

Committee Print

[SHOWING THE TEXT OF H.R. 2364, AS FAVORABLY FORWARDED BY THE
ENERGY AND COMMERCE SUBCOMMITTEE ON HEALTH ON JULY 15, 2021]

117TH CONGRESS
1ST SESSION

H. R. 2364

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.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Synthetic Opioid Dan-
5 ger Awareness Act”.

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

3 Part B of title III of the Public Health Service Act
4 is amended by inserting after section 317U (42 U.S.C.
5 247b–23) the following new section:

6 **“SEC. 317V. SYNTHETIC OPIOIDS PUBLIC AWARENESS CAM-**
7 **PAIGN.**

8 “(a) IN GENERAL.—Not later than one year after the
9 date of the enactment of this section, the Secretary shall
10 provide for the planning and implementation of a public
11 education campaign to raise public awareness of synthetic
12 opioids (including fentanyl and its analogues). Such cam-
13 paign shall include the dissemination of information
14 that—

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

18 “(2) explains services provided by the Sub-
19 stance Abuse and Mental Health Services Adminis-
20 tration and the Centers for Disease Control and
21 Prevention (and any entity providing such services
22 under a contract entered into with such agencies)
23 with respect to the misuse of opioids, particularly as
24 such services relate to the provision of alternative,
25 non-opioid pain management treatments; and

1 “(3) relates generally to opioid use and pain
2 management.

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

8 “(c) CONSIDERATION OF REPORT FINDINGS.—In
9 planning and implementing the public education campaign
10 under subsection (a), the Secretary shall take into consid-
11 eration the findings of the report required under section
12 7001 of the SUPPORT for Patients and Communities Act
13 (Public Law 115–271).

14 “(d) CONSULTATION.—In coordinating the campaign
15 under subsection (a), the Secretary shall consult with the
16 Assistant Secretary for Mental Health and Substance Use
17 to provide ongoing advice on the effectiveness of informa-
18 tion disseminated through the campaign.

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

23 “(f) EVALUATION.—

24 “(1) IN GENERAL.—The Secretary shall ensure
25 that the campaign implemented under subsection (a)

1 is subject to an independent evaluation, beginning 2
2 years after the date of the enactment of this section,
3 and every 2 years thereafter.

4 “(2) MEASURES AND BENCHMARKS.—For pur-
5 poses of an evaluation conducted pursuant to para-
6 graph (1), the Secretary shall—

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

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

13 “(g) REPORT.—The Secretary shall, beginning 2
14 years after the date of the enactment of this section, and
15 every 2 years thereafter, submit to Congress a report on
16 the effectiveness of the campaign implemented under sub-
17 section (a) towards meeting the measures and benchmarks
18 established under subsection (e)(2).

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

1 the Department of Defense, and the Health Resources and
2 Services Administration, the Medicare program under title
3 XVIII of the Social Security Act, and the Medicaid pro-
4 gram under title XIX of such Act.”.

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

7 (a) TRAINING GUIDE.—Not later than 18 months
8 after the date of the enactment of this Act, the Secretary
9 of Health and Human Services shall design, publish, and
10 make publicly available on the internet website of the In-
11 stitute, a training guide and webinar for first responders
12 and other individuals who also may be at high risk of expo-
13 sure to synthetic opioids that details measures to prevent
14 that exposure.

15 (b) OUTREACH.—Not later than 18 months after the
16 date of the enactment of this Act, the Secretary of Health
17 and Human Services shall also conduct outreach about the
18 availability of the training guide and webinar published
19 under subsection (a) to—

- 20 (1) police and fire managements;
21 (2) sheriff deputies in city and county jails;
22 (3) ambulance transport and hospital emer-
23 gency room personnel;
24 (4) clinicians; and

1 (5) other high-risk occupations, as identified by
2 the Assistant Secretary for Mental Health and Sub-
3 stance Use.