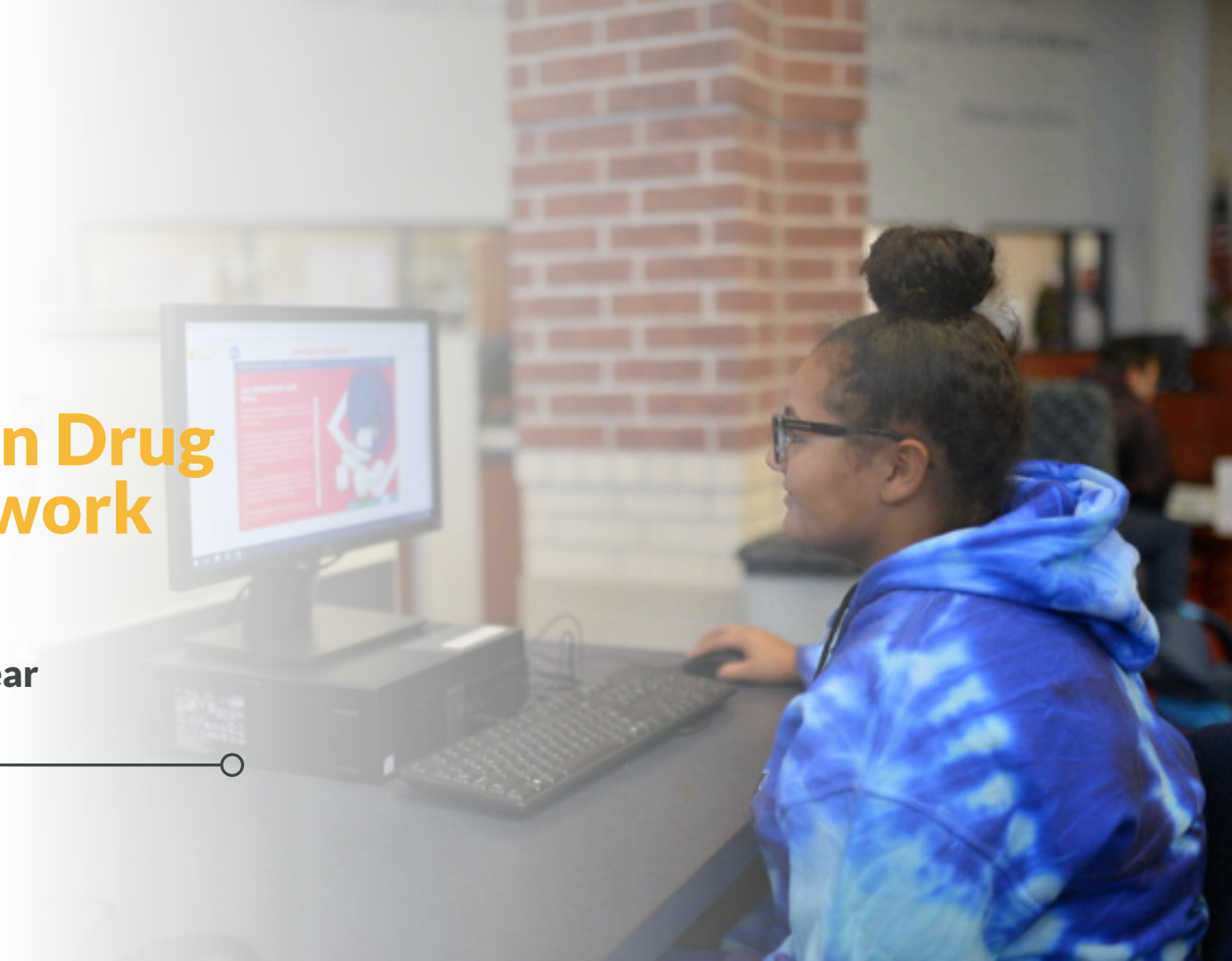


EVERFI



# Prescription Drug Safety Network

**Impact Report**  
**2019-2020 School Year**





## Prescription Drug Safety Network

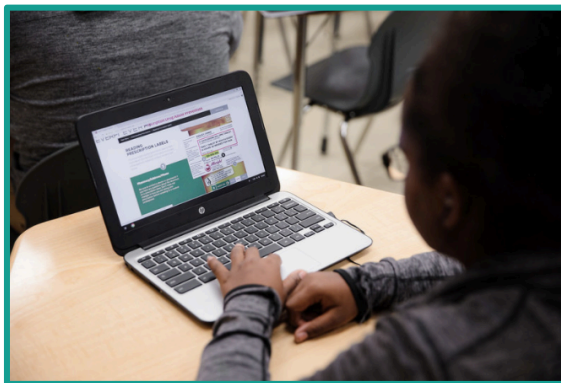
For over two decades, a complicated mix of social, cultural, and economic factors have collectively contributed to prescription drug abuse becoming one of the most complex issues of our time.

The Prescription Drug Safety Network is a national coalition of healthcare organizations, pharmaceutical manufacturers, distributors, pharmacies, foundations, and state leaders pledged to addressing one of the most intractable social issues of our time.

The Network's mission is to raise awareness and bring an evidence-based prevention curriculum to students across the United States. Through a collective impact approach, we aim to help students, parents, teachers, schools, and communities be a part of the solution in addressing prescription drug misuse and abuse.

Network by the numbers:

- **400,000** Students
- **2,726** High Schools
- **35** College and Universities
  - **4,806** Teachers
- **33** Network Partners



## ***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.





# Measuring Health & Wellness Education

To measure impact on learners' health and wellness, EVERFI courses include pre- and post-lesson assessments for each topic, which measure student knowledge and learning.

Courses also include pre- and post-course surveys that ask about attitudes and behaviors toward course topics.

Survey results presented are based off of 104,080 responses to optional pre-course and post-course surveys, administered to students aged 13 and older.



