



Prescription Drug Safety Course

K-12 Impact Report

2017
—
2018

EVERFI



Executive Summary

The *Prescription Drug Safety* course provides students with the skills and knowledge needed to make healthy decisions regarding prescription drugs.

The majority of students felt that the course positively impacted their knowledge of prescription drug safety, including how to identify the signs of misuse and abuse, demonstrate refusal skills, and intervene with a friend who may be misusing prescription drugs.

57,500

Students across 813 schools
in the program's first year

49%

Average increase in assessment scores
after completing the program



About The Network



The Prescription Drug Safety Network is a national coalition of healthcare organizations, pharmaceutical manufacturers, distributors, pharmacies, foundations, and state leaders committed to empowering Americans with the knowledge and skills to make safe and healthy decisions about prescription medications.

The Network's mission is to raise awareness and bring an evidence-based prevention curriculum to students across the United States.





US Opioid Epidemic: History and Context

The U.S. opioid epidemic has put our country in a state of public health emergency. Many of the efforts to address this crisis have focused on response and expanding access to treatment.

While investment in addiction treatment programs is encouraging, effective prevention education programs — including those aimed at adolescents — are a key, often neglected component of the effort to curb prescription drug abuse.

Important definitions:

The three main categories of commonly misused prescription drugs are opioids, stimulants, and depressants.

Drug misuse: The improper use of medications (taken in ways or amounts other than as prescribed; taken without a prescription) for purely therapeutic gains.

Drug abuse: A more repetitive and willful habit of taking drugs for recreational purposes (pleasure, ecstasy, or feelings of euphoria).

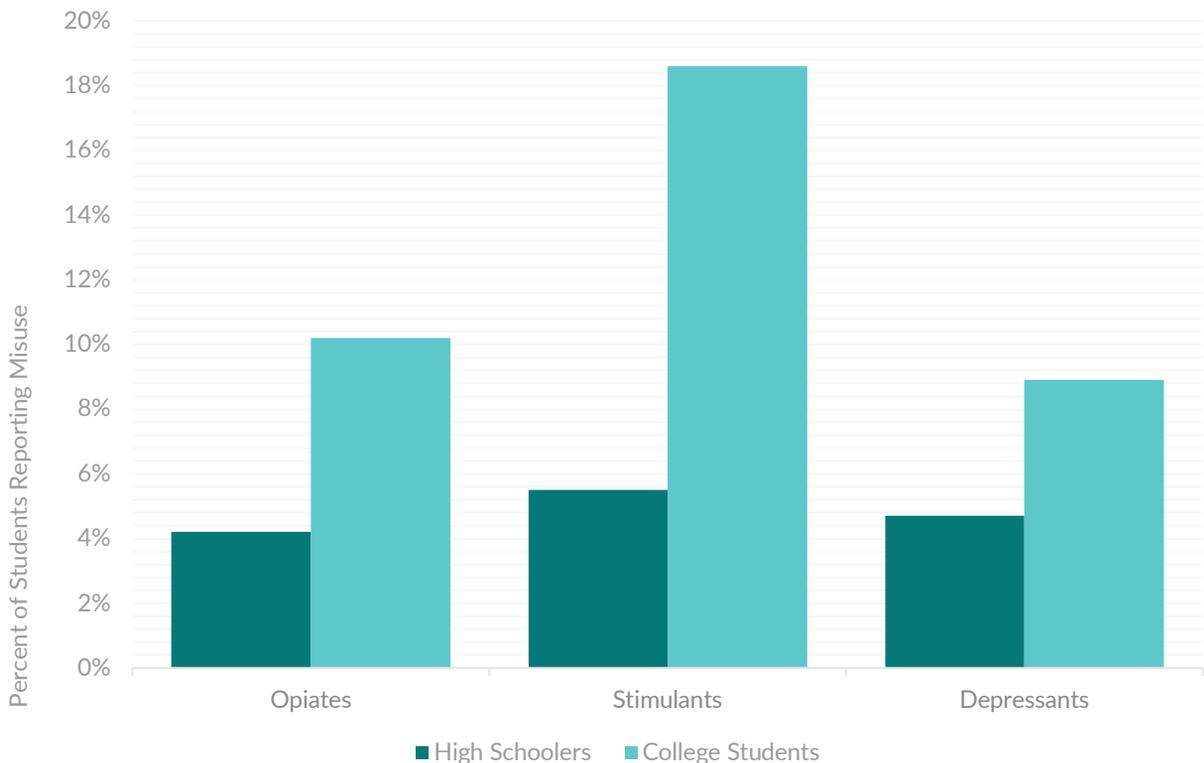
National Data: Prescription Drug Misuse and Abuse

