



Building Opioid Awareness & Prevention Campaigns for Employers

Today

- Public prevention and awareness campaign –
DOSE OF REALITY
- Prevention and awareness –
What can employers do?
- Prevention and awareness –
Who? What? When?
- **Effective communication**
- **Toolkits**

What you can do right now

- Review policies
- Create awareness/communicate
- Dispose of prescriptions

The Write Source/AFFIRM Agency

- Strategic partnership offering full service:
 - The Write Source - strategic consulting, communications, marketing, PR & writing services since 2002
 - AFFIRM – social marketing, marketing, branding and advertising services since 1985
- Specialty in health care, benefits and insurance
- Employee benefits communication
- Private and public sector employers
 - AFFIRM - WI DOJ Dose of Reality campaign

DOSE OF REALITY

An awareness & prevention campaign



DOSE OF REALITY

PREVENT PRESCRIPTION PAINKILLER ABUSE IN WISCONSIN.

DOSE OF REALITY:

Awareness – the myths

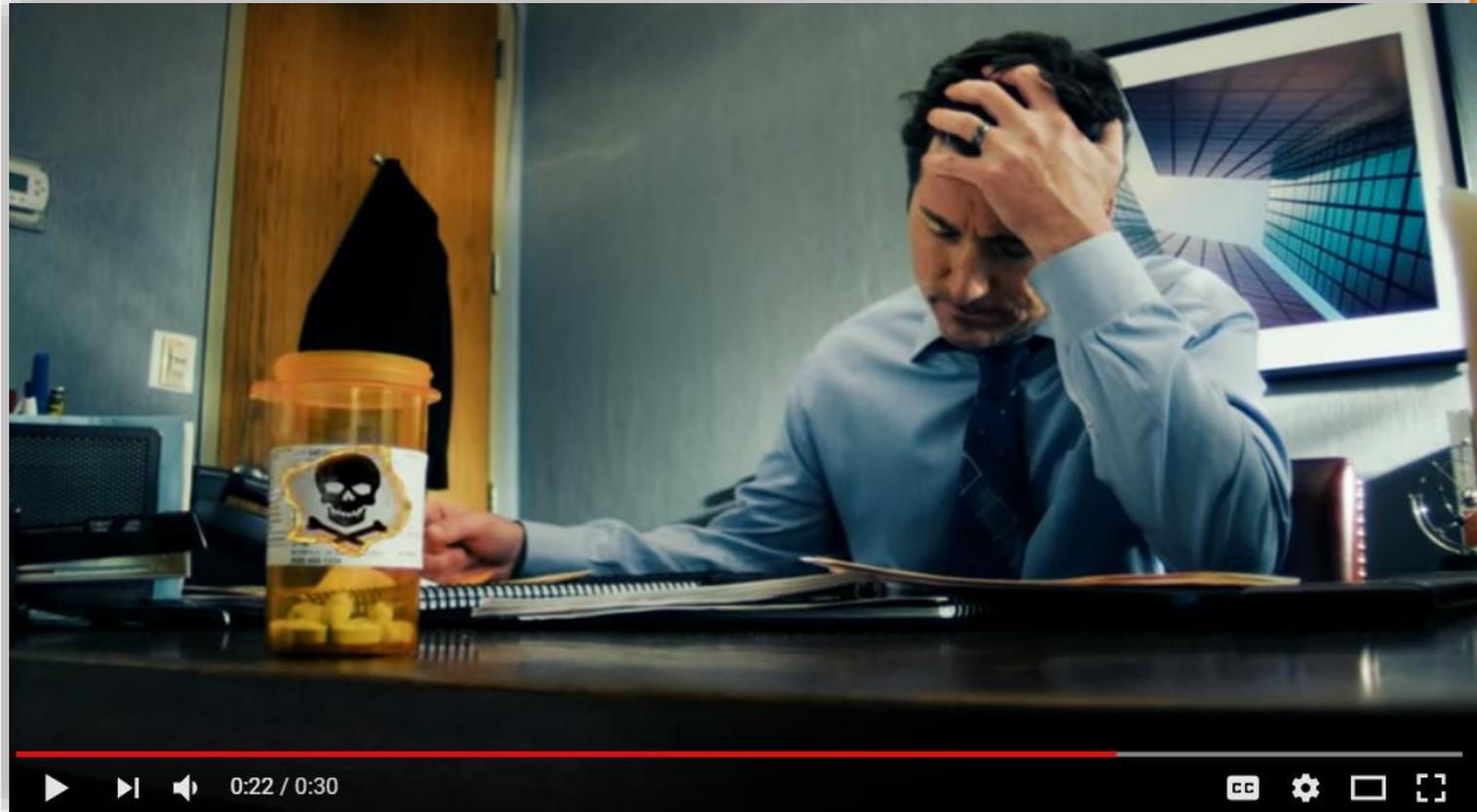
- **MYTH:** Painkillers are completely safe because they are prescribed by a doctor
- **DOSE OF REALITY:** Prescription opioid painkillers are highly addictive
- **MYTH:** People obtain prescription painkillers “on the street”
- **DOSE OF REALITY:** 70% of people get them from family and friends
- **MYTH:** Heroin addiction is an urban problem stemming from street drugs
- **DOSE OF REALITY:** Rural and suburban problem

