

CECP Accelerate Community

Opioid Crisis: Corporate Response 2018-2019

Overview

Addressing a public health crisis affecting every company, this Community will bring companies from all sectors together to learn and share solutions to bring back to their companies, touching company policies, employee supports, and community investments.

Goals

- Understand the spectrum of ways companies/are engaging
- Provide guidance on what companies can do now
- Tap appropriate cross-sector experts

Key Learnings

Companies need more (or less) than toolkits: While toolkits bring together resources in one place, companies are left with the process of tailoring the resources to their companies. Toolkits can also be overwhelming in that they are often long lists of resources that companies have to sift through to determine best fit. A more useful resource for

companies is one tool that is plug and play, such as the opioid education videos in Shatterproof's Just 5. No decisions to be made and no alterations needed; this tool was created based on feedback of what companies need, right now.

Change is hard: While this is common knowledge, it is worth a reminder that companies can benefit from a primer on how to orchestrate change in large

organizations.

Privacy concerns prevent action:

The opioid crisis is an issue that is difficult to address as the people who need the most help might be the least likely to ask for it. Solutions need to be available to all, without asking employees to raise their hand to access them. And solutions need to be anonymous, not capturing user data.

Action Items and Opportunities

- Just 5 is being shared at the CECP Summit, with Shatterproof and CECP encouraging companies to integrate it into current intranets and employee educational programming.
- Along with Just 5, Shatterproof and CECP will support companies in additional action steps such as distributing disposal kits to employees and their communities.

Next Steps

CECP is working with the Milken Institute to integrate the corporate response to the opioid crisis into the programming of its fall health forum.

Company Leadership

Wynn Resorts, New York Life, Goldman Sachs, DowDupont, The Hartford, AmerisourceBergan, GE

Resource List

- Shatterproof Just 5
- Disposal kits
- Milken Institute
- U.S. Chamber of Commerce Sharing Solutions



TrendTalk: Act Now on the Opioid Crisis, CECP Summit 2019

CECP Leadership and Subject Matter Experts

- Sara Adams, Senior Director, Communications and Marketing, CECP
- Gary Mendel and Stephen Dantonio, Shatterproof