# Impact Snapshot

During the 2019-2020 academic year, the Prescription Drug Safety Network provided more than 250,000 students with access to a digital learning experience designed to equip students with the knowledge and skills necessary to make healthy decisions.

Overall



**257,577**  
Students



**2,623**  
Schools

## Knowledge Gain

Increasing students' understanding key prescription drug safety concepts.

Assessment scores increase by 48%.



## Healthy Actions

Students leave the course empowered to make healthy decisions about their use of prescription drugs in the future.

**71%**

of students say this course helped them better understand refusal skills.

**72%**

of students say this course made them a more informed consumer of prescription drugs.

## Helping Others in Need

Closing the social norms gap and guiding students through true-to-life scenarios leads to increased confidence and likelihood to help others.

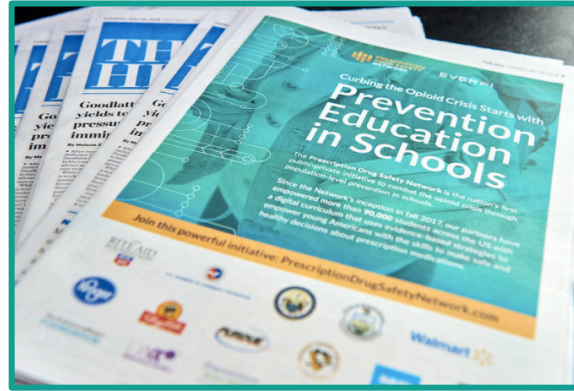
■ Post-Course ■ Pre-Course



## Growth of the Network

The Prescription Drug Safety Network continues to grow in year three. The Network saw a 40% increase in usage during the 2019-2020 academic year, reaching more students and more schools than ever before.

Since it's inception in 2018, nearly half a million students across the US have taken *Prescription Drug Safety*. As the program continues to grow, knowledge gain and attitudinal outcomes continue to persist, indicating that students and teachers continue to gain value from the course.

