

Recovery Ready Workplace Media Kit

Email Template from Leadership to Team/Employees

This internal email template is designed to help organizations launch conversations around recovery in the workplace in a thoughtful way. It provides leadership or HR teams with ready-to-use language to introduce the initiative and signal organizational commitment to a more respectful, supportive workplace culture.

The purpose of this email is to raise awareness of recovery in the workplace, set the tone for supportive culture-building efforts, and invite employees to engage with educational resources. It serves as an initial communication to promote understanding, reflection, and collective responsibility for creating a culture where all individuals feel valued regardless of their life challenges.

Internal Email Template: Building a More Comprehensive Culture

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 a process of change through which individuals improve their health and wellness, live self-directed lives, and strive to reach their full potential.

We're taking steps to raise awareness around this issue as part of our broader culture and well-being efforts. In the weeks ahead, you may see educational materials, signage, or 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 not about individual health choices, it's about creating a culture where all employees feel respected and included, regardless of life challenges.

We invite you to reflect, ask questions, and explore the resources we'll be sharing. Together, we can ensure our workplace continues to be a space where everyone feels they belong.

If you have questions or want to learn more, please reach out to [HR/Wellness Contact Name].

Warmly,
[Your Name]
[Your Title]

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Social Media

This provides sample messaging to help organizations raise awareness around recovery in the workplace. These messages are designed for use on platforms like LinkedIn, Facebook, and Instagram, and can be paired with fact sheets, or wellness campaign materials.



Recommended Hashtags

#RecoveryReadyWorkplace #RecoveryIsPossible #StigmaFreeWorkplace
#WorkplaceWellbeing #RecoveryAtWork #WellbeingAtWork

Template 1: Awareness Kickoff

Recovery belongs in the workplace. We're raising awareness about how substance use and mental health recovery are part of many employees' lives and how stigma, silence, or misunderstanding can impact well-being and support.

Everyone deserves to feel supported at work, no matter where they are in their recovery journey. Let's build a culture that recognizes resilience, offers compassion and values each person's humanity.

Template 2: Compassion & Culture

Workplace culture matters. That's why we're starting conversations about recovery and substance use disorder, how it affects people, and how we can respond with empathy.

Compassionate communication is key to well rounded support.

Template 3: Leadership Support

Change starts at the top. Our leadership is committed to supporting recovery in the workplace as part of our broader focus on health and well-being.

When we lead with respect and awareness, everyone benefits.

Template 4: Did You Know? (Fact-Based Message)

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Did you know 70% of adults facing substance use disorder are in the workforce?

Raising awareness is the first step toward a more supportive culture. Let's challenge assumptions and create space for everyone to thrive.

Template 5: Join the Conversation

We're talking about recovery—not to single anyone out, but to bring everyone in.

This is an invitation to grow together. Small shifts in language, policy, and attitude can make a big difference in how supported people in recovery feel at work.

Supplemental Resource: People-First Language for Recovery

[Words Matter](#)

Why It Matters:

Language is a powerful driver of culture. As part of your internal communications and awareness efforts around recovery, it's important to reinforce the use of *people-first language* that puts the individual before the condition.

Labeling individuals as “addicted” or referring to them or screening results as clean or dirty can unintentionally reinforce stigma and negatively impact well-being, engagement and access to care.

Use this resource to:

- Train teams on respectful, supportive communication
- Audit wellness and HR materials for stigmatizing terms
- Model best practices in leadership messaging

Key messaging to share internally or on social media: Respect starts with language.

Use people-first phrases like: “*Employees affected by substance use disorder (SUD)*” Instead of: “*drug addict or addicted employees*”

Why it matters:

- Stigmatizing attitudes can reduce willingness of individuals with SUD to seek treatment.
- Stigmatizing views of people with SUD are common; this stereotyping can lead others to feel pity, fear, anger, and a desire for social distance from people with an SUD.

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- Stigmatizing language can negatively influence health care provider perceptions of people with SUD, which can impact the care they provide.

Let's talk about recovery not to call people out, but to call ourselves in. Small changes in the way we speak can have a big impact on how supported our teams feel.

Recommended Use:

- Pair with your existing internal email launch (e.g., "Building a More Comprehensive Culture")
- Share as a slide or handout during wellness meetings
- Post as a weekly awareness tip alongside your social media templates

After Receiving the Recovery Ready Workplace Badge

Use this provide sample language to share and celebrate your successful completion of the Recovery Ready Workplace badge.

We're excited to announce that [**Organization Name**] has successfully completed the **Recovery Ready Workplace** badge initiative, a meaningful step in our ongoing commitment to employee well-being and support.

This recognition reflects our efforts to:

- Foster a workplace culture that is free of stigma around substance use and recovery
- Provide resources and support for individuals in or seeking recovery
- Educate leadership and staff on compassionate, recovery-informed practices
- Promote dignity and fair access to care across our policies and programs

Recovery is part of many people's personal journeys and it deserves to be met with understanding and support. At [**Organization Name**], we believe that everyone should feel safe, valued, and respected at work, no matter their path.

Earning this badge is not the end of our journey—it's a foundation for continued learning, allyship, and action. Together, we're creating a workplace where resilience is recognized, and recovery is respected.

Let's keep building a culture where all individuals can thrive.