To amend title III of the Public Health Service Act to direct the Secretary, acting through the Director of the Centers for Disease Control and Prevention, to provide for a public education campaign to raise public awareness of synthetic opioids.

IN THE HOUSE OF REPRESENTATIVES

APRIL 5, 2021

Mr. Kim of New Jersey (for himself and Mr. Pappas) introduced the following bill; which was referred to the Committee on Energy and Commerce

A BILL

To amend title III of the Public Health Service Act to direct the Secretary, acting through the Director of the Centers for Disease Control and Prevention, to provide for a public education campaign to raise public awareness of synthetic opioids.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. SHORT TITLE.

This Act may be cited as the “Synthetic Opioid Danger Awareness Act”.
SEC. 2. SYNTHETIC OPIOIDS PUBLIC AWARENESS CAMPAIGN.

Part B of title III of the Public Health Service Act is amended by inserting after section 317U (42 U.S.C. 247b–23) the following new section:

“SEC. 317V. SYNTHETIC OPIOIDS PUBLIC AWARENESS CAMPAIGN.

“(a) IN GENERAL.—Not later than one year after the date of the enactment of this section, the Secretary, acting through the Director of the Centers for Disease Control and Prevention, shall provide for the planning and implementation of a public education campaign to raise public awareness of synthetic opioids (including fentanyl and its analogues). Such campaign shall include the dissemination of information that—

“(1) promotes awareness about the potency and dangers of fentanyl and its analogues and other synthetic opioids;

“(2) explains services provided by the Substance Abuse and Mental Health Services Administration and the Centers for Disease Control and Prevention (and any entity providing such services under a contract entered into with such agencies) with respect to the abuse of opioids, particularly as such services relate to the provision of alternative, non-opioid pain management treatments; and
“(3) relates generally to opioid use and pain
management.

“(b) USE OF MEDIA.—The campaign under sub-
section (a) may be implemented through the use of tele-
vision, radio, internet, in-person public communications,
and other commercial marketing venues and may be tar-
geted to specific age groups.

“(c) CONSULTATION.—In coordinating the campaign
under subsection (a), the Secretary, acting through the
Director shall consult with the Assistant Secretary for
Mental Health and Substance Use to provide ongoing ad-
vice on the effectiveness of information disseminated
through the campaign.

“(d) REQUIREMENT OF CAMPAIGN.—The campaign
implemented under subsection (a) shall not be duplicative
of any other Federal efforts relating to eliminating the
abuse of opioids.

“(e) EVALUATION.—

“(1) IN GENERAL.—The Secretary, acting
through the Director, shall ensure that the campaign
implemented under subsection (a) is subject to an
independent evaluation, beginning 2 years after the
date of the enactment of this section, and every 2
years thereafter.
“(2) Measures and benchmarks.—For purposes of an evaluation conducted pursuant to paragraph (1), the Secretary shall—

“(A) establish baseline measures and benchmarks to quantitatively evaluate the impact of the campaign under this section; and

“(B) conduct qualitative assessments regarding the effectiveness of strategies employed under this section.

“(f) Report.—The Secretary, acting through the Director, shall, beginning 2 years after the date of the enactment of this section, and every 2 years thereafter, submit to Congress a report on the effectiveness of the campaign implemented under subsection (a) towards meeting the measures and benchmarks established under subsection (e)(2).

“(g) Dissemination of information through providers.—The Secretary, acting through the Director, shall develop and implement a plan for the dissemination of information related to synthetic opioids, to health care providers who participate in Federal programs, including programs administered by the Department of Health and Human Services, the Indian Health Service, the Department of Veterans Affairs, the Department of Defense, and the Health Resources and Services Administration, the
Medicare program under title XVIII of the Social Security Act, and the Medicaid program under title XIX of such Act.”.

SEC. 3. TRAINING GUIDE AND OUTREACH ON SYNTHETIC OPIOID EXPOSURE PREVENTION.

(a) TRAINING GUIDE.—Not later than 1 year after the date of the enactment of this Act, the Secretary of Health and Human Services, acting through the National Institute for Occupational Safety and Health, shall design, publish, and make publicly available on the internet website of the Institute, a training guide and webinar for first responders and other individuals who also may be at high risk of exposure to synthetic opioids that details measures to prevent that exposure.

(b) OUTREACH.—Not later than 1 year after the date of the enactment of this Act, the Secretary of Health and Human Services, acting through the Assistant Secretary for Mental Health and Substance Use, shall also conduct outreach about the availability of the training guide and webinar published under subsection (a) to—

(1) police and fire managements;
(2) sheriff deputies in city and county jails;
(3) ambulance transport and hospital emergency room personnel;
(4) clinicians; and
(5) other high-risk occupations, as identified by the Assistant Secretary for Mental Health and Substance Use.