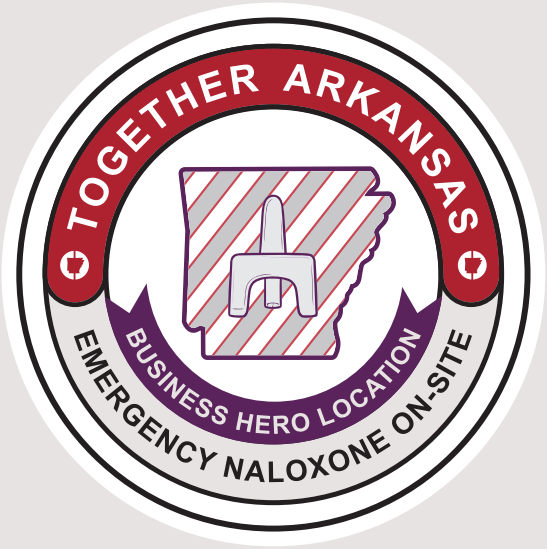
TOGETHER ARKANSAS

Opioid Response Initiative



CASE STUDY

RECOVERY FRIENDLY WORKPLACE

PRODUCED BY DDAA IN PARTNERSHIP WITH THE ARC

CASE STUDY

RFW COMMUNITY OF PRACTICE IN NEW HAMPSHIRE

In 2018, New Hampshire established a RFW designation program—the first in the nation—designed to combat the significant impact of addiction on their communities and economy. The Recovery Friendly Workplace program is housed within the New Hampshire Governor's Office and works with businesses in New Hampshire and across the country to designate Recovery Friendly Workplaces. The program offers several **benefits**:

- Connection to resources on substance use and behavioral health.
- Trainings and other services to help businesses better understand RFWs and begin the process of obtaining a designation.
- Support from public health organizations networked with the Recovery Friendly Workplace program.
- Evidence-based practices to improve employee wellbeing and increase retention and productivity.

The Community of Practice has reached businesses in over 25 states and continues to offer services to employers, free of charge. When networking with businesses, RFW uses this **one-pager** to explain the benefits of a RFW designation.

WHAT MADE THE RFW COMMUNITY OF PRACTICE SUCCESSFUL?

The New Hampshire Community of Practice was able to leverage preexisting relationships, along with an aggressive publicity campaign, to promote their services to a large group of businesses. For example, RFW's partner SOS Recovery was able to connect with 100 businesses, helping RFW build a proof of concept for their program. One RFW partner wrote letters of support, touting the effectiveness of RFW's programs, which brought many additional businesses on board.

Other marketing campaigns on LinkedIn and on the radio were less effective, indicating that the most promising avenue for outreach was to leverage partnerships with other recovery-oriented organizations.

HOW DO BUSINESSES OBTAIN A NEW HAMPSHIRE RFW DESIGNATION?

Businesses can obtain a RFW designation by completing the RFW **Checklist**, which includes submitting a letter of interest, making a written commitment to employees, and establishing connections with local recovery organizations while informing employees of new resources. All of these tasks, with the assistance of a Recovery Friendly Advisor (a state employee), must be completed within one year for the business to qualify as an RFW.

LESSONS LEARNED

1. An RFW can be an effective way to combat stigma in a community and for businesses to signal that they are champions for recovery.

2. For businesses that wish to obtain a RFW designation, many programs are offered free of charge and will benefit the overall health and safety of your workforce.

3. Businesses which have a RFW designation benefit by developing a reputation as a proactive member of the community and by hiring hard-working, committed

4. As with many components of recovery to work ecosystem development, the key is to reach out and develop personal relationships to help you build your network.

SOURCES

https://www.recoveryfriendlyworkplace.com/initiative
https://tools.niehs.nih.gov/wetp/index.cfm?id=2621
https://www.appalachiandevelopment.org/
https://www.arc.gov/