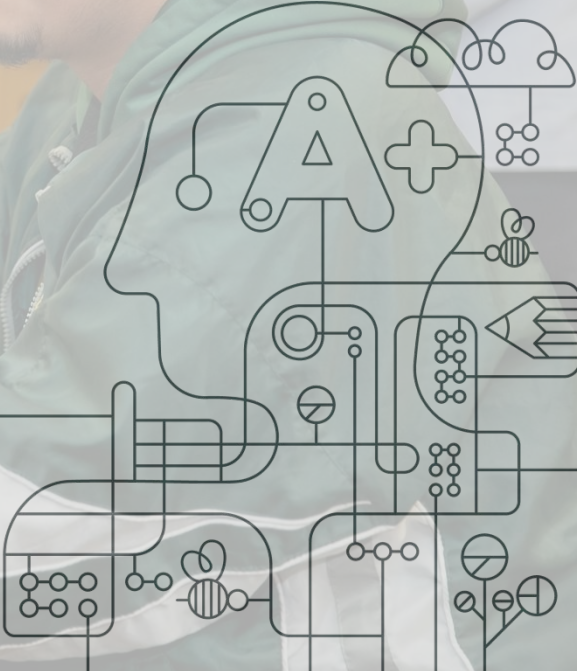


Empowering High School Students with Voice and Choice

Substance and Drug Abuse Prevention



Our Speakers

Activation since September 2017



Dr. Lisa Smith

PharmD
Walmart



Kavitha Kailasam

Director of
Community
Partnership and
Capacity Building
Rise Above Colorado



Kelly K. Wesolosky

Community Outreach
Specialist
FBI



Maddy Murphy

Director of Global
Partnerships
EVERFI

Today's Agenda

1

Welcome and Panel Introductions

2

State of the Opioid Epidemic

3

Myths and Facts

4

The Science of Addiction

5

Empowering Teens with Voice and Choice

6

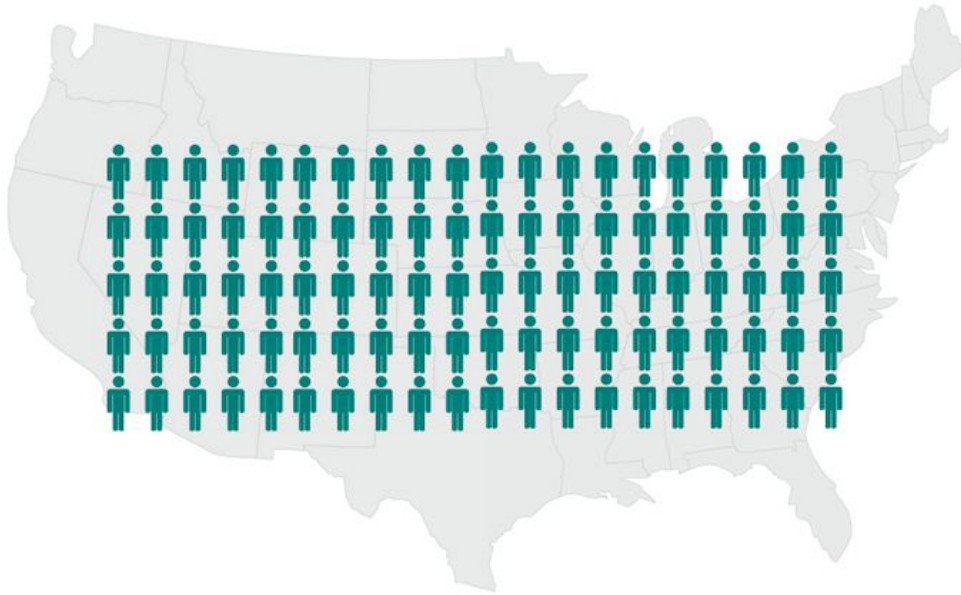
Prevention in the Classroom



State of the Opioid Epidemic



Life or Death Stakes - Thousands of Lives Lost Annually



100
Americans
Die Each Day
from Opioid
Overdoses¹



Prescription Drug Abuse Comes at a Steep Price

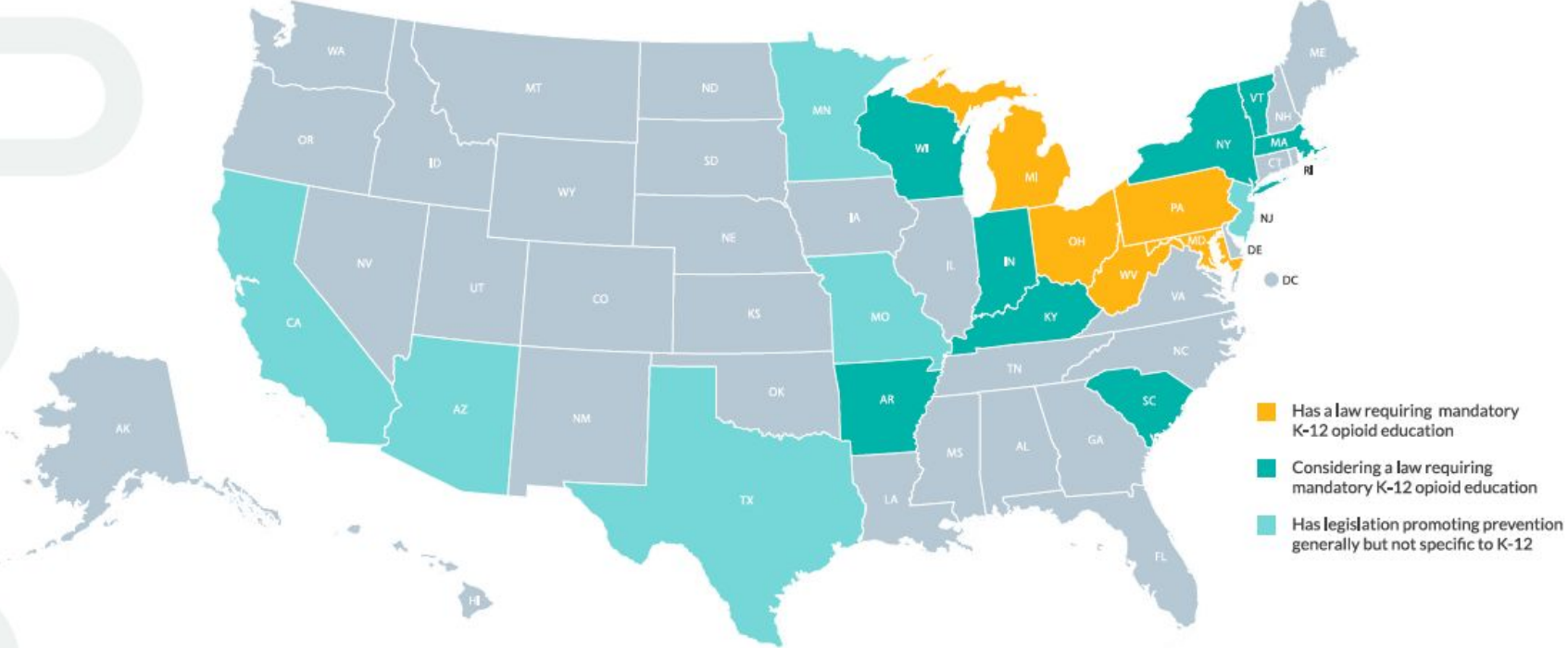
For every **\$1** invested ...²



\$78.5B

Prescription opioid abuse carries high costs for American society, with an estimated total economic burden of nearly \$80B each year.³