Misuse and abuse of prescription drugs led to 63,623 opiate-drug related deaths in 2016, according to the Centers for Disease Control, with a significant negative economic impact on our nation (\$504 billion in 2015).¹ The many devastating consequences that come from misuse and abuse warrant a thoughtful, diversified, and evidence-informed approach to include both treatment and prevention.

Most addictions begin during young adulthood. With ninety percent of addictions formed during the teens and early twenties,² prevention should start early—ideally in high school.

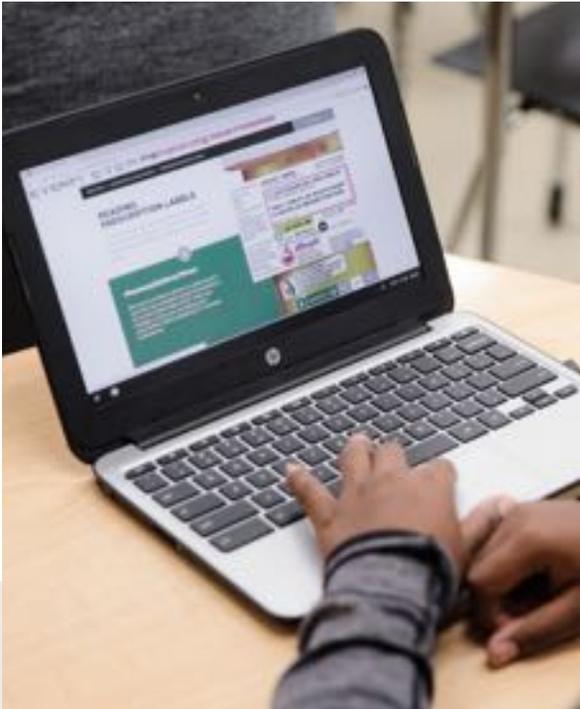
According to the 2016 National Survey on Drug Use and Health, roughly 5,750 Americans—including 1,700 adolescents—misuse prescription drugs for the first time each day.

Misused Prescription Drugs



¹ White House Council of Economic Advisors (2017)

² National Center on Addiction and Substance Abuse (CASA) at Columbia University (2011)



Prescription Drug Safety Digital Course

The Prescription Drug Safety Network's digital learning experience, created by prevention education innovator EVERFI, provides students with the skills and knowledge needed to make healthy prescription drug decisions.



Course Approach

- Uses an evidence-based, public health approach to learning.
- Provides an inclusive experience that recognizes the unique needs and experiences of a diverse population of learners.
- Incorporates interactive, true-to-life scenarios that reinforce key learning objectives.
- Utilizes social norms theory to engage the healthy majority and challenge misperceptions.

