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**Company/Organization:** WS Badger  
**Number of Employees:** 100  
**For-profit/ Nonprofit:** for profit  
**Category:** Workplace

### **Challenge or Opportunity:**

New Hampshire (and the nation) is facing a crisis; one that is robbing us of friends, family members, and co-workers. That crisis is substance abuse addiction and the path to recovery. As a microcosm of the larger community, Badger wants to treat this like any other public health crisis "openly and with compassion, love, and kindness.

### **Approach or Solution:**

We partnered with Bernadette Gleeson from BAO Communications, whose mission is to revolutionize how humans show up for other humans with addiction, and whose vision is to lead the way in creating a culture of light and opportunity. Badger staff participated in an intense learning session to support co-workers and others struggling with addiction.

### **Impact:**

We learned how to engage in healthy, constructive dialogue on a topic that has largely remained in the shadows. It has been an empowering and inspiring experience, and as we continue on this journey, we hope to serve as a model for other companies looking for ways deal with the opioid and substance abuse crisis in the workplace.