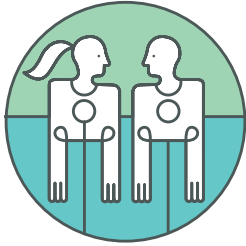


# Program Reach and Knowledge Gain

EVERFI



## Program Reach



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**257,577**  
Students



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**2,623**  
Schools

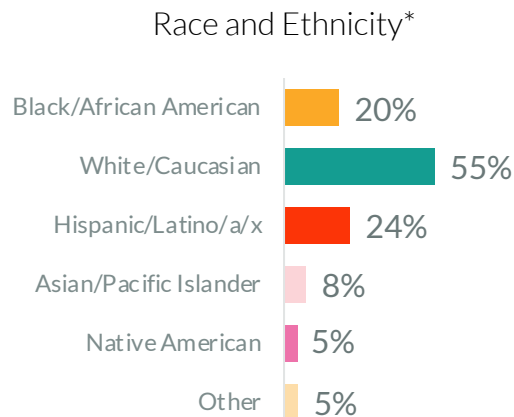
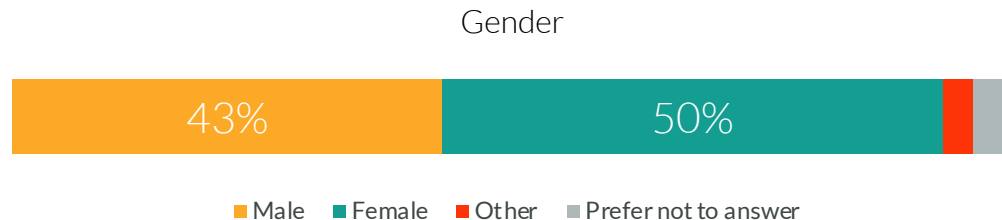
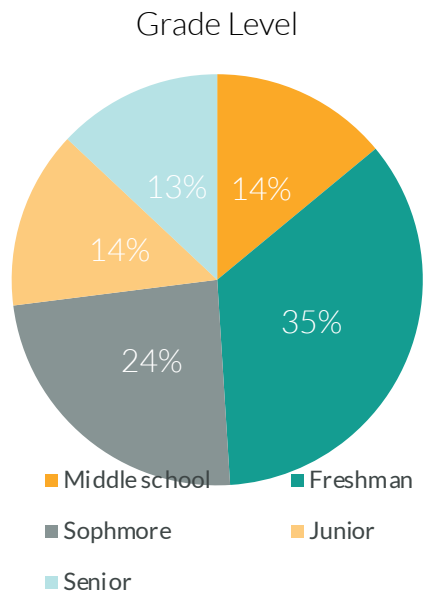


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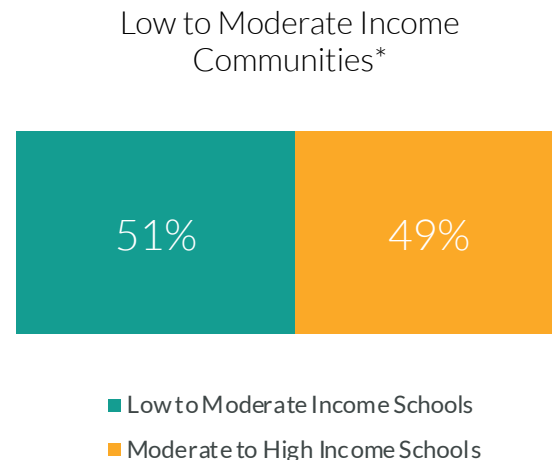
**166,236**  
Hours of Learning

# Student Demographics

## 2019-2020



\* Students select all that apply.



Self-reported data from students who responded to surveys and are at least 13 years old.