Program Reach and Demographics

Prescription Drug Safety Course

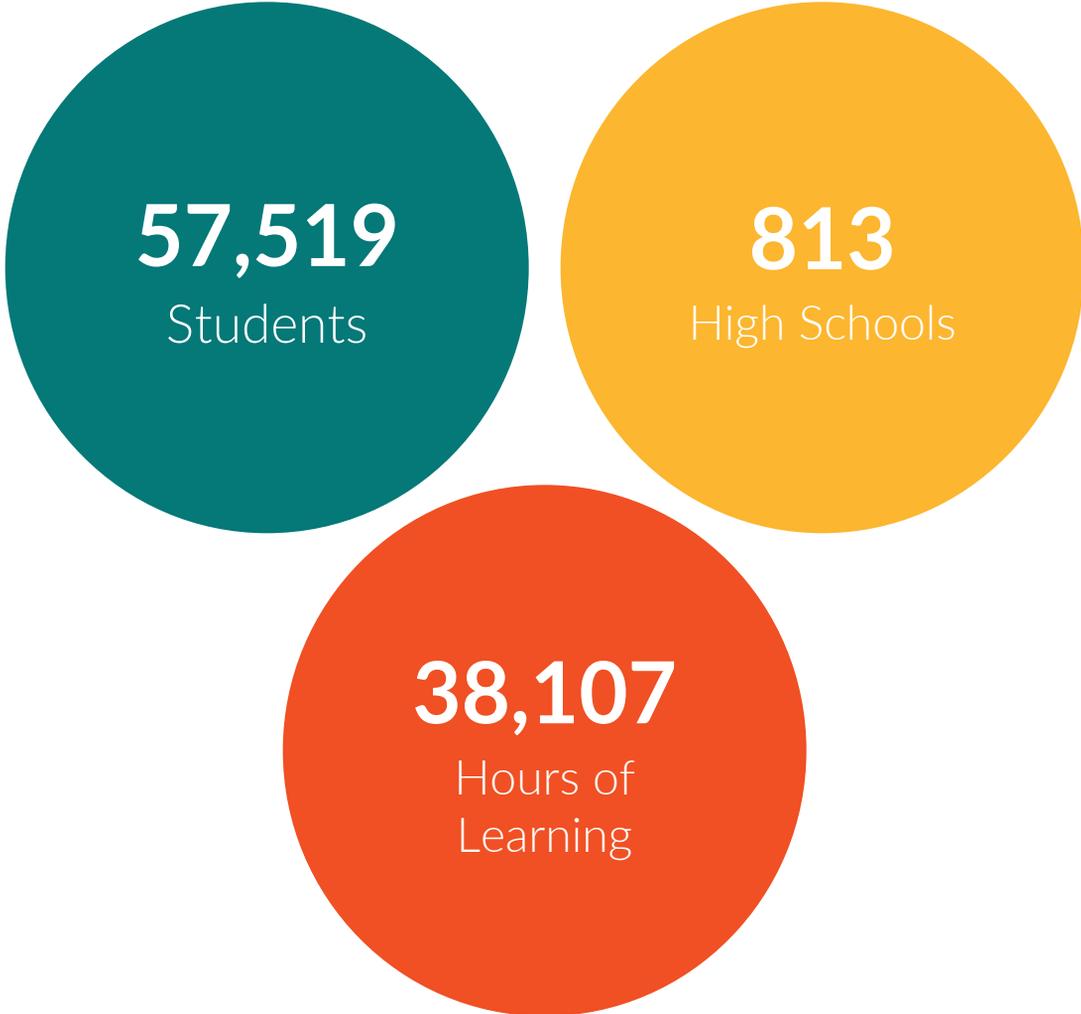


After completing the course, 50% more students are confident in their ability to identify the signs of prescription drug misuse or abuse.

National Program Reach 2017-2018

“Before I took the course, I thought I knew quite a bit about how things like pills can affect a person, but I was mistaken. I didn't know how to identify certain signs, and now I do, thanks to this course.”

