



Case Study

The National Safety Council – Addressing Opioids In The Workplace

Attitudes and usage research delivering deep insights into employer and employee perceptions of naloxone to combat opioid overdoses in the workplace.

The Challenge

The National Safety Council (NSC) is a nonprofit safety organization working to eliminate the leading causes of preventable death and injury. NSC focuses its efforts on the workplace and roadways and offers safety education and training as well as consulting services to employers across the country.

The opioid crisis in the United States continues to escalate and has had implications in the workplace. One of the Council's initiatives is to reduce the frequency of unintentional injury and death due to overdose in the workplace ("Respond Ready Workplace"). On-the-job overdose deaths have increased by over 600% since 2011, requiring urgent focus on overdose prevention and response on-the-job. The Council's efforts have been particularly focused on industries where higher risk of an injury or workplace fatality may occur including construction, transportation and warehousing, manufacturing, etc.

In March of 2023, the U.S. Food & Drug Administration approved the over-the-counter sale of Narcan (an opioid overdose reversal drug) that can be administered via nasal spray (also known as naloxone). NSC has been a supporter of organizations storing naloxone on site and training employers and employees on how to properly administer the drug. As such, NSC desired to understand more about current employer and employee perceptions of naloxone in the workplace and how organizations are working to combat opioids and support employees.

The Solution

A quantitative market research program was designed to better understand awareness, attitudes and opinions relating to naloxone in the workplace from both the employer and employee perspective. This research comprised the following objectives:



Awareness, Preparedness & Policies Surrounding Opioid Misuse:

- Determine awareness and perceptions of employee opioid misuse compared to other drugs (e.g., Cannabis, alcohol, etc.).
- Understand what policies and programs organizations currently have in place to cope with substance misuse (including unintentional overdose) in the workplace.



Awareness & Perceptions of Naloxone:

- Measure awareness, consideration and usage of naloxone in organizations.
- Understand reactions & concerns to using naloxone in the workplace and potential stigmas / barriers to address (e.g., fear of being perceived as encouraging drug use by having access to the drug on-site, stigma / discrimination such as perceptions around lack of self-control, etc.).
- Understand attitudes towards including naloxone in workplace first aid kits as well as access / control of the drug (e.g., open access vs. restricted access).



Drivers & Barriers To Using Naloxone in the Workplace:

- Identify drivers to adoption of naloxone (e.g., eliminating risk of a workplace incident / employee fatality due to opioid overdose).
- Understand barriers / obstacles to naloxone adoption (e.g., concern about legal risks following administration of the drug, etc.).



Messaging & Support To Encourage Adoption of Naloxone in the Workplace:

- Identify desired organizational support when it comes to naloxone (e.g., training to recognize the signs / symptoms of an opioid overdose, training around administration of the drug, best practices for access to and security of naloxone, employee communications, etc.).
- Assess messaging NSC might utilize to motivate employers to store naloxone on site in case of an opioid overdose.

The Insight

The research provided NSC with detailed insights into the employer and employee mindset around naloxone in the workplace, as well as current adoption rates, training policies, and stigmas / issues that need to be overcome.

The research also provided NSC with key messaging strategies / tactics to consider. This included recommendations on optimal decision makers to target and potential messages to utilize when it comes to encouraging employers to store naloxone on site.

Testimonial

"B2B International has been a research partner to NSC on many different initiatives over the years. We value our relationship with the team and the quality of their work. B2B International's reports are highly visualized and easy to understand, helping our research team take action on the insights."

- Claire Bryant, Senior Workplace Wellbeing Program Manager, NSC