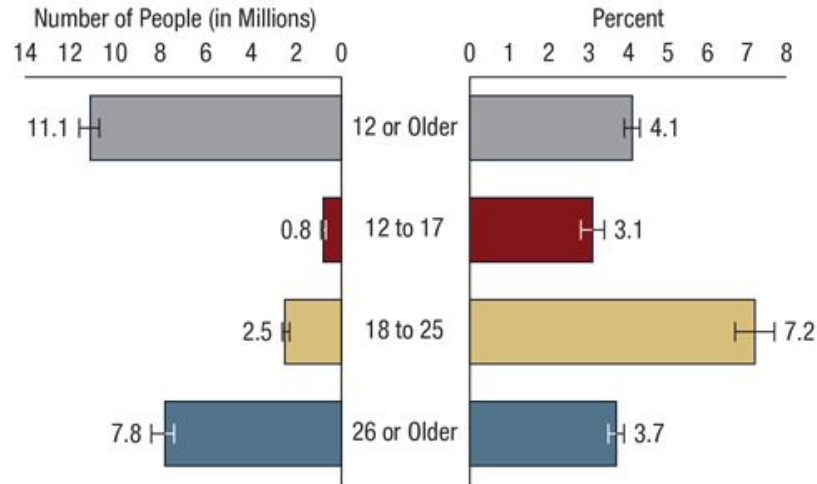
Policy Landscape



Who Abuses Prescription Pain Medication

FFR1-23

Past Year Prescription Pain Reliever Misuse among People Aged 12 or Older, by Age Group: 2017



23

SAMHSA
Substance Abuse and Mental Health
Services Administration



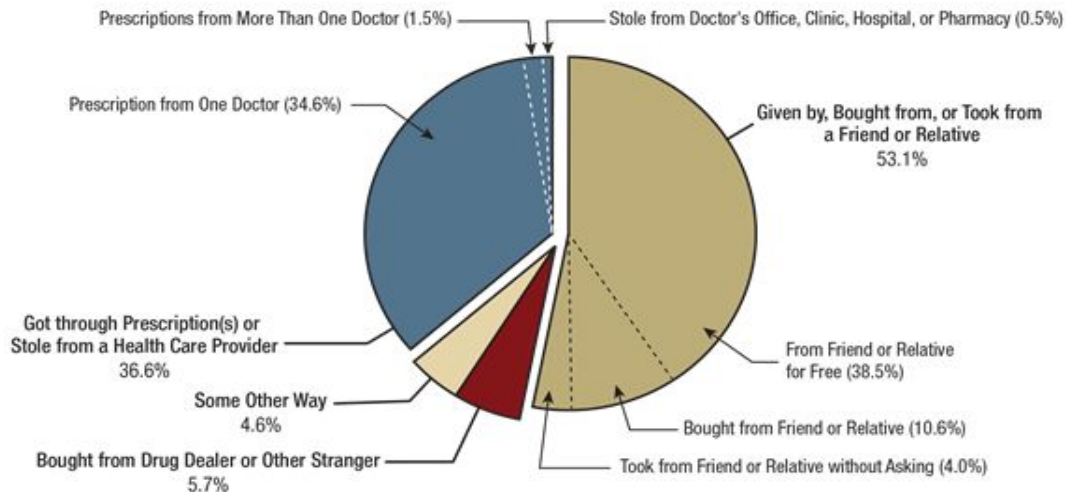
HOPE

Heroin Outreach
Prevention and Education

Where are they obtaining them?

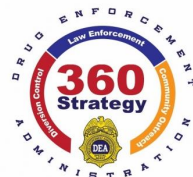
FFR1.26

Source Where Pain Relievers Were Obtained for Most Recent Misuse among People Aged 12 or Older Who Misused Prescription Pain Relievers in the Past Year: Percentages, 2017



11.1 Million People Aged 12 or Older Who Misused Prescription Pain Relievers in the Past Year

Note: Respondents with unknown data for the Source for Most Recent Misuse or who reported Some Other Way but did not specify a valid way were excluded.



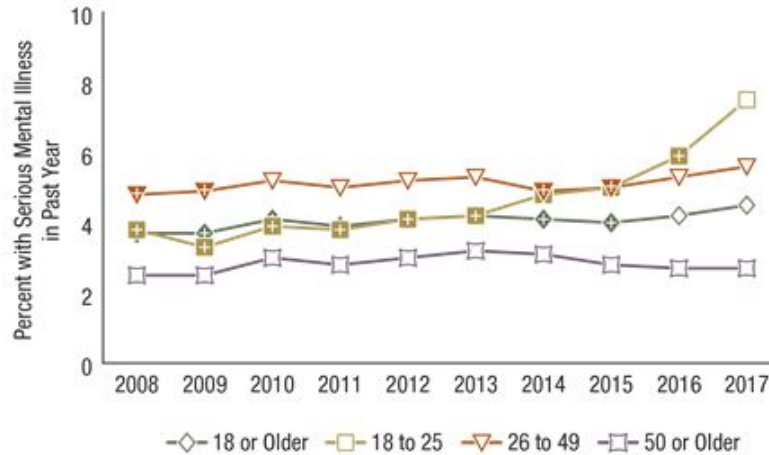
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A Disturbing New Trend

FFR1.49

Serious Mental Illness in the Past Year among Adults Aged 18 or Older, by Age Group: Percentages, 2008-2017



Age Group	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
18 or Older	3.7*	3.7*	4.1*	3.9*	4.1*	4.2	4.1*	4.0*	4.2	4.5
18 to 25	3.8*	3.3*	3.9*	3.8*	4.1*	4.2*	4.8*	5.0*	5.9*	7.5
26 to 49	4.8*	4.9*	5.2	5.0	5.2	5.3	4.9*	5.0*	5.3	5.6
50 or Older	2.5	2.5	3.0	2.8	3.0	3.2	3.1	2.8	2.7	2.7

+ Difference between this estimate and the 2017 estimate is statistically significant at the .05 level.