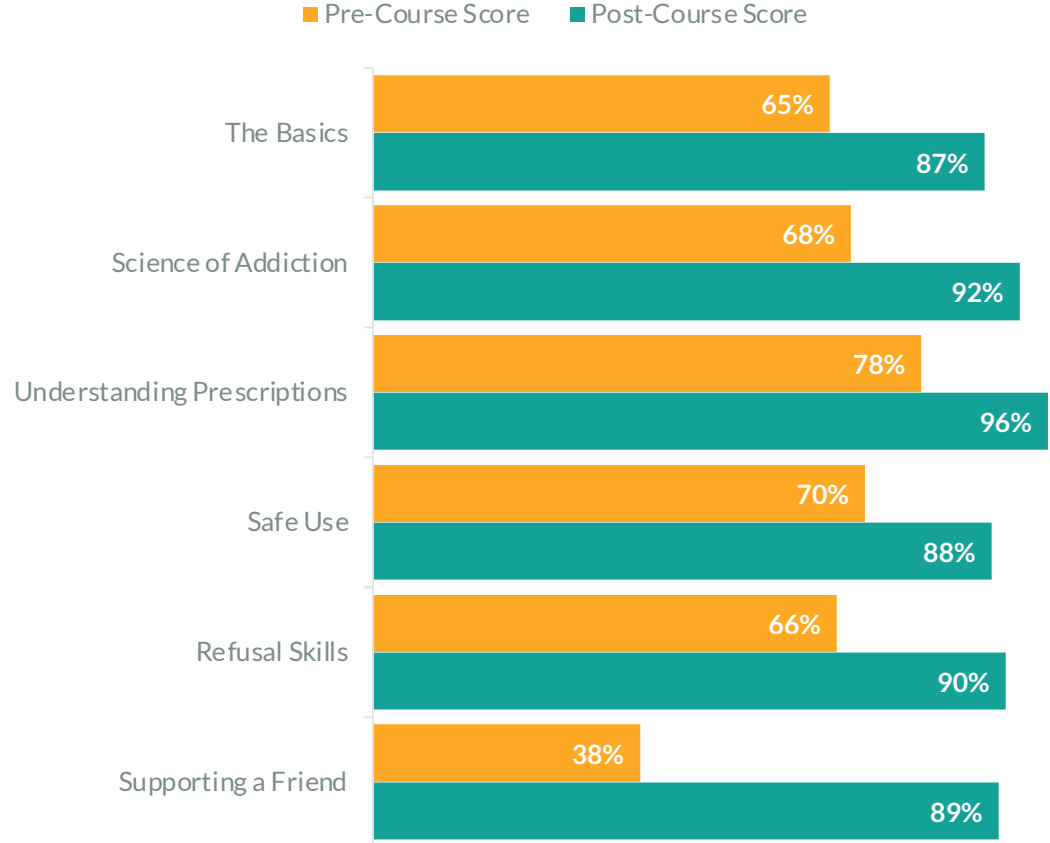
\*Due to changes in administrative reporting by some states and districts across the U.S., EVERFI has adjusted the definition of LMI school. A school is considered Low- to Moderate-Income if at least 50% of students are eligible for free- or reduced-price lunch programs. If the district or state does not report lunch program data to NCES, the school is considered LMI if it is classified as a Title I school.

## Knowledge Gain

In order to protect their own health and wellness, student must first understand the key concepts behind addiction, prescription drug labels, how to use prescription drugs safely, and where to seek help. Through assessments taken before and after each module, student scores indicate an increase in knowledge of prescription drug safety.

Students' assessment scores increased by 48% (from 67 to 90 out of 100).

Students saw the most improvement on the Supporting A Friend module.



