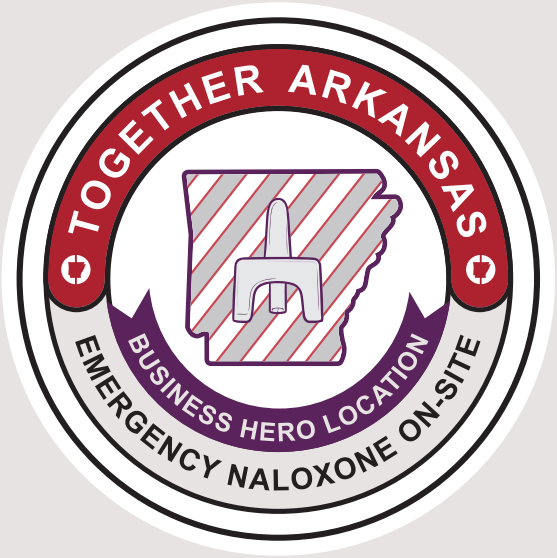
TOGETHER ARKANSAS

Opioid Response Initiative



BUSINESS HERO LOCATION PROGRAM

SUPPORTING A DRUG-FREE AND STIGMA-FREE WORKPLACE

IMPLEMENTATION GUIDE

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1 INTRODUCTION

WHO IS TOGETHER ARKANSAS?

Together Arkansas was established as a collaborative business approach to fight the opioid epidemic. With a partnership between private businesses, the government sector, healthcare, treatment providers, law enforcement, and other agencies, we are curbing the prevalence of substance use in Arkansas.

WHAT IS A BUSINESS HERO?

Together Arkansas's Business Hero Program is a comprehensive Drug-Free Workplace Initiative designed to help businesses **prepare, prevent, and respond** to the opioid crisis.

The program provides businesses with free opioid response training modules that provide guidance on how to create a safer and more supportive workplace, readily-available naloxone on-site, along with practical tools and resources.

Through the Together Arkansas's Business Hero Location program, employers can take meaningful steps to reduce stigma, support employee well-being, strengthen workplace preparedness, and implement policies that support prevention, treatment, and recovery.

EACH BUSINESS HERO LOCATION CAN RECEIVE:

1. Access to our free, eight-part online training modules.
2. A toolkit of resources to support your business and your employees.
3. Drug-Free Workplace resources and policy guidance.
4. Staff training on overdose recognition and naloxone administration.
5. Up to five (5) Naloxone Boxes containing two doses of naloxone.



2 WHAT IS A DRUG-FREE WORKPLACE?

A **Drug-Free Workplace** is a business or employer that has adopted policies and practices that support employees in recovery from substance use disorder (SUD). A Drug-Free Workplace is more than a supportive environment — it's a proactive space where employers recognize recovery and mental health challenges as a strength, not a liability, and provide educational resources that foster a culture of wellness, reduce stigma, and support both prevention and recovery for all employees.















3 WHY DO DRUG-FREE WORKPLACES MATTER?

DRUG-FREE WORKPLACES MATTER BECAUSE:

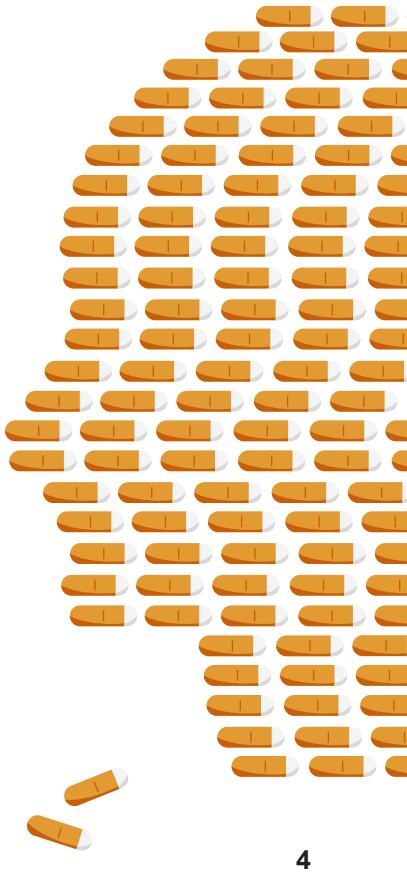
1. Mental health and SUD-related stigma often prevent individuals from seeking help.
2. Workplaces that actively support recovery experience lower turnover, higher morale, and increased employee engagement.
3. Employers can become key allies in long-term recovery journeys by offering a supportive and inclusive environment.