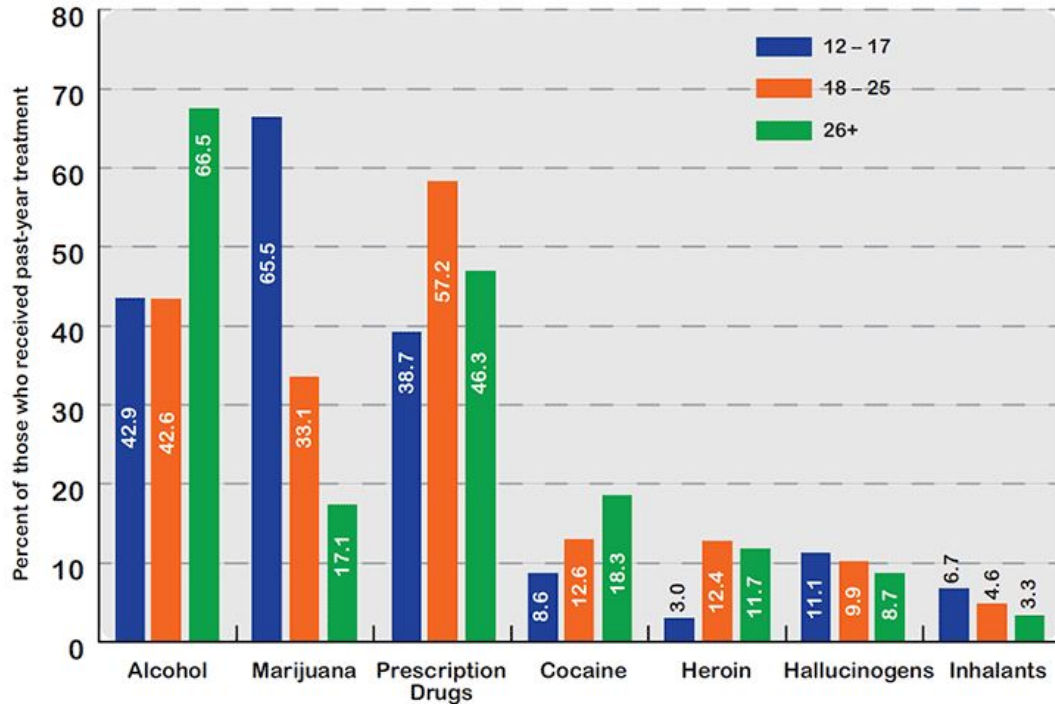


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Prevention and Education

SAMHSA
Substance Abuse and Mental Health
Services Administration

Substance Abuse Among Young People



In Colorado:

- 25-34 year olds make up the highest proportion of **opioid related drug overdose deaths** (CDC Vital Statistics reported by Kaiser Family Foundation, 2016).
- 18-25 year olds report the highest **nonmedical use of Rx pain relievers** (NSDUH 2015-16)
- And research tells us that **90%** of addictions begin with use in the teenage years

Perception of Risk

Among surveyed youth, the **perception of risk in misusing** prescription pain relievers or stimulants **jumped from 2016 to 2018.**

LIMITED MISUSE*
(USING ONCE OR TWICE)

