Communicating About Opioids

Once you’ve decided to implement an opioid policy, this calendar will help you keep the issue top-of-mind year round. Consistent education is critical to gaining employee buy-in. Include your marketing/communications teams, HR, safety team, legal and union representatives (if necessary) and others in this process. We encourage you to post these materials to your corporate intranet, hang them around your facility and ask that employees share what they learn with their friends and families.

MONTH ONE

- Have employees sign your policy and submit to Human Resources
- Send a letter from your organization’s president to all employees
- Share the Understanding Opioids video via the company intranet
- Post the Understanding Opioids document to your company intranet
- Give the Opioids at Work presentation to staff at an all-staff meeting
- Add your own:

MONTH TWO

- Hang toolkit posters around building – remember to include remote locations
- Include messaging in monthly employee newsletter
- Hang the Warn Me Labels poster and ask employees to affix Warn Me Labels to their insurance cards
- Share the Opioids and Your Brain video via the company intranet
- Post the Understanding Substance Use Disorders document to your company intranet
- Add your own:

MONTH THREE

- At your next all-staff meeting, answer staff questions about the new opioid policy
- Share a survivor advocate video with staff
- Encourage managers to start their next team meeting with the Opioids in the Workplace 5-Minute Safety Talk
- Add your own:
MONTH FOUR

☐ Rotate the posters out with other posters from the toolkit
☐ Check in with employees using a quick survey
☐ Have the president or safety team record a voicemail that goes to all staff, thanking them for believing in this new policy
☐ Encourage managers to start their next team meeting with the Understanding Opioids and How They Work 5-Minute Safety Talk
☐ Add your own:

MONTH FIVE

☐ Re-post the Understanding Opioids video on your company intranet
☐ Upload the Understanding Stigma document to your company intranet
☐ Add your own:

MONTH SIX

☐ Solicit employee feedback on the opioid policy six months after implementation – see Sample Employee Engagement Survey
☐ Check the NSC website for new materials
☐ Add your own:

MONTH SEVEN

☐ Encourage managers to start their next team meeting with the Opioid Misuse, Addiction and Overdose 5-Minute Safety Talk
☐ Rotate posters that are hung around the building – including remote locations
☐ Profile an employee who wants to share his/her experience with treatment or recovery
☐ Add your own:

MONTH EIGHT

☐ Include messaging in monthly employee newsletter
☐ Invite a local prevention or recovery organization to speak at an all-staff meeting or to host a brown bag lunch
☐ Add your own:
MONTH NINE
- Post a survivor video to your company intranet
- Check the NSC website for new materials
- Include links to safe disposal sites on your company intranet so employees know how to get rid of unused medications safely. In a public place, hang the toolkit poster about safe disposal options.
- Add your own:

MONTH TEN
- Profile another employee who is willing to share his/her experience with treatment or recovery
- Rotate posters that are hung around the building – including remote locations
- Add your own:

MONTH ELEVEN
- Check the NSC website for new materials
- Share a survivor video
- Add your own:

MONTH TWELVE
- Solicit employee feedback on the opioid policy again 12 months after implementation
- Provide employees with Warn Me labels for their family members – keep Warn Me labels poster up
- Rotate posters that are hung around the building – including remote locations
- Add your own:

Additional tips
Make sure that you keep supplies in stock – for example, include Warn Me labels during your new-hire orientation, and at the beginning of the calendar year when new health insurance cards may be issued.

Have consistent messaging about ways to seek help at work, and ensure managers and supervisors are promptly and consistently trained on what to do if an employee asks for help.

Remember that talking about addiction and substance use disorders can be very personal for some people – defensive reactions are common. While abiding by your organization’s drug free workplace policy is not optional, employee’s privacy must be respected. Employees should not feel pressured to disclose personal information.

Need help?
If you have questions or need help finding materials, please contact opioidsafety@nsc.org