# Student Survey Results

EVERFI



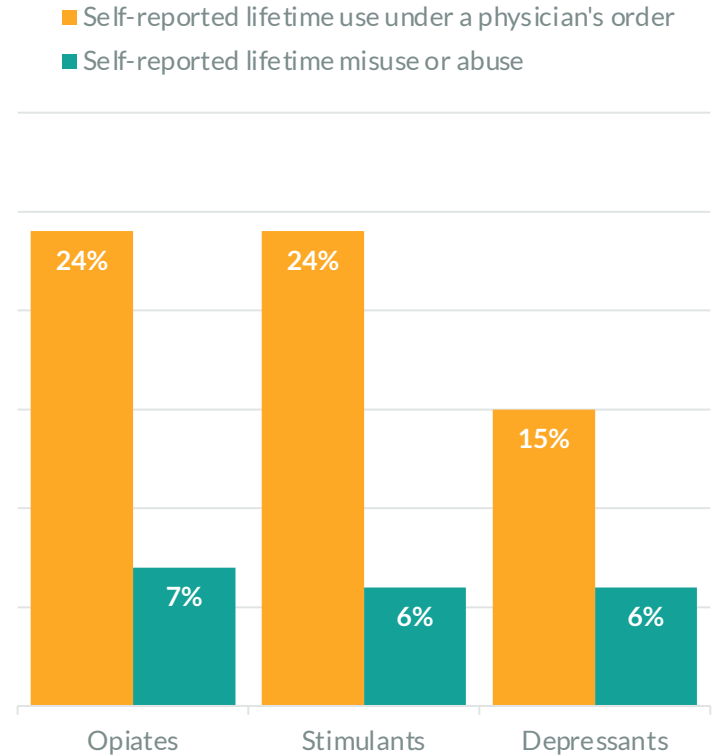


# Prevalence of Prescription Use, Misuse, and Abuse

One of the largest contributors to prescription drug misuse is ease of access.<sup>1</sup> According to results from in-course student surveys, **51%** of your students report being prescribed a prescription drug (either an opiate, stimulant, or depressant) under a physician's order. Additionally, **8%** of students report being prescribed two or more types of prescription drugs.

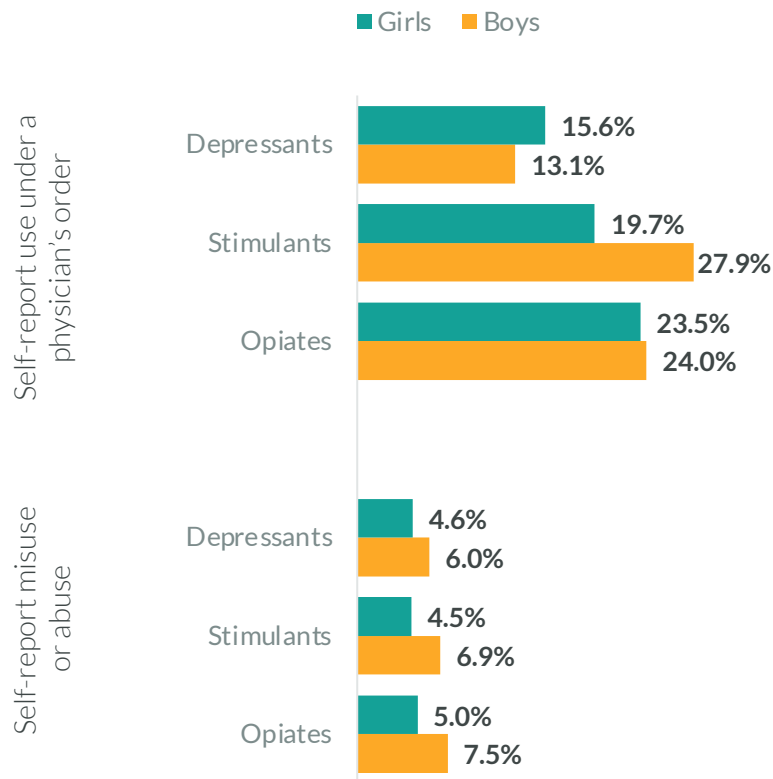
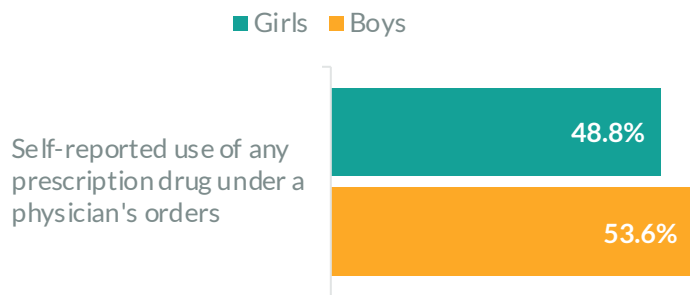
While the majority of students did not report misusing or abusing prescription drugs, the pervasiveness of prescription drugs in communities indicates that there is fertile ground for safe use education.

