



United  
Way



United Ways of Tennessee

# United We Heal Tennessee

A substance abuse disorder response toolkit for Tennessee employers

*Made possible by generous support from:*

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**FOUNDATION**

# Introduction

United Ways across Tennessee are working with employers, anti-drug coalitions, and other community partners to respond to the opioid crisis through prevention education, prescription drug take back events, town halls, and fighting the stigma associated with addiction through social media campaigns.

While the pain and suffering caused by opioid addiction continues to get state and national attention, substance abuse of all kinds is a serious problem in our communities and workplaces.

The “[Implications of Drug and Alcohol Abuse for Employers](#)” published by the National Safety Council, offers evidence of how addiction of all kinds causes loss of productivity, high employee turnover, increased risk of accidents and more.

This toolkit is designed for employers who want to take meaningful steps to prevent substance abuse and support recovery.

The toolkit is divided into three sections:

- Establish a wellness committee
- Programmatic and policy activities
- Expanding wellness focus

Our hope is that employers will identify 2-3 goals based on the ideas presented in this toolkit. Taking a few small actions will go a long way in supporting employees make positive and informed decisions that impact physical and mental health.

Lastly, please know your [local United Way](#) and [Anti-Drug coalition](#), if your community has one, is willing to help support company wellness efforts. Contact us for assistance connecting to community partners that can provide training or other resources needed to establish a substance abuse response plan.



United Ways of Tennessee



United Way Rhea County



United Way Wilson County



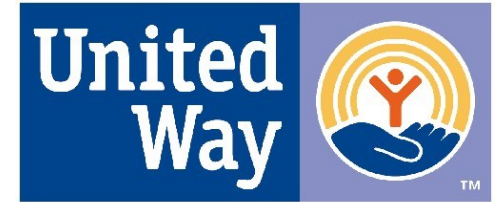
United Way of Greater Kingsport

# About United We Heal Tennessee

United We Heal Tennessee is our statewide response to the opioid crisis, compassionately helping those currently in need while proactively addressing causal factors. Through our 36 member United Ways and strong partnerships with afterschool programs through the TN Afterschool Network (Afterschool Heals Tennessee), as well as schools, nonprofits, government, and businesses, we are taking many proven practices statewide: drug take-back events; corporate assistance and support, public education; anti-stigma campaigns; tools for seniors on storing and disposing of medications; training in ACES (adverse childhood experiences) and trauma-informed care; as well as preventive interventions and social and emotional support for children and youth.

Tennessee is one of the states most deeply impacted by our national opioid crisis. Our state experienced 1,186 overdose deaths in 2016; 13,034 non-fatal overdose outpatient visits in 2015; and 7,092 non-fatal overdoses inpatient stays in 2015. In 2017, 6,879,698 painkiller prescriptions were filled in Tennessee, and we only have 6,716,000 people living in the state. A joint Community Needs Assessment conducted by the United Way of Knoxville and the University of Tennessee recently identified substance abuse as the #1 concern in that region, echoing results from similar assessments across the state. Between 2010 and 2015, the incidence of Neonatal Abstinence Syndrome (NAS) infants born with substance addictions due to exposure in the womb among enrollees in TennCare (Medicaid) more than doubled from a rate of 11 per 1,000 live births to 24 per 1,000. Kingsport is currently struggling to address the highest incidence of NAS births in both the state and the country.

With United We Heal Tennessee, we are employing resources to encourage access to treatment, to build protective factors for children and youth, and to expand the role schools and community-based organizations can play in prevention and helping families recover. We believe it's critical to take a comprehensive approach that includes compassionately aiding those currently in need while proactively identifying and addressing causal factors. This includes (1) interventions and support for those suffering or recovering from opioid use, and (2) education and preventive interventions for children, youth, and their families. United We Heal Tennessee will go statewide with solutions that have already proven themselves effective in various locations. These include: providing information and tools for safe storage of medications; holding drug take-back events; launching corporate and public education campaigns to reduce stigma and encourage those in need to seek help; providing information and tools to at-risk seniors; building coalitions that include health, social services, criminal justice and faith partners; providing support to our corporate partners to enable them to better support employees in need of services, mentoring, and other supports; and training in ACES (adverse childhood experiences) and trauma-informed care for afterschool programs, teachers and others who work with youth.