PERCEPTION OF GREAT RISK

**PRESCRIPTION
PAIN RELIEVERS:**

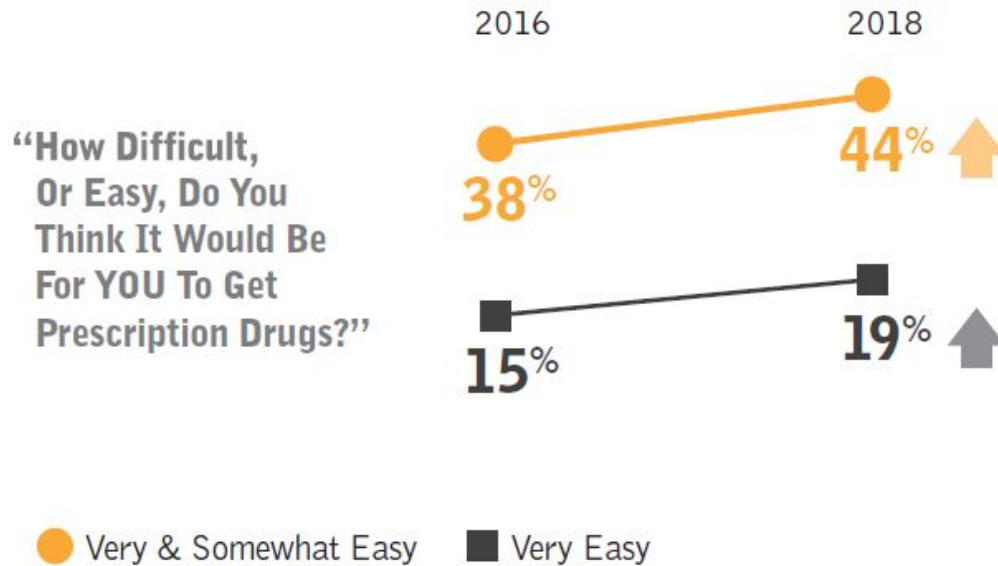


**PRESCRIPTION
STIMULANTS:**



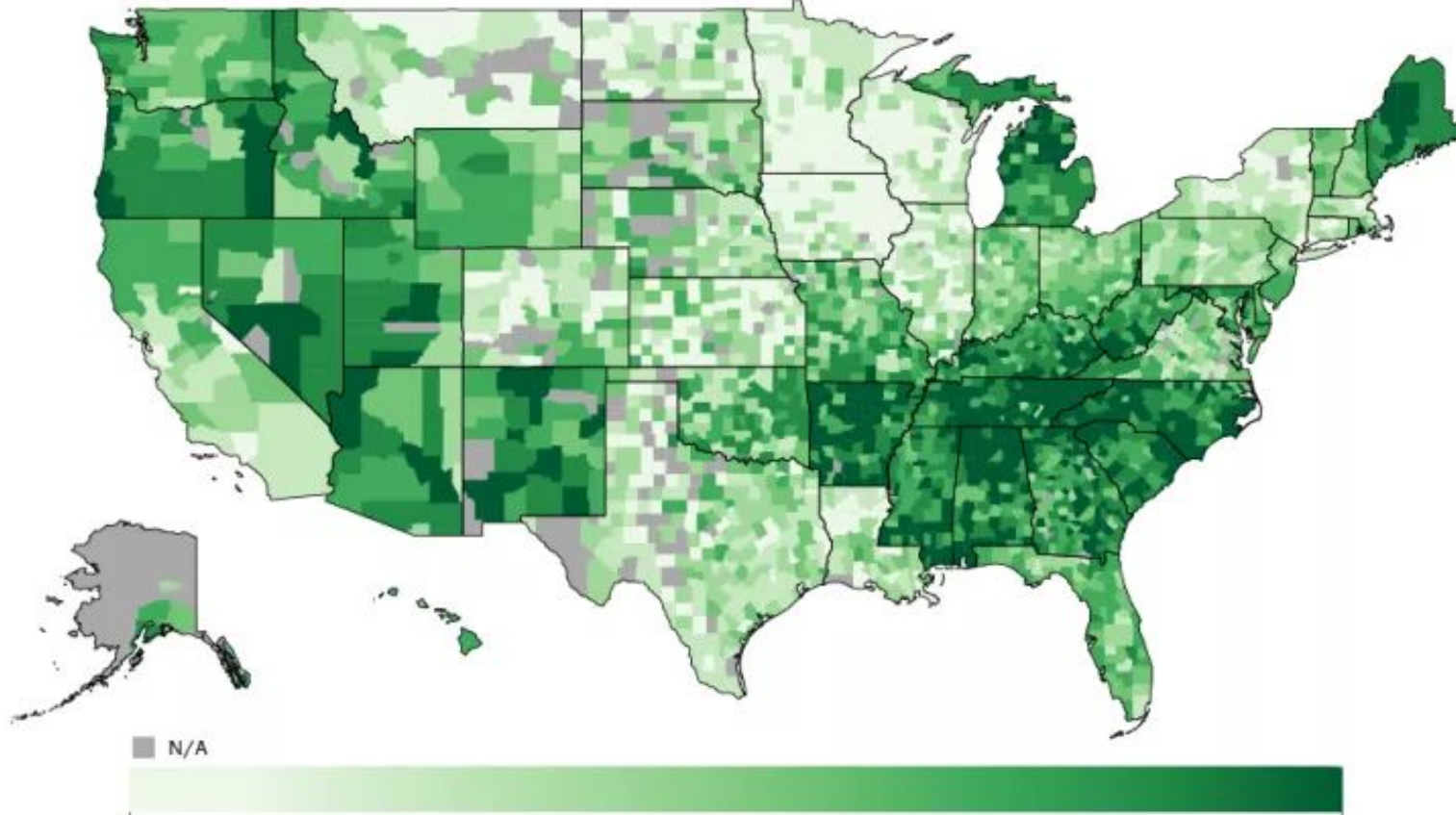
Ease of Access

Of concern, access to prescription drugs has **gotten easier since 2016**, growing from **38% to 44%** of youth reporting they would be somewhat or very easy to access.



Combined Effect of Opioid Prescription rates and Change in Labor Force Participation Rate Prime Age Adults, Ages 25-54

Source:
Brookings



■ N/A

Low Opioid Prescription Rate
Small Change in Labor Force Participation Rate

High Opioid Prescription Rate
Large Change in Labor Force Participation Rate

Community Impact

There's been a dramatic increase in maternal opioid use disorder and neonatal abstinence syndrome.

Opioid use during pregnancy can result in a drug withdrawal syndrome in newborns called **neonatal abstinence syndrome**, or **neonatal opioid withdrawal syndrome (NAS/NOWS)**, which causes **costly** hospital stays. A recent analysis showed that an estimated **32,000** babies were born with this syndrome in the United States in 2014, a more than **5-fold increase** since 2004.



**EVERY ~ 15 MINUTES,
A BABY IS BORN SUFFERING
FROM OPIOID WITHDRAWAL.**

NAS/NOWS and Maternal Opioid Use Disorder on the Rise
Rates per 1,000 Hospital Births

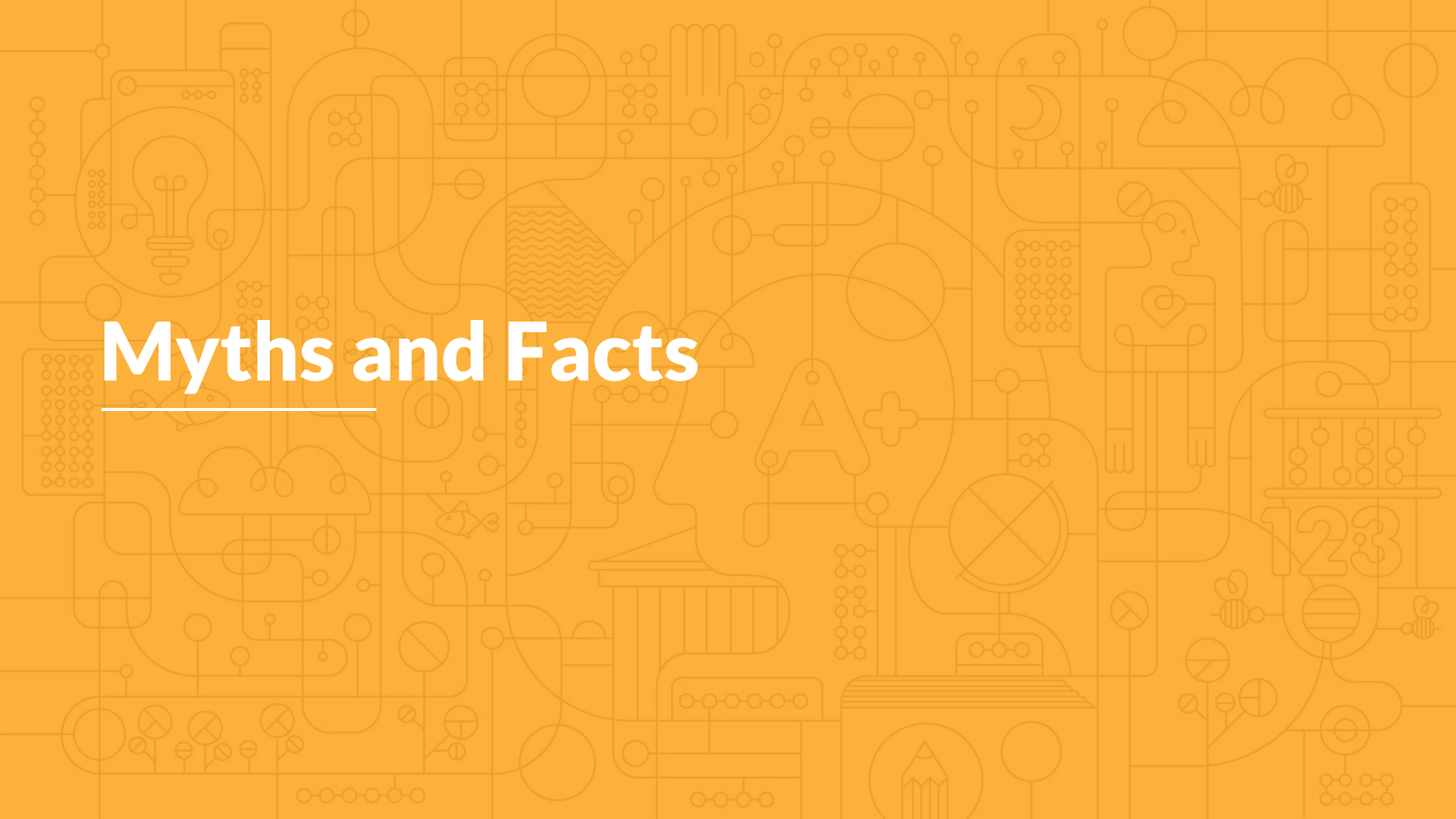


Growing Hospital Costs for Treatment of NAS/NOWS
Inflation-Adjusted U.S. Dollars (millions)