High School Student Reidsville, NC



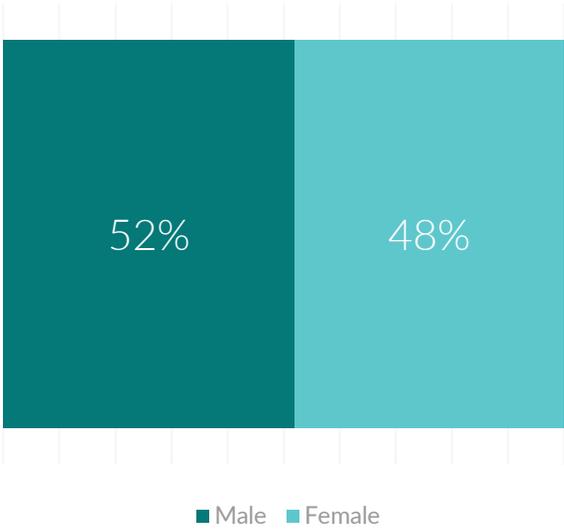
57,519
Students

813
High Schools

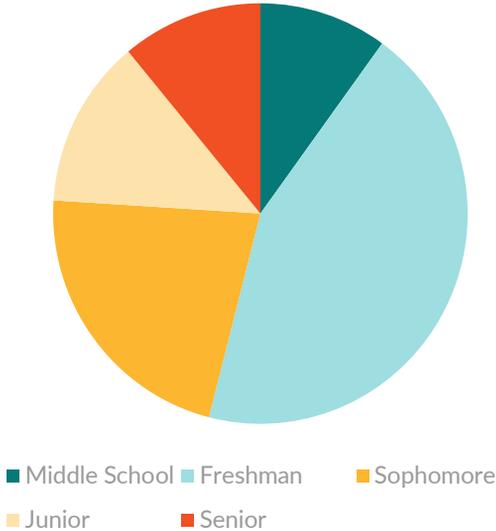
38,107
Hours of
Learning

Student Demographics

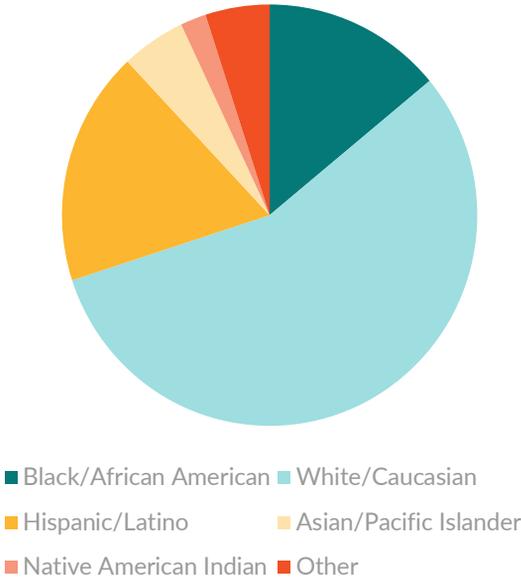
Gender



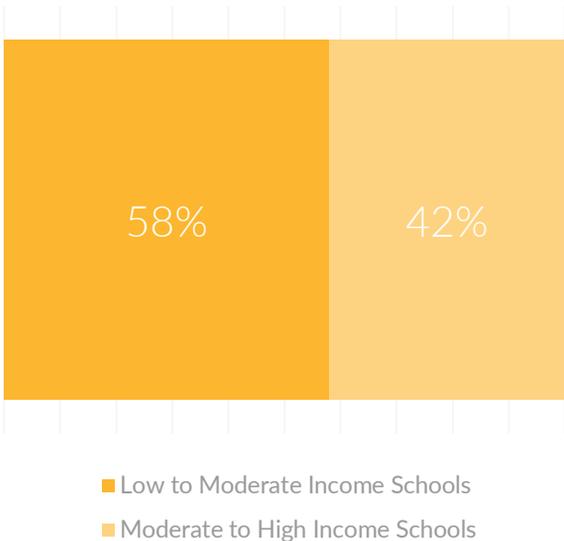
Grade Level



Race and Ethnicity



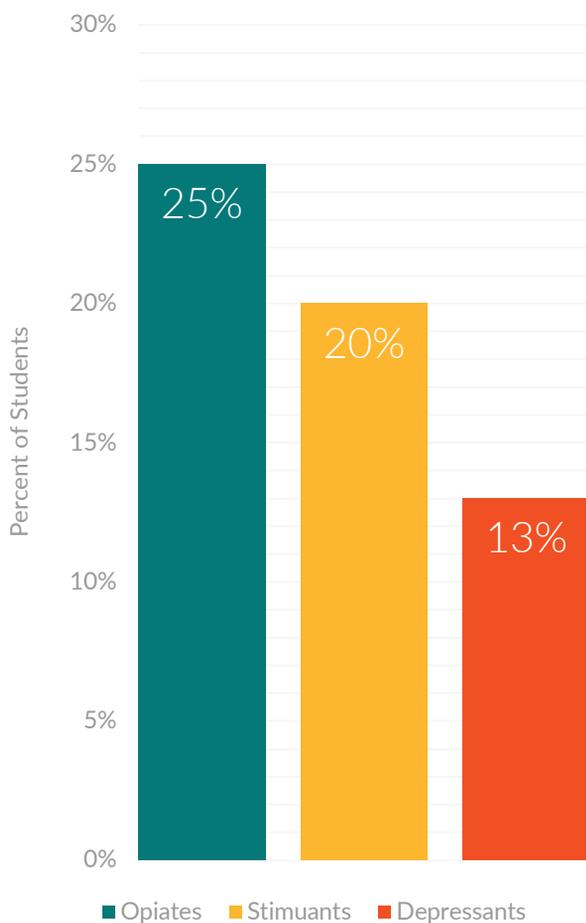