For the employer, a best-practice drug-free program can:

- Reduce accidents, workers' compensation, and healthcare costs.
- Increase productivity and employee morale.
- Protect public image.
- Buffer liability.
- Satisfy contract or other authorities' obligations.

And for employees, they can:

- Connect those experiencing problems with helping resources.
- Protect employees from drug-related accidents.
- Ensure no one is left doing more than their fair share of the work.



$1,626-$8,255 PER EMPLOYEE

THE ANNUAL COST OF AN UNTREATED SUBSTANCE USE DISORDER (SUD)



SOURCE: WWW.NSC.ORG

THE US DISPENSING RATE PER 100 IS **35.4**



ARKANSAS'S RATE IS **68.8**



THAT'S THE **HIGHEST RATE** IN THE NATION

SOURCE: CDC

372

OVERDOSE DEATHS IN ARKANSAS IN 2025

SOURCE: ARKANSAS DEPARTMENT OF HEALTH

79%

OF EMPLOYERS WERE CONCERNED THAT PRESCRIPTION OPIOID USE WAS HAVING A NEGATIVE IMPACT ON THEIR WORKPLACE

SOURCE: HTTPS://WWW.NSC.ORG/WORKPLACE/SAFETY-TOPICS/NALOXONE-SURVEY-RESULTS

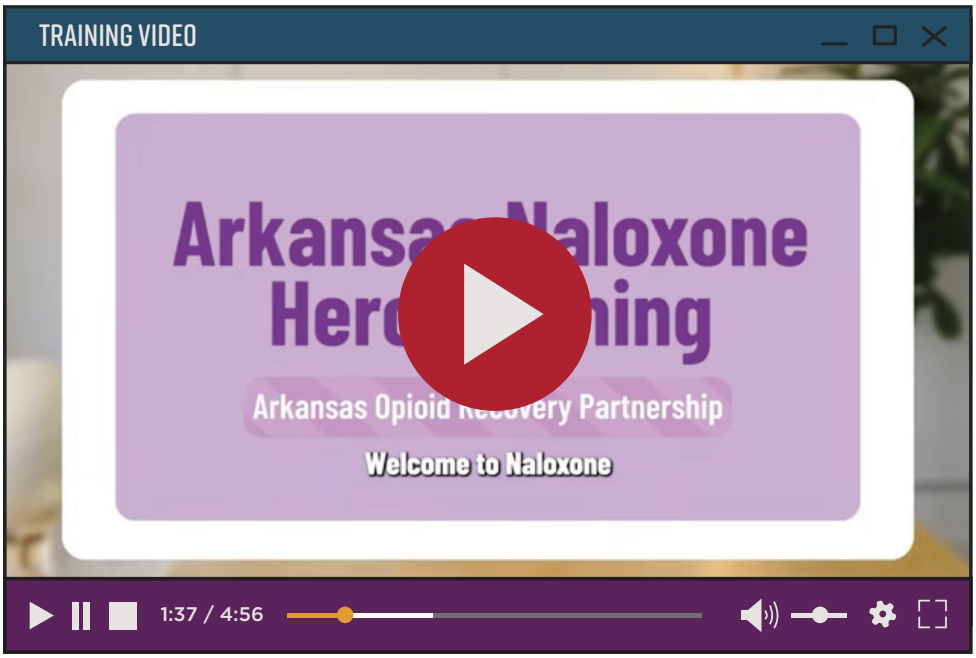
$1-2.7 TRILLION

THE ESTIMATED ANNUAL ECONOMIC COST OF OPIOID USE DISORDER AND FATAL OPIOID OVERDOSES IN THE US.

