

Opioid Workplace Awareness Initiative

Promoting Recovery in
the Workplace

Social Media Toolkit

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CREATIVE GROUP

The opioid epidemic affects Mississippians of all backgrounds. However, Mississippians working in certain occupations are at greater risk for developing opioid use disorder. Workers in construction, farming, hospitality, manufacturing, and oil and gas are often at greater risk for opioid dependency, addiction, and overdose.

You can help stem the tide of opioid addiction by learning to recognize early warning signs of opioid use disorder and connecting people in these industries to education and resources to help them prevent and treat addiction.

We have developed the Stand Up, Mississippi Opioid Workplace Awareness Initiative Social Media Toolkit to provide practical information that employers and employees can use to create a healthy, supportive work environment for Mississippians who may be at greater risk for opioid dependence and addiction.

Increased opioid use disorder prevention, education, and recognition will save lives, and you can easily get involved by using your company or personal social media channels to help educate your employees, co-workers, and community.

Engaging on Social Media

Use the sample posts below or create your content to educate your social media network about the opioid crisis in our state. We've provided links to social media shareable content and infographics you can use to raise awareness and encourage others to join the conversation.

Be sure to use the official hashtags ([#StandUpAtWork](#) and [#StandUpforRecovery](#)) and tag us on Facebook [@StandUpMississippi](#) and Twitter and Instagram [@StandUp_MS](#).

Sample Facebook Posts

- 1 Workers in construction, farming, hospitality, manufacturing, and oil and gas are often at greater risk for opioid dependency, addiction, and overdose. If you or someone you know is struggling with substance use disorder, Stand Up Mississippi can help. Visit [StandUpMS.org](#) to learn more about treatment options and get on the road to recovery today. [#StandUpforRecovery](#)



- 2 The opioid epidemic is affecting workplaces across Mississippi. Employers can play a critical role in helping employees fight substance use disorder by creating a recovery-friendly workplace for employees who are in treatment programs. Learn more about the need for recovery-friendly workplaces and how you can create a supportive work environment here <http://bit.ly/2MDS3ym>.





- ③ The National Safety Council reports, “70% of employers have been impacted by prescription drug misuse, but fewer than 20% feel extremely prepared to deal with it.” Visit StandUpMS.org to learn more about the Opioid Workplace Awareness Initiative and find resources you can use to educate your employees and co-workers about the opioid epidemic. [#StandUpAtWork](https://twitter.com/StandUpAtWork)



- ④ The opioid crisis in Mississippi affects people of all backgrounds, but people who work in jobs that require physical labor may be at greater risk for opioid misuse, dependency, and overdose. Learning the warning signs of overdose could save a life at work. Stand Up for your co-workers. Visit us to learn more about how you can [#StandUpAtWork](https://twitter.com/StandUpAtWork), today!

Signs of overdose can include:

- No response to stimuli
- Shallow/stopped breathing
- Can't be woken up
- Unusual snoring/gurgling sounds
Blue/grey lips or fingertips
- Floppy arms and legs

StandUpAtWork

Source: International Overdose Awareness Day

STANDUP MISSISSIPPI ACHIEVE THE OPIOID-CURE



- ① Stand Up Mississippi is working to raise awareness about the effects of opioids in workplaces around the state. Learn more about the Stand Up Opioid Workplace Awareness Initiative and the resources available to employers. #StandUpAtWork



Sample
Tweets

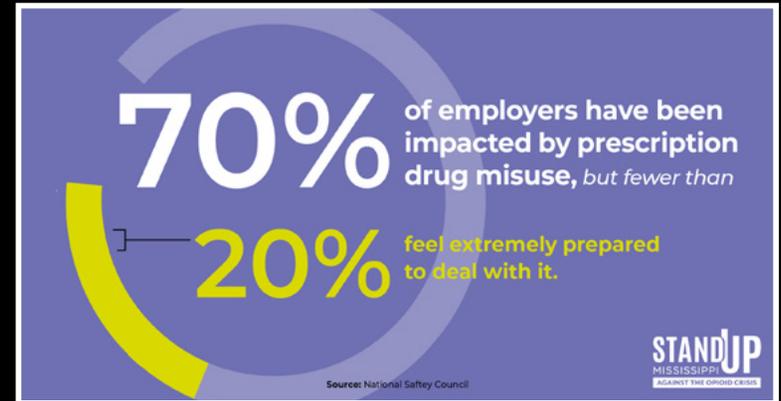
- ② Employers can play a critical role in helping employees seek treatment and recover from substance use disorder. Learn what your company can do to #StandUpforRecovery by downloading resources from the Stand Up, Mississippi Opioid Workplace Awareness Initiative toolkit. [Link]