**United Ways of Tennessee**

## Establish a Wellness Committee

### Getting Started

Substance misuse impacts workplace safety, health care costs, and productivity. For any wellness program to be successful, managers and other key employees must have an understanding of the issues to champion wellness efforts.



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## Ideas for Action



**Consult with Experts** Most communities have [anti-drug coalitions](#) or non-profit partners who can educate staff about opioid and substance abuse, how it impacts employers, and response resources.



**Learn Together** All members of the wellness committee should have the same baseline understanding about substance abuse and how workplaces can play a critical role in prevention and response.



**Agree on Language** Substance abuse disorder is often misunderstood and many prejudices exist. Wellness committees should agree to use anti-stigma language when speaking about substance abuse.



**Calculate the Cost** The economic impact of substance abuse disorder is estimated to be \$442 billion annually. [This calculator](#) evaluates the financial impact of absenteeism and health costs for employers.



**Establish a Goal** Companies have different needs and capacities. As a committee, decide the goal of the group, whether it is to review policies, implement a program, or simply raise awareness of resources.



**Develop an Action Plan** Keep wellness committees focused by creating clear goals, identifying people responsible for turning ideas into action, and setting a timeline for completion. (See Appendix A)



## Pro Tip

When building a team, be intentional about finding diverse groups of people at various leadership levels, organization function, and specific individuals who have a responsibility for some aspect of health.

[Visit SAMHSA.gov](#) for more team building tips and resources!



## Resources to Explore

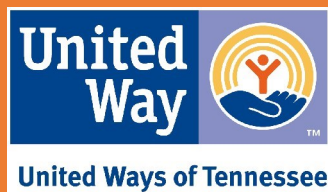
- [Shatter Proof - Workplace Cost Calculator](#)
- [Implication of Drug and Alcohol Use for Employers](#) - National Safety Council
- [Assess Your Workplace](#) - SAMHSA
- [Tennessee Anti-Drug Coalitions](#)
- [What is Stigma?](#) TN Department of Mental Health and Substance Abuse Services
- [MakeItOK.org](#) - Anti-Stigma resources
- [Understanding Tennessee's Opioid Epidemic](#) - United Ways of Tennessee
- [What is Addiction \(video\)](#) - Addiction Policy Forum YouTube
- [Preventing Prescription Drug Overdose email sign up](#) - National Safety Council

## Programmatic and Policy Activities

### Change the Conversation

Substance abuse disorder is a medical condition. Sadly, there is a stigma around substance abuse that leads to social isolation and discrimination.

By sharing these anti-stigma messages, companies can raise awareness and encourage people to seek help if needed.



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## Ideas for Action



**Use Social Media** Sharing anti-stigma messages on social media is a great way to reach employees and the larger community. Use these sample messages to help end substance abuse stigma. (See Appendix B)



**Publish Newsletter Articles** Company newsletters provide an education opportunity. Share information and resources in this toolkit to increase knowledge about prescription drug and other substance abuse.



**Send Company-wide Email** Use these sample email messages to share anti-stigma messages with employees and provide links to helpful resources. (See Appendix C)



**Host a Lunch and Learn** Invite a local [anti-drug coalition](#) leader or nonprofit partner to talk to employees about substance abuse, opioids, mental health disorders, and/or brain addiction.



**Distribute Literature** [TAADAS clearinghouse](#) is Tennessee's repository and dissemination center for free alcohol, drug, problem gambling, and other addiction prevention and treatment literature.



**Share a Video at a Staff Meeting** At the next company staff meeting share a 3-5 minute video featuring real stories of people who have struggled with opioid addiction.



## Pro Tip

Most people need to hear information presented in a variety of ways and multiple times before they understand new and complex issues. Create a communication plan that includes multiple channels over the course of several weeks or months. Use this template for guidance. (Appendix D)



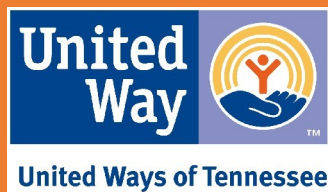
## Resources to Explore

- Action Plan Template - United Ways of Tennessee (Appendix A)
- [Tennessee Together Media Campaign](#)
- [Tennessee Faces of Opioids](#)
- [MakeItOK.org](#) - Anti-Stigma resources
- [Stigma Free Pledge](#) - National Alliance on Mental Illness
- [Free Trainings](#) - National Alliance on Mental Illness, Tennessee
- [Facing Addiction in America](#) (video)
- [U.S. Surgeon General's talk on stigma's role in the opioid epidemic.](#)
- [Social Media Graphics](#) - CDC
- [Mind Matters: Drugs and the Brain](#)

## Programmatic and Policy Activities

### Promote Safe Storage and Disposal

Many people do not realize the importance of properly storing and disposing of prescription medications. Locking and disposing of medications keeps kids and teens safe, prevents theft, and discourages misuse.