4 WHY NALOXONE IS IMPORTANT IN A BUSINESS

Naloxone is an effective, FDA-approved medication designed to rapidly reduce an opioid overdose. Knowing how to administer it could save someone's life. Just like having an easily-accessible fire extinguisher or AED in the workplace, having naloxone is equally important.

Learn how to properly administer naloxone with this short training video.



OR **SCAN** THIS **QR CODE** TO WATCH:

REPORT NALOXONE USAGE & REQUEST REFILLS

When naloxone is administered, whether to yourself or someone else, the person who administered the dose is asked to complete this Naloxone Reporting Form to track the program's efficacy and provide data on statewide prevention efforts. (The name and contact information of the individual who administered the naloxone is optional.)

According to the Joshua Ashley-Pauley Act, individuals who call 911 for themselves or for another individual experiencing an overdose are protected from legal prosecution. As a Together Arkansas Business Hero, you may apply for a credit to use at the Naloxone Bank to receive additional naloxone for your business location.

5 INTERNAL COMMUNICATIONS BEST PRACTICES

Celebrate your company's efforts in becoming a Together Arkansas Business Hero Location by sharing this sample language on your company's intranet and via email.

INTRANET EXAMPLE

We're excited to announce that **[Company Name]** has become a Together Arkansas Business Hero Location, a meaningful step in our ongoing commitment to create a drug-free and stigma-free workplace.

As a Business Hero Location, Together Arkansas — an initiative of the Arkansas Opioid Recovery Partnership — will provide us with accessible naloxone on-site, a life-saving medication that can rapidly reverse an opioid overdose.

This is part of our continued efforts to:

- **Foster a workplace culture that is stigma-free**
- **Provide resources and support for individuals in or seeking recovery**
- **Educate leadership and staff on drug-free practices**

This certification is a pillar in our continued learning, allyship, and action. Together, we're creating a workplace where recovery is respected and everyone can thrive.

5 INTERNAL COMMUNICATIONS BEST PRACTICES (cont'd)

EMAIL EXAMPLE

Subject: Building Awareness Around Recovery in the Workplace

Dear Team,

As part of our continued efforts to foster a comprehensive, respectful, and supportive workplace, we're bringing attention to an important, but often-stigmatized topic: recovery in the workplace. Recovery refers to a process of change through which individuals improve their health and wellness, live self-directed lives, and strive to reach their full potential.

As part of our broader culture and well-being efforts, we're taking steps to raise awareness around this topic. In the weeks ahead, you may see educational materials, signage, or other communications that highlight how recovery and substance use disorder can show up at work and what we can do to address it. This effort is about creating a culture where all employees feel respected and included, regardless of their personal journeys.

We ask you to reflect, ask questions, and explore the resources we'll be sharing. Together, we can ensure our workplace continues to be a safe place where everyone feels welcome and supported.

If you have questions or want to learn more, please reach out to **[HR Employee Name]**.

Warmly,

6 SOCIAL MEDIA BEST PRACTICES

Reference the sample language below and accompanying graphics here to share your company's Business Hero Location recognition and raise awareness around creating a drug-free and stigma-free workplace. These messages are designed for use on platforms like LinkedIn, Facebook, and Instagram.

TEMPLATE 1: AWARENESS KICKOFF

business_hero



Sample caption: We're proud to be a Together Arkansas Business Hero Location, one piece of our ongoing commitment to creating a drug-free and stigma-free workplace. This allows us to provide accessible naloxone on-site, a life-saving medication that can reverse the effects of an opioid overdose. By raising awareness about substance use and mental health recovery, we're building a culture that recognizes resilience, offers compassion, and values each other's humanity. For more information, visit togetherarkansas.com/businesshero.

TEMPLATE 2: COMPASSION & CULTURE

business_hero



Sample caption: Workplace culture matters. That's why we're starting conversations about substance use disorder (SUD), how it affects our colleagues, and how we can best support each other on recovery journeys by reducing societal stigma and misunderstanding. For more information, visit togetherarkansas.com/businesshero.

6 SOCIAL MEDIA BEST PRACTICES (cont'd)

TEMPLATE 3: LEADERSHIP SUPPORT

business_hero



Sample caption: Change starts at the top. Our leadership is committed to supporting recovery in the workplace as part of our efforts to reduce stigma related to substance use for those in recovery. When we lead with respect and awareness, everyone benefits. For more information, visit togetherarkansas.com/businesshero.