Low to Moderate Income Communities



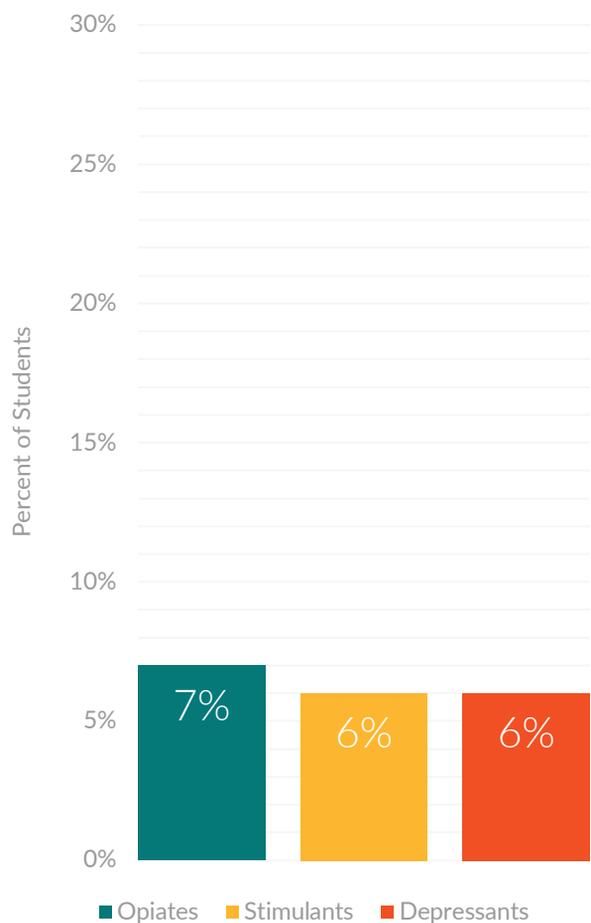
Students' Experiences with Prescription Drugs

While the majority of students did not report misusing or abusing drugs, prevalent usage demonstrates the importance of teaching all students how to use prescription drugs safely and avoid misuse.

Self-Reported Use of Common Types of Prescription Drugs Under a Physician's Order