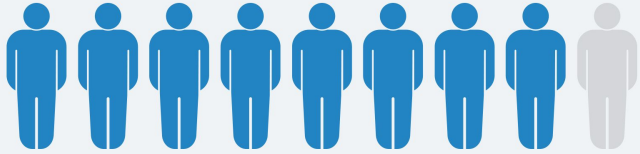


Honein et al. Pediatrics 2019, Winkelman et al. Pediatrics 2018, Haight et al. MMWR 2018.

Myths and Facts



Teens and Access to Drugs



9 OUT OF 10

PEOPLE WITH SUBSTANCE PROBLEMS
STARTED USING BY AGE 18



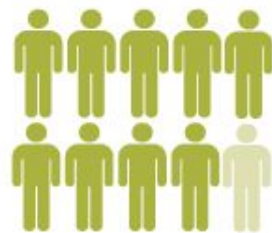
Appropriate Disposal

What should we teach students and families about safe disposal?



SOCIAL NORMS: CHANGE IN OVERESTIMATION 2016 – 2018

While inaccurate perceptions of marijuana use remains prevalent among high school aged youth, **overestimation of schoolmates' use of alcohol, prescription drugs and meth decreased significantly** since 2016 among middle school aged youth (12 to 14):

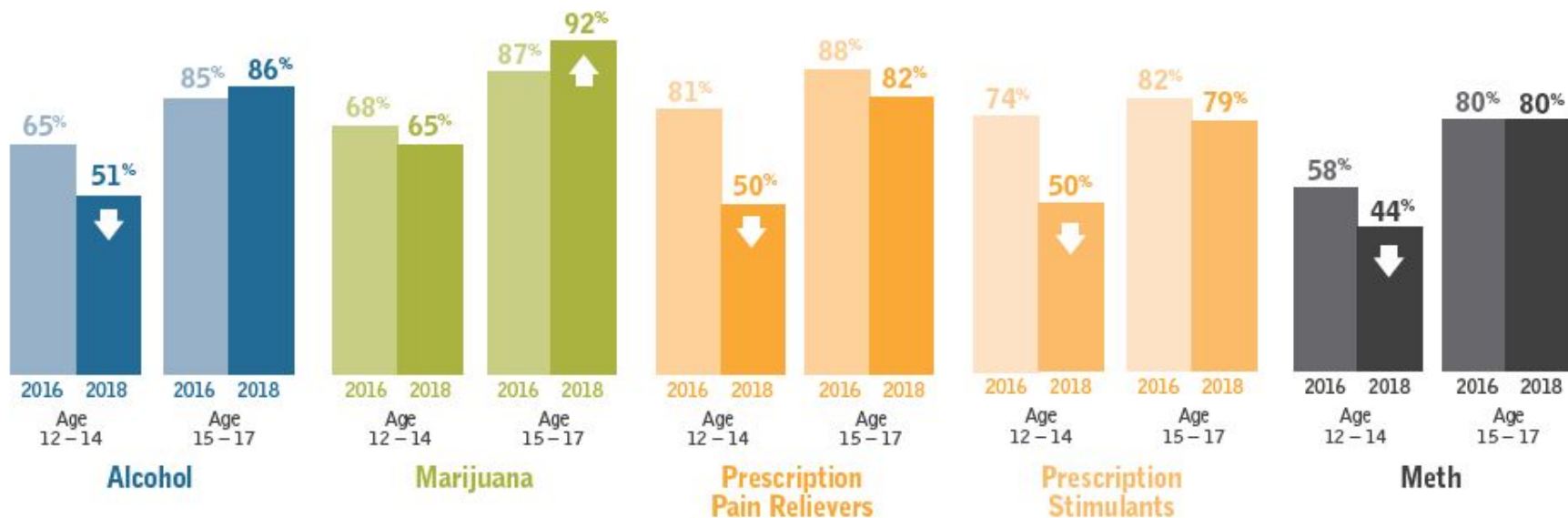


9 in 10

high school aged youth (15–17)

OVERESTIMATED
SCHOOLMATES' MARIJUANA USE

% Social Norms: Change in Overestimation 2016-2018





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What is the Relationship Between Illicit Drugs and Prescription Drugs Amongst Teens?

About 80 percent of people who use heroin first misused prescription opioids.

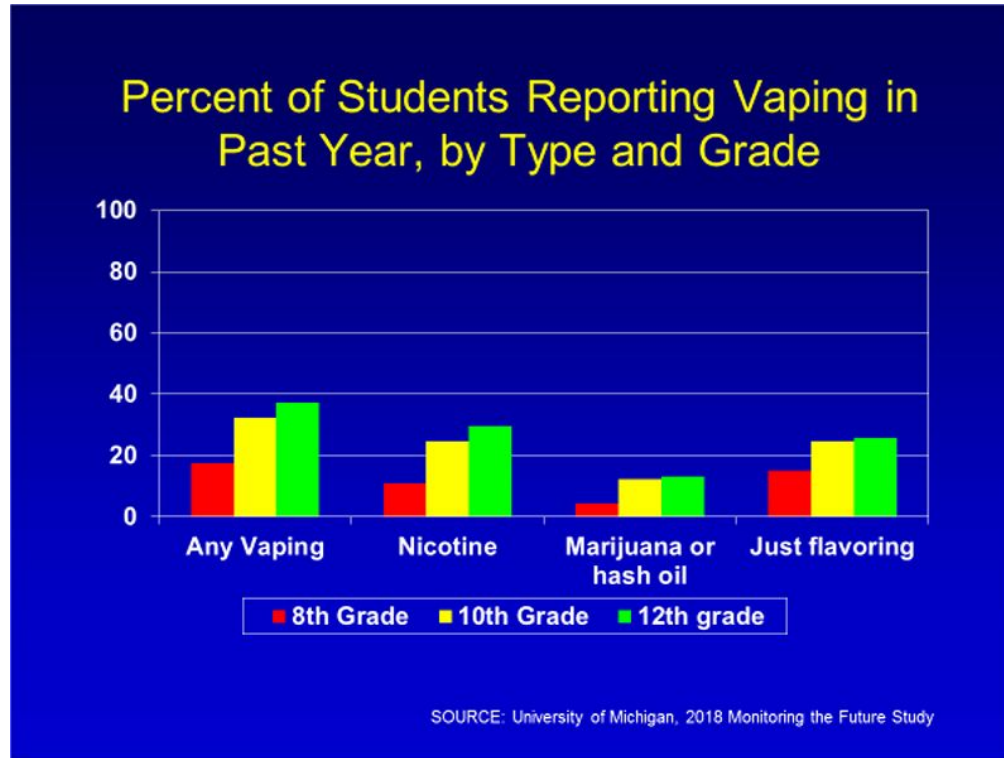
Roughly 21 to 29 percent of patients prescribed opioids for chronic pain misuse them.