DOSE OF REALITY: Simple prevention message

- Be aware of the risks of opioid and narcotic prescription painkillers
- Take prescription painkillers ONLY as prescribed TO YOU by a physician
- Store prescriptions safely and SECURELY
- DISPOSE of prescriptions properly/promptly



TV Spot – “Overwhelmed”



Opioid Abuse Awareness & Prevention
What Can Employers Do?

What can employers do?

Only 21% of employers have programs in place to help manage prescription opioid abuse

(National Business Group on Health)

- Managers should focus on red flags (physical and behavioral) of substance abuse
- Employees know long before HR knows that a person has an issue
- Employers should train managers to
 - Focus on early warning signs
 - Teach how to supportively confront workers use 'I' messages ('I am concerned vs. 'you need help')

What can employers do?

- **Change your culture** – stem the stigma around substance abuse
- **Review policies** with regard to opioids – risk management, insurance, drug testing, safety
- Implement a **year-round awareness** and prevention campaign
- **Include opioid awareness and prevention topics and messaging** across all employee/dependent communication media
- **Create visibility around specific topics** to engage employees (e.g., Alcohol Awareness month, Drug Take Back Day, suicide prevention, etc.)

Opioid Abuse Awareness & Prevention Campaign
What? Who? When?

What to communicate

Please see the Employer Communication Checklist in your folder

- Opioid abuse awareness education
- Opioid prevention education
- Workplace drug testing & safety
- Prescription drug coverage
- Treatment benefits
- Alternative treatments
- EAP coordination

Opioid Abuse Awareness & Prevention
Employer Communication Checklist

Employers are on the frontline to impact the opioid epidemic immediately through an awareness and prevention communications campaign that should include all stakeholder audiences, encompass relevant topics and communication opportunities, and use a variety of media. This checklist is designed for employers to identify opportunities and areas where they can communicate and educate about opioid abuse.

	What to Communicate	To Whom	When
Workplace & Safety <input checked="" type="checkbox"/>	Drug testing policy	<input type="checkbox"/> Supervisors, managers, safety officers <input type="checkbox"/> Employees <input type="checkbox"/> Vendors	<input type="checkbox"/> Onboarding <input type="checkbox"/> Ongoing <input type="checkbox"/> Training/Education <input type="checkbox"/> Ongoing (periodic & dependent comm.)
	Return to work policy (ie, medication/opioid)	<input type="checkbox"/> Supervisors, managers, safety officers <input type="checkbox"/> Employees <input type="checkbox"/> Vendors	<input type="checkbox"/> Onboarding <input type="checkbox"/> Training/Education <input type="checkbox"/> Ongoing (periodic & dependent comm.) <input type="checkbox"/> Open Enrollment
	Narcotics and work safety	<input type="checkbox"/> Supervisors, managers, safety officers <input type="checkbox"/> Employees	<input type="checkbox"/> Onboarding <input type="checkbox"/> Training/Education <input type="checkbox"/> Ongoing (periodic & dependent comm.) <input type="checkbox"/> Open Enrollment
	How to identify opioid abuse	<input type="checkbox"/> Supervisors, managers, safety officers <input type="checkbox"/> Employees <input type="checkbox"/> Vendors	<input type="checkbox"/> Training/Education <input type="checkbox"/> Ongoing (periodic & dependent comm.)
	Intervention for impaired employee	<input type="checkbox"/> Supervisors, managers, safety officers <input type="checkbox"/> Employees <input type="checkbox"/> Vendors	<input type="checkbox"/> Training/Education <input type="checkbox"/> Ongoing (periodic & dependent comm.)
	Narcotic policy	<input type="checkbox"/> Supervisors, managers, safety officers	<input type="checkbox"/> Training/Education
	Narcotic administration education	<input type="checkbox"/> Supervisors, managers, safety officers	<input type="checkbox"/> Training/Education