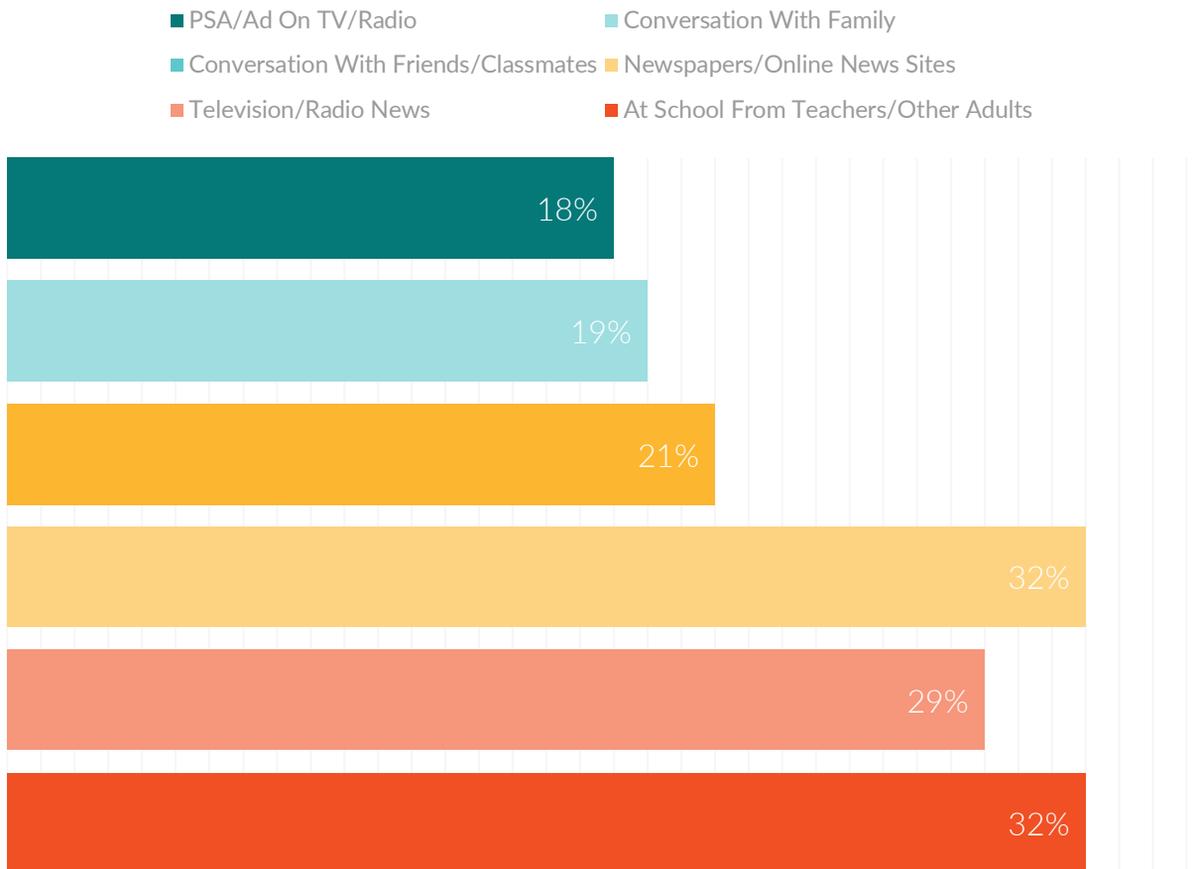
Self-Reported Misuse and Abuse of Common Types of Prescription Drugs Under a Physician's Order



Awareness and Attitudes

Students say that the most common place for them to hear about the problems of prescription drug abuse is at school, from teachers or other adults. As a school-based digital education course, *Prescription Drug Safety* reaches students where they are thinking and talking about prescription drugs and helps them make healthy, informed decisions.

Where Students Report Seeing or Hearing About The Problem of Prescription Drug Abuse in the Last Twelve Months