The Midwestern region saw opioid overdoses increase 70 percent from July 2016 through September 2017.

Between 8 and 12 percent develop an opioid use disorder.

(Source National Institute on Drug Abuse)

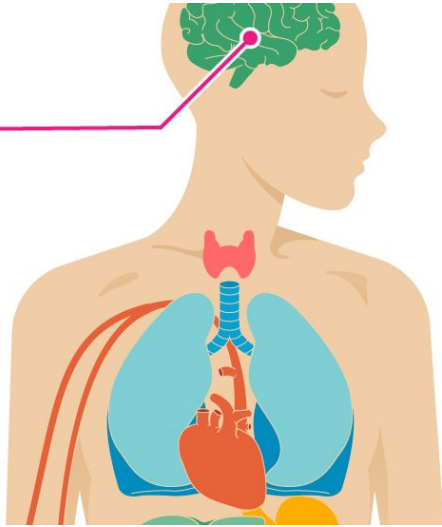
Teen Vaping Trends





The Science of Addiction

What happens to the brain and body in addiction?



Different drugs—because of their chemical structures—work differently.

There are at least two ways drugs work in the brain:

- Imitating the brain's natural chemical messengers
- Overstimulating the “reward circuit” of the brain

Tolerance:

After repeated drug use, the brain starts to adjust to surges of dopamine.

Now the person needs drugs **just to feel normal**.

What risk factors impact addiction?

First, addiction can happen to anyone.

But it is important to consider some of the factors that influence whether a person is likely to become addicted. They are:

- Genetics
- Influence of family and friends
- Age at which drug abuse first begins
- Context of drug use
- Development of coping skills

Adolescent Brain Development





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Prevention and Education

Stigma & Impact on Addiction





Empowering Teens with Voice and Choice

Youth Advocacy - Rise Above Colorado Teen Action Council



Youth Advocacy



99%
OF HIGH SCHOOLERS
DIDN'T MISUSE PILLS
LAST MONTH.

 RISE ABOVE
COLORADO

SEE THE NUMBERS ▶



ME BEING ME
ON THE RISE
PILLS AREN'T.

99% OF
HIGH SCHOOLERS
DIDN'T MISUSE
PILLS
LAST MONTH.

SEE THE NUMBERS ▶

 RISE ABOVE
COLORADO

 RISE ABOVE
COLORADO

Developing Smart Consumers of Prescription Medications

Main Menu > Understanding Prescriptions > Reading Prescription Labels

PORTFOLIO

READING PRESCRIPTION LABELS

Ashley was recently prescribed painkillers after knee surgery. Select each of the numbers to learn some important information about her medication. Then, answer a few questions to help her make informed choices.

1

ASHLEY JONES
10 PARK STREET, ANYTOWN, US

2

RX WRITTEN: 6/3/2017
DATE FILLED: 6/3/2017

3

IC OXYCODONE HCL 5MG TABLET
COMMON BRAND: ENDONE

TAKE 1 TABLET BY MOUTH EVERY 6 HOURS AS NEEDED FOR PAIN

MFR: Tech, Inc.

4

EXPIRATION DATE: 6/3/2018
DISCARD AFTER

WHITE ROUND TABLET
SIDE 1: K
SIDE 2:

May cause drowsiness. Use care when operating a vehicle. Taking more than recommended may cause breathing problems.

Don't drink alcohol when taking this medicine. Don't take with other medicines that contain acetaminophen.

QTY FILLED: **30 PILLS**
NO REFILLS - DR. AUTH REQUIRED

Albright
123 Main Street
Anytown, US 12345
(555) 344-3333

DR. LAILA PANCHELL

Federal law prohibits the transfer of this drug to any person other than for whom it was prescribed.

PLAY CAUSE DROWSINESS. ALCOHOL MAY INTENSIFY THIS EFFECT. USE CARE WHEN OPERATING A CAR OR DANGEROUS MACHINERY.

|| AUDIO ON 🔊 BACK 1/17 NEXT





HOPE

Heroin Outreach
Prevention and Education

Reaching Teens in the Right Environment

- Youth Action Working Group (FBI HOPE PSA Contest)
- Digital Tools to Reach Far and Wide
- Creative Expression Gives Teens a Voice for Empowerment





Prevention in the Classroom

Prescription Drug Safety

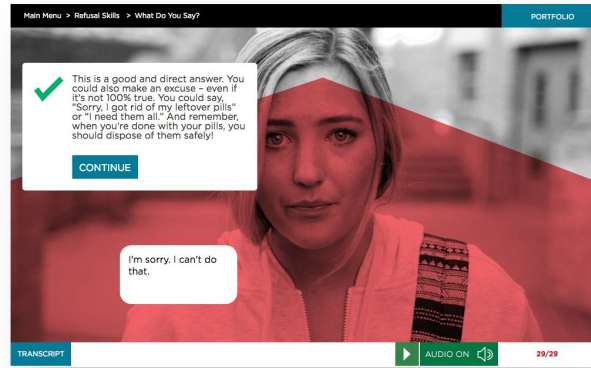
Six Free Digital Lessons Aligned to the Prevention Framework

Lessons:

- The Basics
- Science of Addiction
- Understanding Prescriptions
- Safe Use
- Refusal Skills
- Supporting a Friend

Offline Resources:

- Discussion Guide
- Lesson Plans
- Standards Alignment



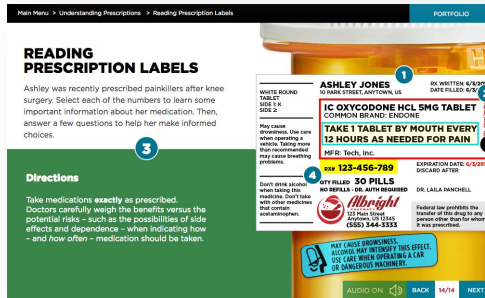
Main Menu > Refusal Skills > What Do You Say? PORTFOLIO

This is a good and direct answer. You could also make an excuse – even if it's not 100% true. You could say, "Sorry, I got rid of my leftover pills, or "I need them all." And remember, when you're done with your pills, you should dispose of them safely!