If you have questions about how to use this checklist or would like more information on developing and implementing effective employee communication campaigns, we are here to help! Please contact us:

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(Over)

To whom

- Supervisors, managers, safety officers
- Employees and co-workers
- Dependents
- Vendors



When

- Recruiting
- Onboarding
- Training/Education
- Ongoing (worksite & dependent communication)
- Open Enrollment



A Few Words About
Effective Communication

How to build a communication strategy

- **Know your audience**
 - Don't "Assume"
- **Set goals and objectives**
- **Review budget requirements**
 - Set minimums/identify priorities
- **Develop key messages - REPEAT**
- **Select media**
- **Action plan/implement**
- **Measure results**

Opioid communication toolkits – a turnkey solution

- Worksite posters, table tents, window clings, monitor/online graphics
 - High resolution PDFs
 - Can be customized with logo, contact info
- Workplace opioid abuse awareness/prevention PowerPoint modules
 - Employee/manager training
 - Onboarding/new hire training
 - HR, Open Enrollment, Safety meetings, etc.

Opioid communication toolkits – a turnkey solution

Sample topics

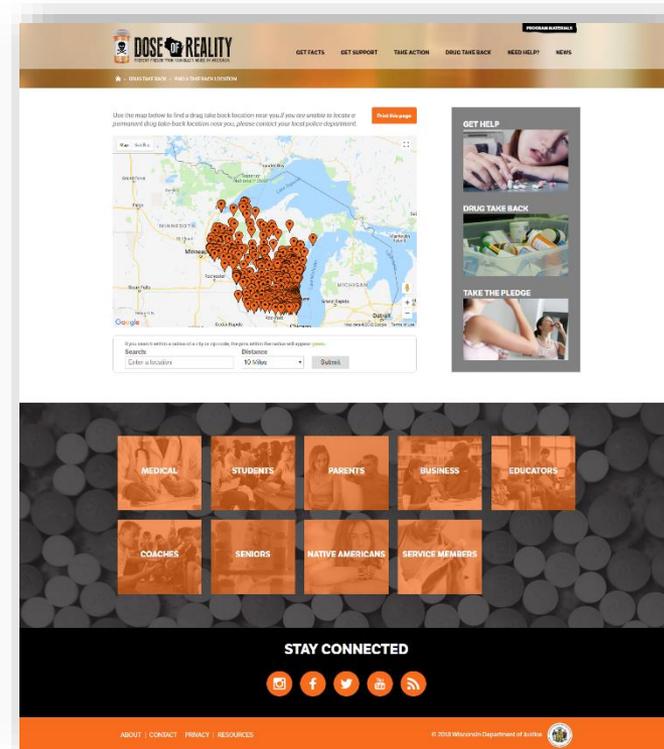
- *Signs of addiction*
- *Common types of opioids/narcotics*
- *What to do if you suspect abuse*
- *If you are prescribed*
- *Opioid storage and disposal*
- *CDC opioid guidelines*

What you can do right now

- Review policies
- Create awareness/communicate
- Dispose of prescriptions

**Drug Take Back
Locator Map:**

DoseOfRealityWI.org



"We know that communication is a problem, but the company is not going to discuss it with the employees."

– Switching supervisor, AT&T Long Lines Division

Thank you!