

**AMENDMENT TO**  
**RULES COMMITTEE PRINT 117-51**  
**OFFERED BY Mr . Kim**

At the end of title II, add the following new subtitle:

1           **Subtitle G—Opioid Epidemic**  
2                           **Response**

3   **SEC. 271. SYNTHETIC OPIOID DANGER AWARENESS.**

4           (a) SYNTHETIC OPIOIDS PUBLIC AWARENESS CAM-  
5 PAIGN.—Part B of title III of the Public Health Service  
6 Act is amended by inserting after section 317U (42 U.S.C.  
7 247b–23) the following new section:

8   **“SEC. 317V. SYNTHETIC OPIOIDS PUBLIC AWARENESS CAM-**  
9                           **PAIGN.**

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

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

1           “(2) explains services provided by the Sub-  
2           stance Abuse and Mental Health Services Adminis-  
3           tration and the Centers for Disease Control and  
4           Prevention (and any entity providing such services  
5           under a contract entered into with such agencies)  
6           with respect to the misuse of opioids, particularly as  
7           such services relate to the provision of alternative,  
8           non-opioid pain management treatments; and

9           “(3) relates generally to opioid use and pain  
10          management.

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

16          “(c) CONSIDERATION OF REPORT FINDINGS.—In  
17          planning and implementing the public education campaign  
18          under subsection (a), the Secretary shall take into consid-  
19          eration the findings of the report required under section  
20          7001 of the SUPPORT for Patients and Communities Act  
21          (Public Law 115–271).

22          “(d) CONSULTATION.—In coordinating the campaign  
23          under subsection (a), the Secretary shall consult with the  
24          Assistant Secretary for Mental Health and Substance Use

1 to provide ongoing advice on the effectiveness of informa-  
2 tion disseminated through the campaign.

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

7 “(f) EVALUATION.—

8 “(1) IN GENERAL.—The Secretary shall ensure  
9 that the campaign implemented under subsection (a)  
10 is subject to an independent evaluation, beginning 2  
11 years after the date of the enactment of this section,  
12 and every 2 years thereafter.

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

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

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

22 “(g) REPORT.—The Secretary shall, beginning 2  
23 years after the date of the enactment of this section, and  
24 every 2 years thereafter, submit to Congress a report on  
25 the effectiveness of the campaign implemented under sub-

1 section (a) towards meeting the measures and benchmarks  
2 established under subsection (e)(2).

3 “(h) DISSEMINATION OF INFORMATION THROUGH  
4 PROVIDERS.—The Secretary shall develop and implement  
5 a plan for the dissemination of information related to syn-  
6 thetic opioids, to health care providers who participate in  
7 Federal programs, including programs administered by  
8 the Department of Health and Human Services, the In-  
9 dian Health Service, the Department of Veterans Affairs,  
10 the Department of Defense, and the Health Resources and  
11 Services Administration, the Medicare program under title  
12 XVIII of the Social Security Act, and the Medicaid pro-  
13 gram under title XIX of such Act.”

14 (b) TRAINING GUIDE AND OUTREACH ON SYNTHETIC  
15 OPIOID EXPOSURE PREVENTION.—

16 (1) TRAINING GUIDE.—Not later than 18  
17 months after the date of the enactment of this Act,  
18 the Secretary of Health and Human Services shall  
19 design, publish, and make publicly available on the  
20 internet website of the Department of Health and  
21 Human Services, a training guide and webinar for  
22 first responders and other individuals who also may  
23 be at high risk of exposure to synthetic opioids that  
24 details measures to prevent that exposure.

1           (2) OUTREACH.—Not later than 18 months  
2 after the date of the enactment of this Act, the Sec-  
3 retary of Health and Human Services shall also con-  
4 duct outreach about the availability of the training  
5 guide and webinar published under paragraph (1)  
6 to—

- 7           (A) police and fire managements;
- 8           (B) sheriff deputies in city and county  
9 jails;
- 10          (C) ambulance transport and hospital  
11 emergency room personnel;
- 12          (D) clinicians; and
- 13          (E) other high-risk occupations, as identi-  
14 fied by the Assistant Secretary for Mental  
15 Health and Substance Use.

