

House Labor HHS Appropriations report language:

Rural News Media and Advertising Campaigns.—The Committee continues to recognize the critical role that local media plays in delivering lifesaving messages to small and rural communities. Therefore, the Committee urges the Secretary to ensure that local media in small and rural markets are a key component in the Department’s public health advertising campaigns which is critical to improving the delivery of public health messages to these small and rural communities. To further this goal, the Committee urges the Secretary, in coordination with the Assistant Secretary for Public Affairs and the Department’s buyer contractors, to utilize local news media in small and rural areas for public health advertising campaigns for HHS and its related agencies to reach citizens with key health messages. Local media includes newspapers, specifically non-daily newspapers, television, and radio. Within 90 days of enactment of this Act, the Committee directs the Office of the Secretary to provide an update to the Committee on the efforts of the Department in its utilization of local media in small and rural areas as part of the Department’s public health advertising campaigns for the most recent fiscal year for which data is available and plans for subsequent fiscal years. The Committee also directs the Assistant Secretary for Public Affairs, in consultation with the CDC’s Office of Rural Health, to undertake a review of the use of local media in small and rural communities in an HHS public health advertising campaign for the most recent fiscal year for which data is available, in several States to better understand their role as a key delivery system to reach small and rural communities with critically important health messages. The Committee requests an update from the Assistant Secretary for Public Affairs within 180 days of enactment of the Act on the status of this review and requests a final report by the end of the fiscal year.

Senate Labor HHS Appropriations language:

Rural News Media and Advertising Campaigns.—The Committee continues to recognize the critical role local media plays in delivering public health messages to small or rural communities. Therefore, the Committee directs the Secretary to ensure that local media in small or rural markets are part of Federal public health advertising campaigns. To further this goal, the Committee directs the Secretary, in coordination with the Assistant Secretary for Public Affairs and the Department’s media buyer contractors, to utilize local news media in small or rural areas for HHS and its related agencies’ public advertising campaigns to reach citizens with key health messages. Local media includes newspapers, including nondaily newspapers; television; and radio. Within 90 days of enactment of this act, the Committee directs the Office of the Secretary to provide a briefing on the efforts of the Department in its utilization of local media in small and rural areas as part of the Department’s public health advertising campaigns for fiscal year 2026 and future fiscal years, and the amount of money allocated to local media in small and rural areas for fiscal year 2025 broken down by Statewide newspapers, non-daily newspapers, TV and radio. The Committee also directs the Assistant Secretary for Public Affairs in consultation with the CDC’s Office of Rural Health to undertake a review of the use of local media in small and rural communities in HHS public health advertising campaign in fiscal year 2026 in several States to better understand the role of local media as a key delivery system to reach small and rural communities with important health messages. The Committee requests a report detailing this review within 1 year of enactment of this act.