TEMPLATE 4: DID YOU KNOW? (FACT-BASED MESSAGE)

business_hero

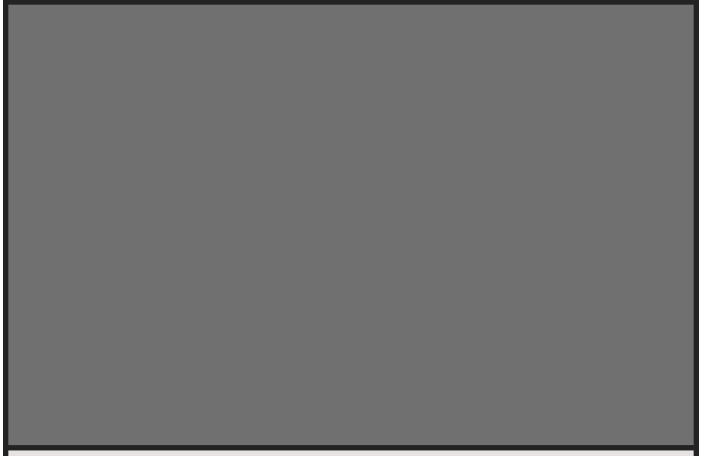


Sample caption: Did you know approximately 10% of full-time U.S. workers experience a substance use disorder (SUD)? Raising awareness is the first step toward a more supportive culture. Together, we can challenge assumptions and create a space for everyone to thrive. For more information, visit togetherarkansas.com/businesshero.

6 SOCIAL MEDIA BEST PRACTICES (cont'd)

TEMPLATE 5: JOIN THE CONVERSATION

business_hero



Sample caption: We're talking about recovery — not to single anyone out, but to bring everyone in. An invitation to grow together. Small shifts in language, policy, and attitude can make a big difference in how supported someone feels at work. For more information, visit togetherarkansas.com/businesshero.

7 CONVERSATION STARTERS

WHAT DO I DO IF I SUSPECT AN EMPLOYEE IS ABUSING OPIOIDS AND **HOW DO I START THE CONVERSATION?**

1. Plan a private conversation.
2. Keep the focus on their work performance and don't be accusatory.
3. Have data to back up your claims surrounding their work performance (attendance, reviews, records of missed deadlines, etc.)
4. Avoid blame and judgement — talk to them from a place of compassion and empathy.

CONVERSATION STARTERS:

"I care about you as a person, I can see that you're struggling. What can I do for you?"

"We are here to support you. Is there something going on you'd like to talk about?"

"It appears you're very distracted lately, and your performance is suffering. Is there anything you want to talk with me about?"

If your employee opens up to you during the conversation, let them know there's help available to them: e.g., "We are here to support you and your family. May I help you find resources the company provides?"

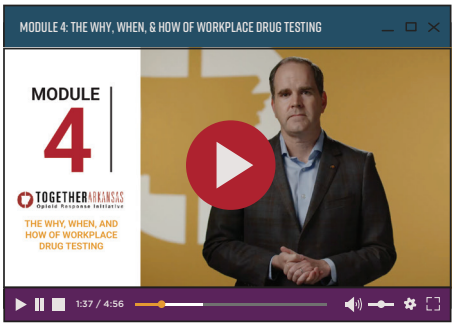
8 CONTINUED LEARNING

Our free, eight-module course (~13–30 min. per module) at togetherarkansas.com/online-course gives an overview of the legal and operational issues an employer must consider when dealing with an employee's use of opioids and other substances.