- ③ Opioid misuse, dependency, and overdose affect Mississippi workers, especially those in construction, farming, hospitality, manufacturing, and oil and gas, because they are more prone to injuries on the job.

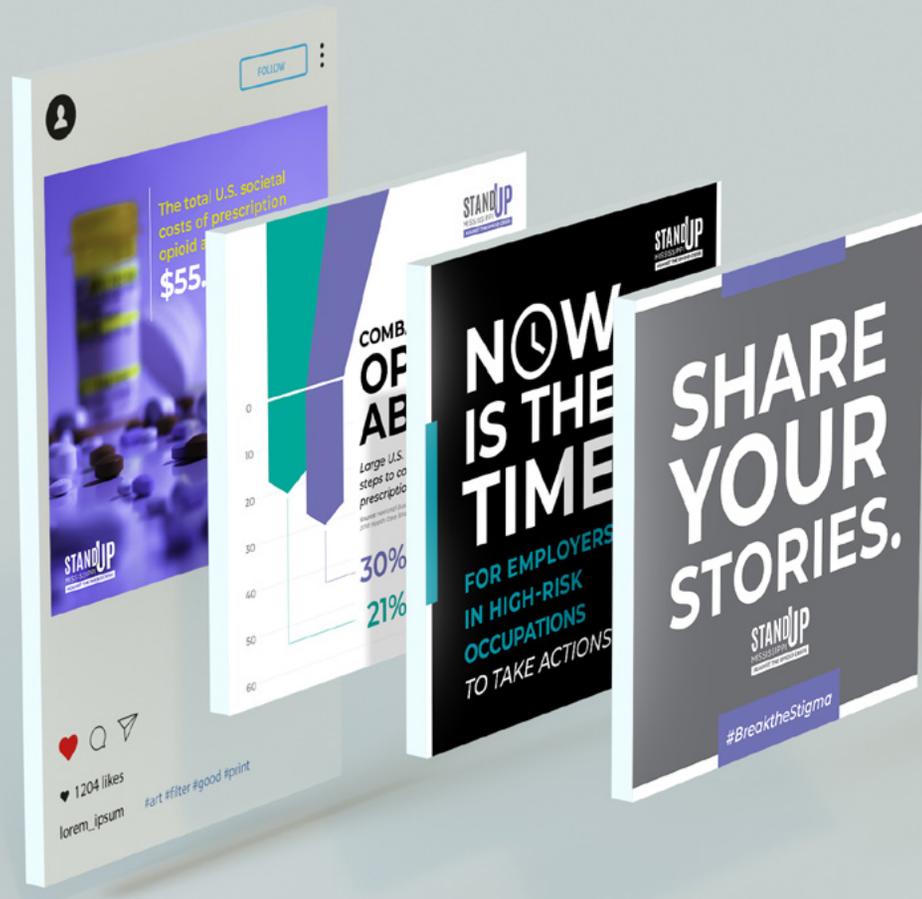
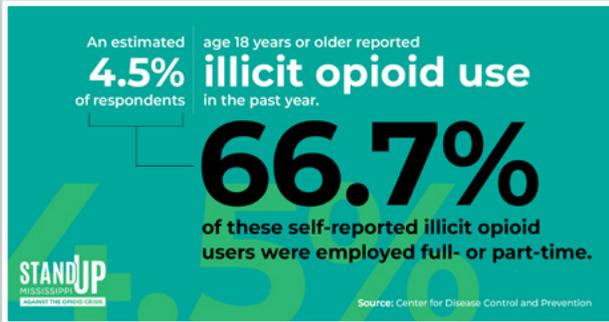
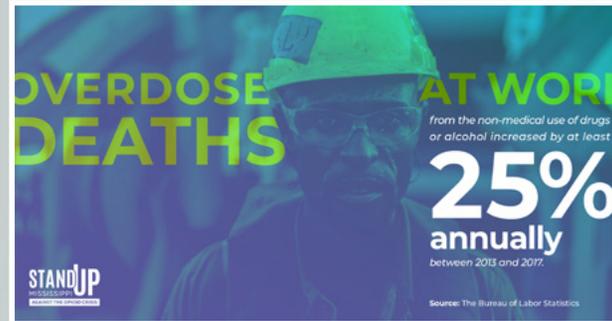
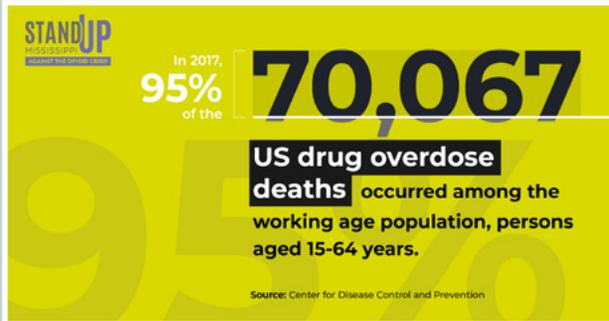