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### Ideas for Action



**Promote Safe Storage Messages** Use social media, newsletters, and staff meetings to share messages on safe storage and disposal. Use these sample templates to include in company communications. (Appendix B)



**Order Drug Disposal Envelopes** The National Safety Council recommends these DEA compliant envelopes to help people dispose of unused medications. Email [RxTakeBack@stericycle.com](mailto:RxTakeBack@stericycle.com) for more info.



**Promote Drop-Off Locations** Most communities have [prescription drug drop off locations](#) such as pharmacies and police departments. Share information about nearby locations with employees.



**Giveaway Safe Storage Boxes** Ask a local anti-drug coalition if they have lock boxes for safely storing medicines. There are also affordable boxes available for purchase online.



**Hang Posters in High Traffic Areas** [The National Safety Council](#) has a variety of posters to educate employees on the dangers of prescription drugs and the importance of safe storage.



**Host a Drug Takeback Event** Large employers may consider hosting a drug take-back day. This requires partnering with local law enforcement and a DEA agent for a safe and successful event.



### Pro Tip

Across Tennessee there are anti-drug coalitions working to prevent substance addiction. These coalitions are excellent resources for companies to learn about local and state trainings, events, and materials to share with employees. [Connect with a local anti-drug coalition in your area.](#)



### Resources to Explore

- Action Plan Template - United Ways of Tennessee (Appendix A)
- [Count It! Lock It! Drop It!](#)
- [National Prescription Drug Take-back Day](#) - Drug Enforcement Agency
- [Safe Medicine Storage for Parents](#) - UpAndAway.org
- [Safe Medicine Storage and Disposal](#) - Be-MedWise.org
- [Prescription Painkiller Drug Safety at Home](#) - National Safety Council
- [Lock it Up: Medicine Safety in Your Home \(video\)](#) - FDA
- [Press Kit Pain Medication Safe Use and Storage](#) - Alliance for Aging Research

## Programmatic and Policy Activities

### Prepare for Overdose Emergencies

Tennessee continues to see a rise in opioid related deaths even as other states are experiencing decreases.

Every workplace, family, and public facility should be prepared for an overdose emergency. Recognizing signs of addiction and sharing prevention tools will also help avert overdose emergencies.



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## Ideas for Action



**Promote Tennessee Redline** 1-800-889-9789 is a toll-free line that provides addiction information and referral services to any Tennessean. For more information visit [TAADAS website](#).



**Develop Policies/Procedures** The National Safety Council published [Steps to Update a Drug Free Workplace Program to Include Prescription Drugs](#) to support policy and procedure development.



**Schedule a Naloxone Training** Naloxone, also known as Narcan, counters the impact of opioid overdose. Schedule a training and distribute naloxone to as many employees to have an home.



**Develop a Response Plan** Outline the steps to follow in an emergency including calling 911, administering naloxone if available, what to do when help arrives, and who to contact about the emergency.



**Provide Caregiver Education** Employees are also caregivers. Sharing facts, anti-stigma messages, and resources will better support employees in preventing or managing substance abuse by a loved one.



**Supervisor Training** Provide regular and ongoing training to supervisors to help them understand substance abuse, how to recognize signs of overdose, and company policies and procedures for response.



## Pro Tip

Companies should have a crisis communication plan prepared in the event of an emergency or unexpected event. As related to overdose emergencies, plans should include steps to take, confidentiality requirements, family notification, and how to prevent the crisis from happening again.



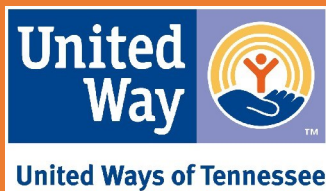
## Resources to Explore

- Action Plan Template - United Ways of Tennessee (Appendix A)
- [Recognizing Opioid Overdose](#) and [Responding](#) - Harm Reduction Coalition
- [Naloxone Training](#) - Tennessee Department of Health
- [Tennessee Regional Overdose Prevention Specialists](#)
- [Naloxone Training Video](#) - Project Lazarus
- [Supporting Recovery](#) - National Alliance on Mental Illness
- [UPandAway.org](#) - Resources for parents
- [What You Should Do if Someone Overdoses on Opioids at Work](#) - RiskandInsurance.com

## Programmatic and Policy Activities

### Drug Free Workplace Policies and Procedures

Creating and updating policies and procedures that reflect the needs of the company and employment laws is key to risk management, prevention, and communicating expectations and consequences.