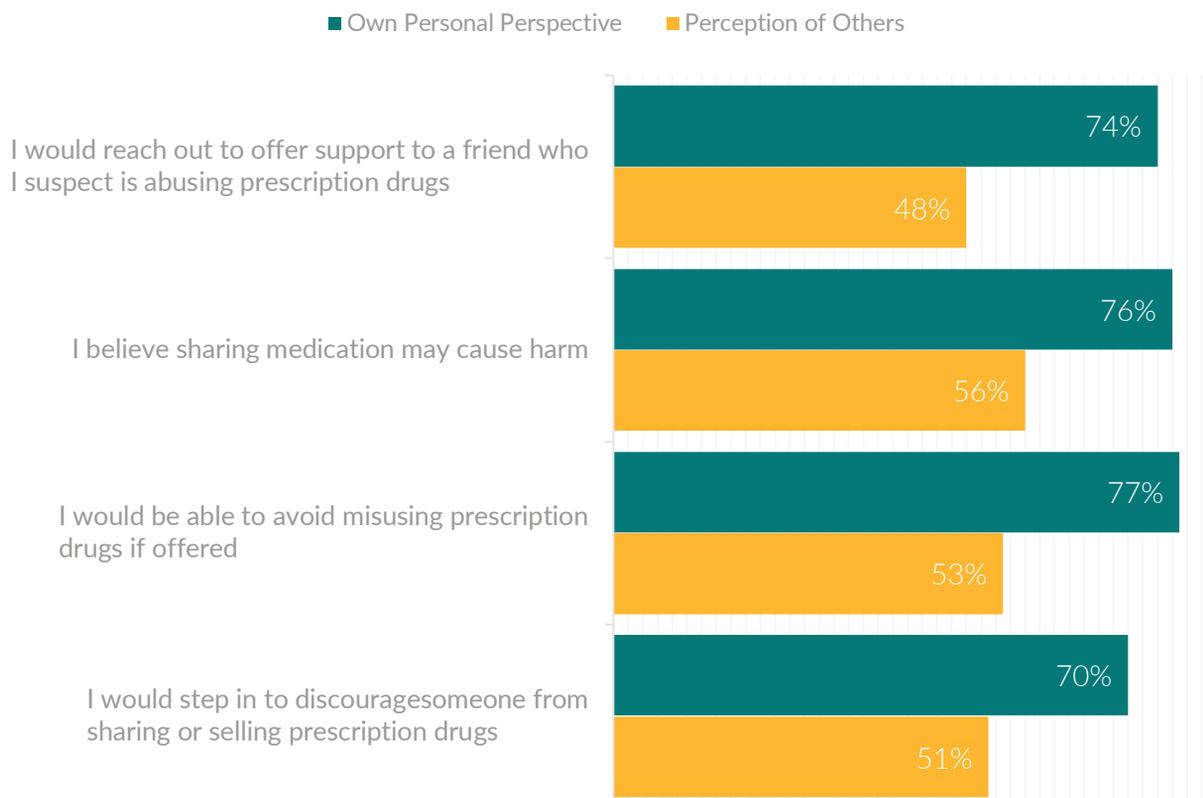


Social Norms

Perceptions of social norms are highly prone to error: students tend to overestimate the extent to which their peers endorse negative behaviors and underestimate the extent of endorsement of positive behaviors. This misperception can act as a barrier to action, as individuals tend to avoid engaging in behaviors that they feel would not be endorsed by others around them.

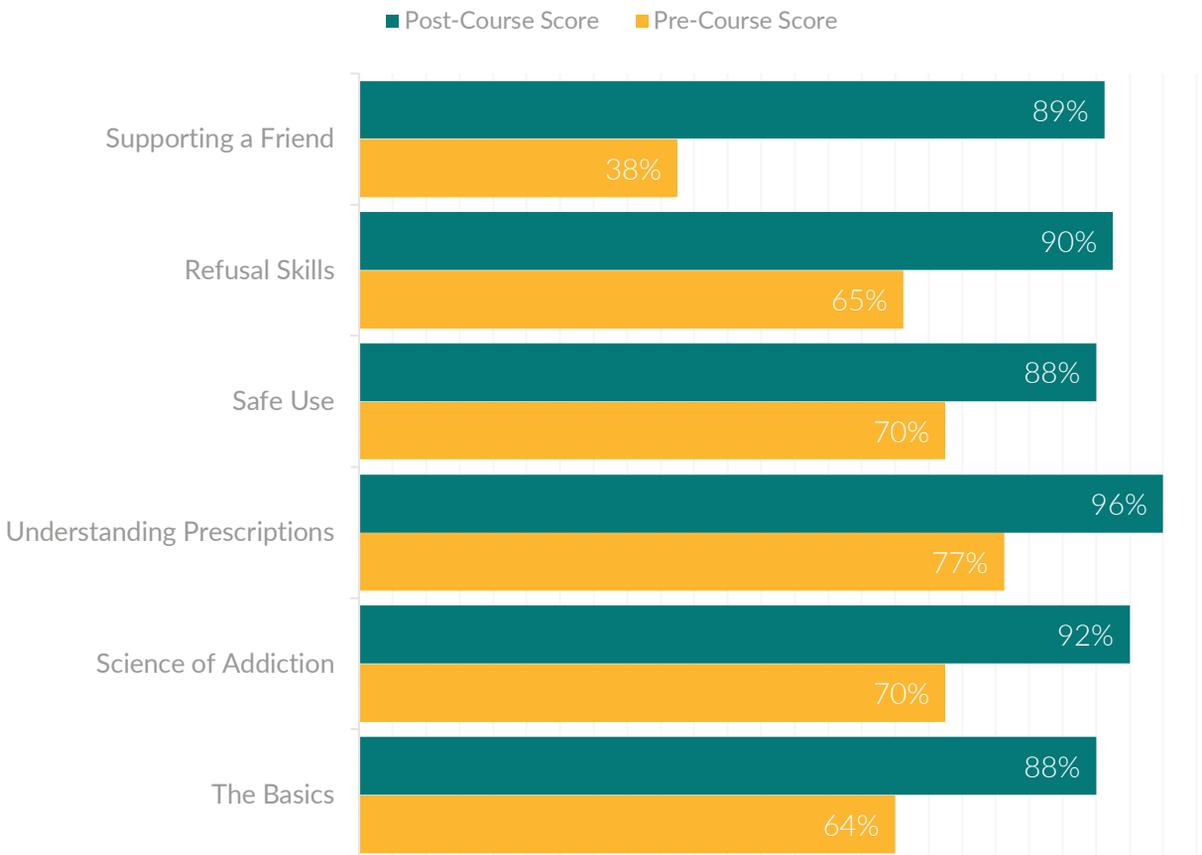
Closing the gap between actual and perceived norms creates healthier school communities in which students feel empowered to speak up, take action, and protect their classmates.