CONTINUE

I'm sorry, I can't do that.

TRANSCRIPT AUDIO ON 29/29



Main Menu > Understanding Prescriptions > Reading Prescription Labels PORTFOLIO

READING PRESCRIPTION LABELS

Ashley was recently prescribed painkillers after knee surgery. Select each of the numbers to learn some important information about her medication. Then, answer a few questions to help her make informed choices.

Directions

Take medications **exactly** as prescribed. Doctors carefully weigh the benefits versus the potential risks – such as the possibilities of side effects and dependence – when indicating how – and how often – medication should be taken.

WHITE ROUND TABLET

1 **ASHLEY JONES**
123 MAIN STREET
ANYTOWN, IL 60000
MFR: Tech, Inc.
NEX 123-456-789

2 **IC OXYCODONE HCL, 5MG TABLET**
COMMON BRAND: ENDONE
TAKE 1 TABLET BY MOUTH EVERY 12 HOURS AS NEEDED FOR PAIN

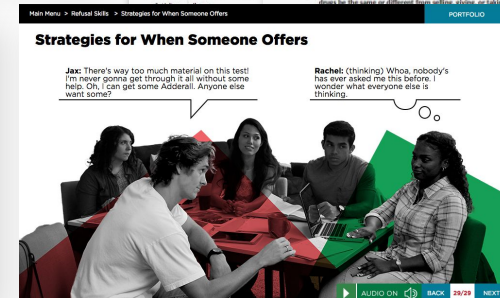
3 **30 PILLS**
EXPIRATION DATE: 6/30/20
DISCARD AFTER

DE LARA, RANDELL
Fostered for questions the transfer of this drug to any person other than for whom it was prescribed.

4 **30 Pills**
123 Main Street
Anytown, IL 60000
(555) 344-3333

5 **MAY I NOT DRINK ALCOHOL WHILE TAKING THIS MEDICATION? I'VE HEARD THAT DRINKING ALCOHOL WHILE TAKING THIS MEDICATION CAN BE DANGEROUS TO YOUR HEALTH.**

AUDIO ON BACK 24/24 NEXT



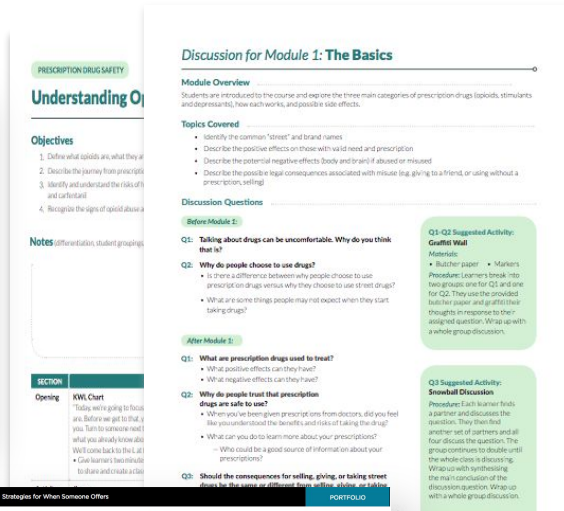
Main Menu > Refusal Skills > Strategies for When Someone Offers PORTFOLIO

Strategies for When Someone Offers

Jack: There's way too much material on this test! I'm never gonna get through it all without some help. Oh, I can get some Adderall. Anyone else want some?

Rachel: (thinking) Whoa, nobody's ever asked me this before. I wonder what everyone else is thinking.

AUDIO ON BACK 29/29 NEXT



PRESCRIPTION DRUG SAFETY

Understanding Opioids

Objectives

1. Define what opioids are, what they are used for, and how they work.
2. Describe the journey from prescription to street drug.
3. Identify and understand the risks of opioid use.
4. Recognize the signs of opioid abuse.

Notes

differentiation, student grouping

SECTION

Opening

KWL Chart

Today, we're going to focus on... Before we get to that, I'd like you to take a few minutes to think about what you already know and what you want to learn. Let's give learners a few minutes to share and make a list.

Discussion for Module 1: The Basics

Module Overview

Students are introduced to the course and explore the three main categories of prescription drugs (opioids, stimulants and depressants), how they work, and possible side effects.

Topics Covered

- Identify the common "street" and brand names
- Describe the positive effects on those with pain and prescription
- Describe the potential negative effects (body and brain) if abused or misused
- Describe the possible legal consequences associated with misuse (eg. giving to a friend, or using without a prescription, selling)

Discussion Questions

Before Module 1:

Q1: Talking about drugs can be uncomfortable. Why do you think that is?

Q2: Why do people choose to use drugs?

- Is there a difference between why people choose to use prescription drugs versus why they choose to use street drugs?
- What are some things people may not expect when they start taking drugs?

After Module 1:

Q1: What are prescription drugs used to treat?

- What are positive effects can they have?
- What are negative effects can they have?

Q2: Why do people trust that prescription drugs are safe to use?

- When you've been given a prescription from doctors, did you feel like you understood the benefits and risks of taking the drug?
- What can you do to learn more about your prescriptions?
 - Who could be a good source of information on about your prescriptions?

Q3: Should the consequences for selling, giving, or taking street drugs be the same as differentiating them from the legal drugs?

Q1-Q2 Suggested Activity: Guided Read

Materials:

- Builder paper
- Markers

Procedure: Partners break into two groups, one for Q1, and one for Q2. They use the provided builder paper and go through their thoughts in response to their assigned question. Wrap up with a whole group discussion.

Q3 Suggested Activity: Snowball Discussion

Procedure: Each learner finds a partner and discusses the question. They then find another set of partners and all four discuss the question. The groups continue to double and the whole class is discussing. Wrap up with synthesizing the main conclusion of the discussion question. Wrap up with a whole group discussion.

