



How to Conduct a Year-Long Opioid Awareness Campaign

Our Guide to Engaging Your Employees
and Joining the Fight Against the Opioid Epidemic



MASSACHUSETTS

Together, we can put an end to the opioid epidemic.

We've created a suite of resources designed to engage your employees, open a judgment-free dialogue about the opioid epidemic, and encourage those in need to get help. This guide will provide an overview of these materials, as well as recommendations for using them to reach your employees effectively.



Opioid Outreach Email Campaign

We've created six emails that can be used throughout the year to connect with your employees. The emails can be distributed in one of two ways:

Option 1: Copy and Paste

Simply download the file, copy the content, and paste it into the body of a new email. With this method, your employees engage with the material as soon as they open the email—no extra work needed.

Option 2: Add as an Attachment

You can also download the file and attach it to an email to your employees. Share it on its own, or add it to an existing regular communication to your employees.

How to Use Them

These emails are always available on our site, so you can use them however you choose. If you want to maximize employee engagement, our recommendations can help.



Other Tips:

- Provide access to support. For the email, add your HR representative's contact information.
- Don't over do it. Send each email only once.
- Timing is everything. Spread the six emails out throughout the year.

The Opioid Resource Center

Our nation's opioid epidemic is far-reaching, and continues to impact our communities, workplaces, and lives. We're here to help with our Opioid Resource Center, where our members can access information and resources focused on prevention, intervention, treatment, and recover from opioid-related substance use disorder.*

Use these resources to increase employee engagement with the Opioid Resource Center:

Opioid Resource Center Poster

What It Does:

Encourages members to visit the Opioid Resource Center.

How to Use It:

Display this poster in your workplace. Consider placing it in a non-crowded space so employees can read it privately.

Opioid Resource Center Table Tent Display

What It Does:

Encourages members to visit the Opioid Resource Center.

How to Use It:

Place this display on a counter or desk in your workplace.

Opioid Resource Center Wallet Card

What It Does:

Encourages members to visit the Opioid Resource Center, and provides support contacts that they can carry with them.

How to Use It:

Place a card at each employee's workspace. We recommend doing so before everyone arrives or after everyone leaves.

*Blue Cross Blue Shield of Massachusetts doesn't offer medical treatment or advice.