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### Ideas for Action



**Establish a policy committee** Assign a team to review drug testing policies, review health care and workers compensation benefits, and consider revising policies to include prescription drug misuse.



**Review Sample Policies** The National Safety Council, the Society for Human Resource Management, and other companies are helpful resources to consult when drafting company drug and alcohol policies.



**Manage Benefits** Review health care and workers compensation benefits to ensure inclusion of opioid alternatives. Review in-network benefits to see if opioid and substance use disorder treatment is available.



**Order “Warn Me” Labels** - Many people do not know that commonly prescribed drugs are opioids. These [labels from National Safety Council](#) may be distributed to employees to place on insurance cards.



**Consider a Last Chance Agreement** [Last chance](#) agreements are typically used for employees with drug or alcohol addiction who have relapsed and are faced with termination.



**Educate Employees and Supervisors** When policies are developed or revised, employees should have multiple opportunities to learn about, ask questions, and acknowledge any policy changes or additions.



### Pro Tip

Updating the company Drug Free Workplace Program to include prescription drug abuse is an important prevention strategy.

Consult with an attorney with DFWP experience to review updated policies before finalizing and sharing with employees.



### Resources to Explore

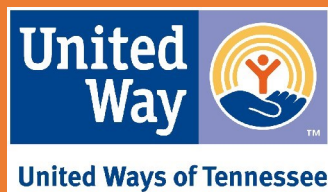
- Action Plan Template - United Ways of Tennessee (Appendix A)
- [How Employers are Working to Combat the Opioid Epidemic](#) - American Benefits Council
- [Steps to Update a Drug Free Workplace Program to Include Prescription Drugs](#) - National Safety Council
- [Drug and Alcohol Testing Policy](#) - American Alliance Drug Testing
- [The Proactive Role Employers can Take: Opioids in the Workplace](#) - National Safety Council
- [Addiction Wellness at Work Program](#) - ShatterProof.org



## Programmatic and Policy Activities

### Provide Caregiver Education and Support

Employers are not only impacted by the health and well-being of employees, but also family members. Providing education and support can help employees prevent substance misuse at home and provide resources to help manage the stress of a family member with substance abuse disorder.



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### Ideas for Action



**Fight the Stigma** Employees need to know they can confidentially seek treatment if needed. Sharing [anti-stigma messages](#) creates safety for employees seeking help for themselves or loved ones.



**Provide Employee Education** The more employees understand about opioids and substance abuse, the better equipped they are to prevent, respond, and recover from substance abuse problems.



**Supervisor Training** Managers need training on the company and community resources available to employees experiencing a personal or family problem involving substance abuse.



**Consider an Employee Assistance Program** These programs offer confidential counseling to employees and family members. They offer support on a full range of stressors including dealing with addiction.



**Schedule a Naloxone Training** Naloxone, also known as Narcan, counters the impact of opioid overdose. Schedule a training for employees to learn about how to recognize and respond to overdose.



**Giveaway Safe Storage Boxes** Ask a local anti-drug coalition if they have lock boxes for safely storing medicines. There are also affordable boxes available for purchase online.



### Pro Tip

Employers are not expected to be experts on substance abuse disorders. Seek out and invite community partners such as the below to offer training to your employees.

[Tennessee Anti-Drug Coalitions](#)  
[NAMI Tennessee](#)  
[Systems of Care Across Tennessee](#)



### Resources to Explore

- Action Plan Template - United Ways of Tennessee (Appendix A)
- [The Tennessee Redline](#) - TAADAS
- [12 Questions to Ask Your Doctor Before Taking Opioids](#) - Shatter Proof
- [UPandAway.org](#) - Resources for parents
- [Naloxone Training Video](#) - Project Lazarus
- [Supporting Recovery](#) - National Alliance on Mental Illness
- [Medication Management for Older Adults](#) - BeMedWise.org
- [Count It! Lock It! Drop It!](#)
- [What is an EAP & How Does it Work?](#)
- [Parent Toolkit](#) - OperationPrevention.com

## Expand Wellness Focus

### Getting Started

Building a healthy workplace that supports good nutrition, physical activity, and stress management is an excellent way to help employees maintain healthy lifestyles and good mental health.