Additional Resources



findtreatment.samhsa.gov/

- Treatment information



www.deadiversion.usdoj.gov/drug_disposal

- Drug disposal information

Pillars of an Effective Prevention Curriculum

1

Evidence
Informed
Curriculum

2

Positive Social
Norms and
Perceptions

3

Positive
Student
Behaviors

4

Community
Awareness

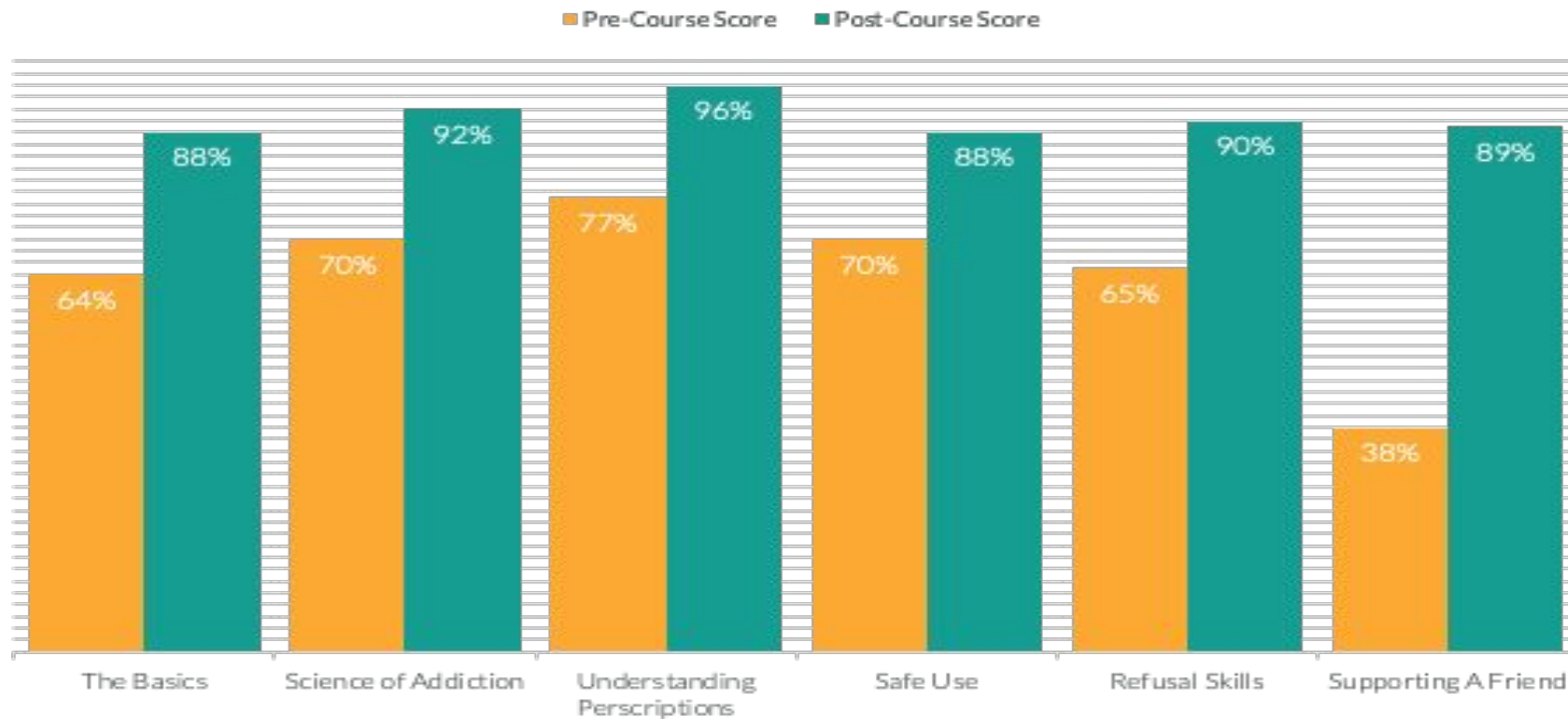
Implementation Support



Your Local Schools Manager

- Support Specific to your District
- Deep Understanding of State Standards Alignment and Regional Usage
- Dedicated Training and Professional Development

Knowledge Gain





Student Feedback

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

- 73%** The course helped me identify the signs of prescription drug abuse and misuse
- 72%** The course helped me understand the various ways to refuse to participate in the misuse of prescription drugs
- 71%** The course made me more confident in my ability to intervene when I feel a friend may be misusing prescription drugs

Cumulative Program Activation

Activation since August 2017

1,800
schools active

140,000
students reached

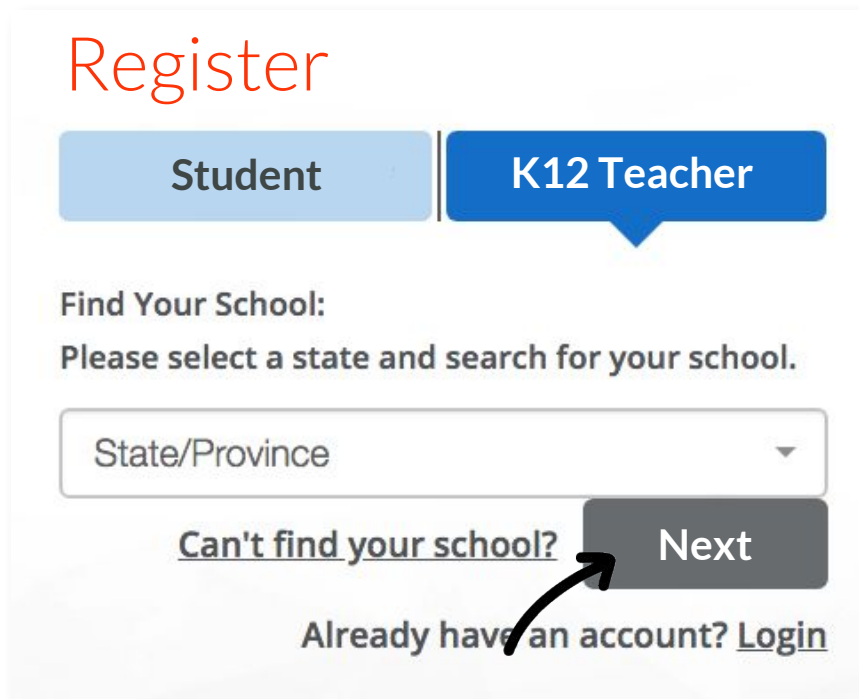
Whole Child Learning



Claim Your Account

everfi.com/newteacher

- ▶ Find Your State
- ▶ Enter Your School



The screenshot shows the registration interface. At the top, the word "Register" is displayed in red. Below it are two buttons: "Student" (light blue) and "K12 Teacher" (dark blue). The "K12 Teacher" button is selected and has a white speech bubble pointing to it. Underneath, the text "Find Your School: Please select a state and search for your school." is shown. A dropdown menu labeled "State/Province" is present. Below the dropdown are two links: "Can't find your school?" and "Next". A black arrow points from the "Next" button to the "Can't find your school?" link. At the bottom, the text "Already have an account? Login" is visible.



Questions?