Percentage of Students Who Agree With the Following Statements Related to Prescription Drug Misuse And Abuse



Knowledge Gain

Students complete assessments before and after taking each module, providing the Network with valuable data on the efficacy of the course. This data can help educators and administrators identify challenges specific to their school, district or state -- and can help inform strategies to effectively address prescription drug misuse and abuse in their communities.



After taking *Prescription Drug Safety*, students increased their scores on assessments by an **average of 49%**

Voices of Students and Educators

Responses to *Prescription Drug Safety*



After completing the course, 31% more students are confident in their ability to step in to help someone who is misusing or abusing prescription drugs.



Student Feedback

After taking *Prescription Drug Safety*, students feel better equipped to identify, address, and intervene in difficult situations involving prescription drugs.

The majority of students felt that the course positively impacted their knowledge in three main areas:

The course helped me identify the signs of prescription drug abuse and misuse.

73%

The course helped me understand the various ways to refuse to participate in the misuse of prescription drugs

72%

The course made me more confident in my ability to intervene when I feel a friend may be misusing prescription drugs

71%



Teacher Feedback

After implementing *Prescription Drug Safety*, teachers feel better equipped to have open and honest conversations with their students about prescription drug safety.

The majority of teachers would recommend the *Prescription Drug Safety* program to another teacher.*

Recommended by Teachers

83% of teachers surveyed would recommend the course to other educators.*

83%

Freshmen Year Implementation

66% of teachers recommend using this course with ninth-grade students.

66%

Health Class Placement

90% of teachers surveyed would recommend using *Prescription Drug Safety* in Health class.

90%

* From a survey of 143 teachers who used *Prescription Drug Safety* during the 2017-2018 school year.



Feedback from Students and Educators

“I really enjoyed how interactive the lesson was. By having all the different things students could click on, reviewing the material more interesting. I also liked how students could work at their own pace.”

Teacher Maryland

“Before taking the course, I didn't know much about any of the information given, and now I'm more prepared to handle any situation that was included in the lessons.”

Student Stowe School District, VT

“The course provides quality discussion topics and the information relates to our textbook very well. The students enjoyed the videos and I think that helped to make it resonate with them.”

Teacher West Virginia

“The most valuable thing I learned from this course is that anyone can be addicted to prescription drugs, and that it only takes one time of using them to become addicted and it could change your life forever.”

Student Hillsborough School District, FL

Thank you to the Network's founding partners who made this course available during the 2017 - 2018 school year.