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## Ideas for Action



**Build a Team** Identify employees enthusiastic about bringing fun and supportive wellness resources to others. Be intentional about asking a diverse group of people and positions as well as healthy role models.



**Survey Employees** To discover the kinds of health programs employees would like, ask! Administer a survey to understand what healthy topics or activities employees are most interested in.



**Healthy Meetings** Providing healthy options at staff meetings support employees who are working toward health goals. As an added bonus, avoiding sugary foods keeps people alert by preventing sugar crashes!



**Stress Less Challenges** Stress can take a big toll on physical and mental health. Consider sharing messages about managing stress, short meditations, or even inviting a massage therapist on-site.



**Move More** Encourage employees to find opportunities to take movement breaks. Perhaps start a walking club, do a group activity during long meetings, or sharing ideas for activities that can be done at a desk.



**Host a Lunch and Learn** Invite a local dietitian, activity instructor, or community partner to speak to interested employees about nutrition, managing stress, and physical activity.



## Pro Tip

While maintaining healthy weight is important, it should not be the focus of a workplace wellness program. Employees will have different needs and goals. Instead, promote activities and information that encourage healthy lifestyle and habits.



## Resources to Explore

- Action Plan Template - United Ways of Tennessee (Appendix A)
- [8 Things You Need to Know about Employee Wellness Programs](#) - Forbes
- [Sample Wellness Surveys](#) - Welcoa
- [Workplace Health](#) - American Heart Association
- [Healthy Meetings](#) - Center for Science in the Public Interest
- [Healthy Monday Campaigns](#)
- [Help Employees Stop Smoking](#) - American Lung Association
- [Safety Month Resources](#) - National Safety Council

Appendix A

**United We Heal Tennessee Action Planning Chart**

**Instructions**

*With the wellness committee, discuss if the action plan meets the below criteria:*

This Action Plan template will help employers organize goals based on ideas generated by the Wellness Committee.

- **Realistic.** Are your goals easily achievable by the given timeline?
- **Clear.** Is it apparent who is responsible for meeting the stated goals?
- **Supported.** Does the staff understand the importance of these goals?

Goal	Steps to Completion	Lead	Timeframe	Needed Resources	Updates
<i>Should relate to an Idea for Action provided in the Substance Abuse Response Toolkit</i>	<i>List of specific tasks needed to complete the Action Step.</i>	<i>Person responsible for leading action.</i>	<i>Goal date to complete goal.</i>	<i>What resources help support this goal? (consult Substance Abuse Response Toolkit)</i>	<i>Progress toward meeting the goal.</i>
<i>Example 1: Host a Lunch and Learn on Opioid Addiction</i>					
<i>Example 2: Develop a response plan in event of overdose emergency</i>					

Appendix A

<b>Goal</b>	<b>Steps to Completion</b>	<b>Lead</b>	<b>Timeframe</b>	<b>Needed Resources</b>	<b>Updates</b>
<i>Should relate to an Idea for Action provided in the Substance Abuse Response Toolkit</i>	<i>List of specific tasks needed to complete the Action Step.</i>	<i>Person responsible for leading action.</i>	<i>Goal date to complete goal.</i>	<i>What resources support this goal? (consult toolkit)</i>	<i>Progress toward meeting the goal. (not started, in progress, ongoing, complete)</i>

## Appendix B

### United We Heal Tennessee Sample Social Media Messages

*Use these social media messages to show how your company is fighting stigma around substance abuse disorder.*

*Sample messages and graphics may also be found at:*

- [Tennessee Together Media Campaign](#)
- [Tennessee Faces of Opioids](#)
- [CDC Social Media Graphics](#)

#### Change the Conversation

- Twitter: Addiction is a disease, not a moral failing. Learn more at the faces of opioids in Tennessee #TNFaces #opioids <https://www.youtube.com/watch?v=KyzfMqsT3f0&feature=youtu.be>
- Twitter: Lead your company in breaking the stigma around substance use disorder, like we are. Share the stories of addiction survivors #TNFaces #opioids [https://www.youtube.com/watch?v=fy\\_i8o4oUtg&feature=youtu.be](https://www.youtube.com/watch?v=fy_i8o4oUtg&feature=youtu.be)
- Facebook AND LinkedIn: Addiction is a community issue that affects everyone. As a company, we have a unique opportunity to help. It starts by changing the conversation. Learn more about addiction science at <https://youtu.be/cHs07wVzaEs> #Tennessee Together