- ④ Although many employers report that their employees have been affected by prescription drug misuse, very few feel they are prepared to address opioid use disorder in the workplace. Learn more about how you can educate your employees about the opioid crisis and find treatment and recovery options.



- ⑤ The National Institute for Occupational Safety and Health is working to develop solutions to help workers and employers facing the opioid epidemic in their communities. Learn more about these resources here [<https://www.cdc.gov/niosh/topics/opioids/default.html>]





Download the images [here](#).

Industry-specific, General Awareness Facebook and Twitter Posts

Farmers are at greater risk for opioid misuse, dependency, and addiction. Help us share information and resources with people who work the farming industry. Tag them in a comment below. Find resources at [Link to the toolkit]. [#StandUpforFarmers](#)

Construction workers are at greater risk for opioid misuse, dependency, and addiction. Help us share information and resources with people who work the construction industry. Tag them in a comment below. Find resources at [Link to the toolkit]. [#StandUpforConstruction](#)

Hospitality workers, such as people who work in restaurants, are at greater risk for opioid misuse, dependency, and addiction. Help us share information and resources with people who work the hospitality industry. Tag them in a comment below. Find resources at [Link to the toolkit]. [#StandUpforHospitality](#)

Manufacturing workers, such as those who work on assembly lines, are at greater risk for opioid misuse, dependency, and addiction. Help us share information and resources with people who work the manufacturing industry. Tag them in a comment below. Find resources at [Link to the toolkit]. [#StandUpforManufacturing](#)

Oil and gas workers are at greater risk for opioid misuse, dependency, and addiction. Help us share information and resources with people who work the farming industry. Tag them in a comment below. Find resources at [Link to the toolkit]. [#StandUpforOilandGas](#)



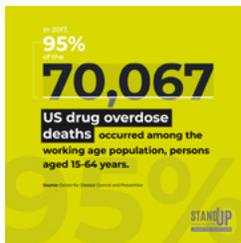
standup_ms [Follow](#)

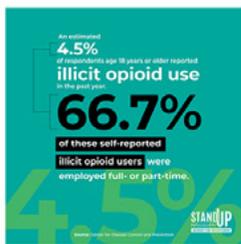
206 posts 611 followers 696 following

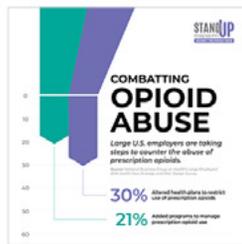
The opioid epidemic affects Mississippians of all backgrounds. However, Mississippians working in certain occupations are at greater risk for developing opioid use disorder. Learn more at [owi.standupms.org](#)











[Load more](#)

HOW MUCH
DO YOU
KNOW
ABOUT
OPIOID USE
DISORDERS?

STANDUP
MISSISSIPPI
AGAINST THE OPIOID CRISIS

Learn more at
standupms.org

Download the images [here](#).