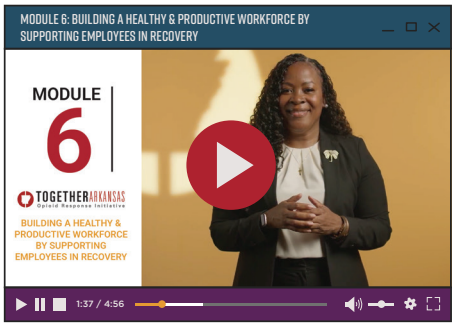




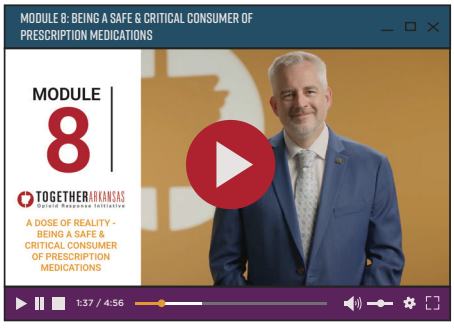












** a module for employees*

View all modules and complete each short quiz to receive Certification of Completion.

9 FREQUENTLY ASKED QUESTIONS

Q: WHAT ARE THE **SIGNS** OF AN OPIOID OVERDOSE?

A: Signs of an overdose may include:

- Small, constricted "pinpoint pupils"
- Falling asleep or loss of conciousness
- Limp body
- Slow, shallow breating
- Choking or gurgling sounds

Q: **IS NALOXONE HARMFUL** IF GIVEN TO SOMEONE WHO ISN'T EXPERIENCING AN OVERDOSE?

A: If you suspect someone is experiencing an overdose, administer naloxone. It is not harmful to a person who is not experiencing an overdose.

Q: CAN I **GET IN TROUBLE** IF I CALL 911 FOR HELP?

A: The Joshua Ashley-Pauley Act (2015) protects individuals who call 911 for themselves or for another individual who is overdosing.

If you are on parole or probation for possession, or if you have a restraining order against you, you are protected.

Q: WHO CAN I **CONTACT FOR SUPPORT?**

A: **1-800-662-HELP (4357)**
The National Drug Addiction Helpline

1-844-763-0198
The Arkansas Mental Health & Addiction Support Line

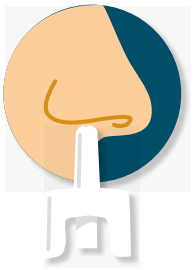
Or send your **ZIP code** via text message to **435748 (HELP4U)** to find help near you.

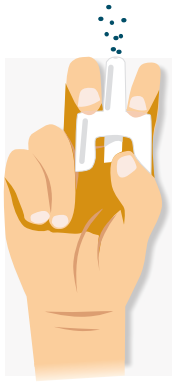
9 FREQUENTLY ASKED QUESTIONS (cont'd)

HOW DO I ADMINISTER NALOXONE?

Naloxone Nasal Spray was developed to be used without the need for any formal medical training. If you suspect an opioid overdose, you can administer Naloxone Nasal Spray and get emergency medical assistance right away. View the video training on page 6, or follow the instructions below.







1. **PEEL** BACK THE PACKAGE TO REMOVE THE DEVICE. HOLD THE DEVICE WITH YOUR THUMB ON THE BOTTOM OF THE PLUNGER AND TWO FINGERS ON THE NOZZLE.
2. **PLACE** AND HOLD THE TIP OF THE NOZZLE IN EITHER NOSTRIL UNTIL YOUR FINGERS TOUCH THE BOTTOM OF THE PATIENT'S NOSE.
3. **PRESS** THE PLUNGER FIRMLY TO RELEASE THE DOSE INTO THE PERSON'S NOSE.
4. **TURN** THE PERSON ON THEIR SIDE INTO THE RESCUE POSITION AND STAY WITH THEM UNTIL MEDICAL HELP ARRIVES.
5. **WATCH** THE PERSON CLOSELY. IF THEY DO NOT RESPOND TO VOICE OR TOUCH WITHIN 2-3 MINUTES, ANOTHER DOSE OF NALOXONE MAY BE GIVEN. THIS TIME, INSERT THE SPRAY INTO THE OTHER NOSTRIL

10 ADDITIONAL RESOURCES

REVIVEAR

The ReviveAR app is a free opioid overdose resource containing tools to help you administer the drug naloxone to someone during an opioid overdose and provide steps on how to save a person's life in the event of an opioid overdose.



CLICK HERE TO ACCESS HELPFUL LINKS FOR ADDITIONAL SUPPORT

LEARN MORE