#### Safe Disposal and Storage

- Twitter: Have unused medications? Don't flush or dump. Safely dispose of unused meds, including opioids – free. Find a drop-off location near you at <https://countitlockitdropit.org/> #TennesseeTogether
- Twitter: Do you have unused or expired meds “just in case”? Don't flush or put in the trash. Find a safe disposal drop box: <https://countitlockitdropit.org/> #TennesseeTogether
- Twitter: Katie Davis gets personal about the importance of safely disposing of prescription drugs. View her message here <https://www.youtube.com/watch?v=7Rc2dWcxABs&feature=youtu.be> #TennesseeTogether
- Facebook and LinkedIn: Everyone can contribute to ending the opioid crisis. It starts with us. Knowing where to dispose of unused medications, including opioids, is helpful in preventing substance abuse disorder. Find a safe prescription drug drop-off location here <https://countitlockitdropit.org/>

#### General Education

- Twitter: How well do you understand the dangers of opioids? Test your knowledge by viewing this video <https://youtu.be/3l6iqUSD84Q> #TNFaces
- Twitter: Do your kids understand the risks of misusing prescription drugs? Join us in sharing this video. #TNFaces <https://youtu.be/l240uHbMQm4>
- Facebook: Substance abuse treatment resources are available. Call the Tennessee **REDLINE** now for addiction treatment and recovery services. 1-800-889-9789 #TennesseeTogether

1 Tennessee Together: <https://www.tn.gov/opioids/about-tn-together/tn-together-media-campaign.html>

2 Tennessee Faces of Opioids: <https://www.tn.gov/tnfacesofopioids>

3 CDC Social Media Graphics: <https://www.cdc.gov/rxawareness/resources/socialmedia.html>

United We Heal Tennessee  
Sample Email Message

*Use this email template to share so safe use and storage messages for employees. Feel free to add images, graphics, or other information to best fit your company brand.*

**Subject Line:** *Safe Use, Storage and Disposal of Medications*

Dear [Company] Employees,

In response to the opioid epidemic that is hitting our state, communities, and families, we wanted to share these resources with you. Please take a moment to review these materials and think about how you can protect your loved ones from substance abuse disorder.

**Safe Use**

Did you know it only takes 5 days to get addicted to opioids?

If a doctor recommends opioids to you or a loved one, ask these 12 Questions provided by [ShatterProof.org](https://shatterproof.org).

**Safe Storage**

Keep medications out of reach of children and pets. [UPandAway.org](https://upandaway.org) has resources on safe storage for parents.

It is best to keep medications in a locked medicine cabinet or storage container. Unused medications around the home are a risk of accidental poisoning. Call the Tennessee Poison Center if you have questions about accidental poisonings. Help is available 24/7, and calls are free of charge and confidential.

Save the Tennessee Poison Center phone number into your phone now: 1-800-222-1222.

**Safe Disposal**

Are you holding on to medications “just in case”? It is neither safe nor legal to share prescription medications. Gather any unused or expired medications and find a nearby drop box location on <https://countitlockitdropit.org/>.

Appendix D

**United We Heal Tennessee Communication Plan Template**

**Instructions**

This template will help employers develop a communication strategy for sharing to addiction and prevention messages

*Helpful Resources*

- [Tennessee Together Media Campaign](https://www.tn.gov/opioids/about-tn-together/tn-together-media-campaign.html)
- [Tennessee Faces of Opioids](https://www.tn.gov/tnfacesofopioids)
- [CDC Social Media Graphics](https://www.cdc.gov/rxawareness/resources/socialmedia.html)

Platform (newsletter, Facebook, Twitter, etc.)	Post Date	Message	Link	Notes (such as graphic or sources)

1 Tennessee Together: <https://www.tn.gov/opioids/about-tn-together/tn-together-media-campaign.html>

2 Tennessee Faces of Opioids: <https://www.tn.gov/tnfacesofopioids>

3 CDC Social Media Graphics: <https://www.cdc.gov/rxawareness/resources/socialmedia.html>