outreach,  
25 interactive outreach, media projects and activi-

1           ties, public information, news media outreach,  
2           outreach through television programs, and cor-  
3           porate sponsorship and participation.

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

7           (1) To supplant current suicide prevention cam-  
8       paigns.

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

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

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



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

5           (3) plans to purchase advertising time and  
6       space;

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

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

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

Passed the House of Representatives September 21,  
2020.

Attest:

*Clerk.*

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