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”.

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
SEC. 2. SYNTHETIC OPIOIDS PUBLIC AWARENESS CAM-
PAIGN.

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 CAM-
PAIGN.

“(a) IN GENERAL.—Not later than one year after the
date of the enactment of this section, the Secretary 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 cam-
paign shall include the dissemination of information
that—

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

“(2) explains services provided by the Sub-
stance Abuse and Mental Health Services Adminis-
tration 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 misuse 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 subsection (a) may be implemented through the use of television, radio, internet, in-person public communications, and other commercial marketing venues and may be targeted to specific age groups.

“(c) CONSIDERATION OF REPORT FINDINGS.—In planning and implementing the public education campaign under subsection (a), the Secretary shall take into consideration the findings of the report required under section 7001 of the SUPPORT for Patients and Communities Act (Public Law 115–271).

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

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

“(f) EVALUATION.—

“(1) IN GENERAL.—The Secretary 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 pur-
poses of an evaluation conducted pursuant to para-
graph (1), the Secretary shall—

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

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

“(g) REPORT.—The Secretary 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 sub-
section (a) towards meeting the measures and benchmarks
established under subsection (e)(2).

“(h) DISSEMINATION OF INFORMATION THROUGH
PROVIDERS.—The Secretary shall develop and implement
a plan for the dissemination of information related to syn-
thetic opioids, to health care providers who participate in
Federal programs, including programs administered by
the Department of Health and Human Services, the In-

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 18 months after the date of the enactment of this Act, the Secretary of Health and Human Services 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 18 months after the date of the enactment of this Act, the Secretary of Health and Human Services 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.