1 Manchikanti, Laxmaiah, Bert Fellows, Hary Ailinani, and Vidyasagar Pampati. "Therapeutic Use, Abuse, and Nonmedical Use of Opioids: A Ten-year Perspective." Pain Physician. 2010. <https://www.ncbi.nlm.nih.gov/pubmed/20859312>.



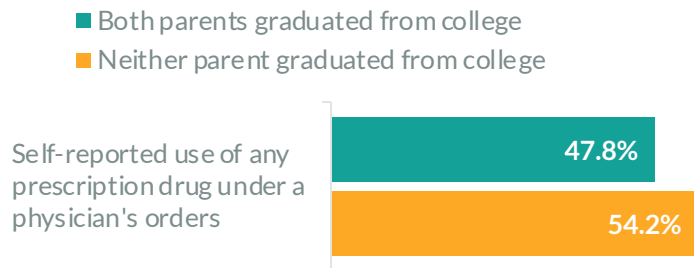
## Variation in Prescription Use, Misuse, and Abuse by Gender

Usage, misuse and abuse of prescription drugs varies by gender. More boys than girls report being prescribed any type of prescription drug. Boys are more likely than girls to report being prescribed stimulants by a physician while girls are more likely than boys to be prescribed depressants. Across all prescription drug types, boys are more likely than girls to report misusing or abusing prescription drugs.

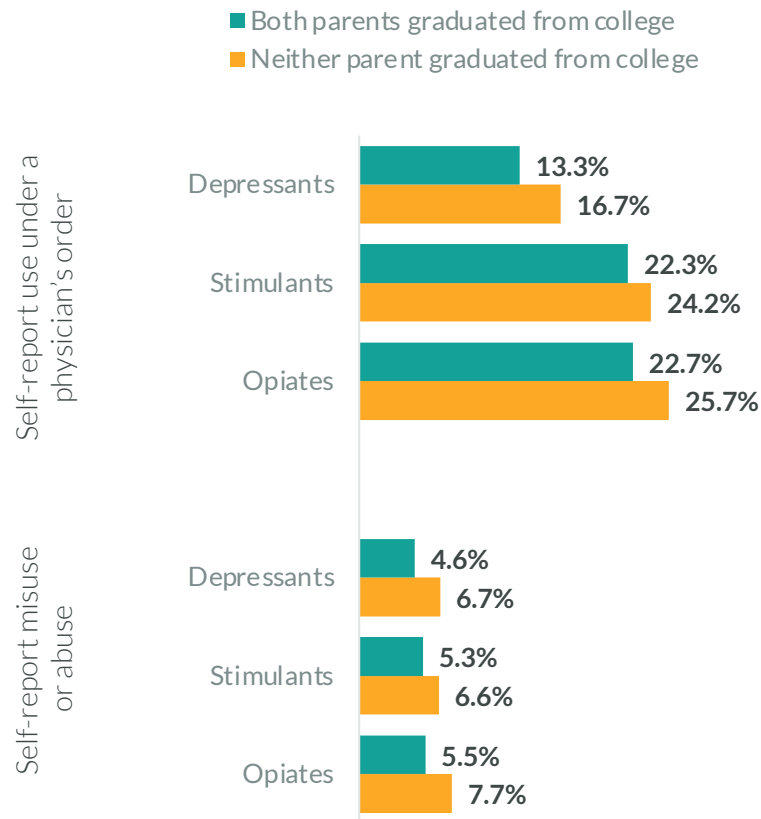


# Variation in Prescription Use, Misuse, and Abuse by Parent's Education

Variations in parent's educational attainment also shows differences in use, misuse and abuse of prescription drugs. Parental educational attainment is used as a proxy for socioeconomic status.<sup>2</sup> Students who had neither of their parents or guardians graduate from college were more likely to report use and misuse of prescription drugs than students who had both of their parents or guardians attend college.



<sup>2</sup> Friestad & Klepp. Adolescents' proxy reports of parents' socioeconomic status: How valid are they?. *J Epidemiol Community Health*. 2001;55(10):731-737. doi:10.1136/jech.55.10.731

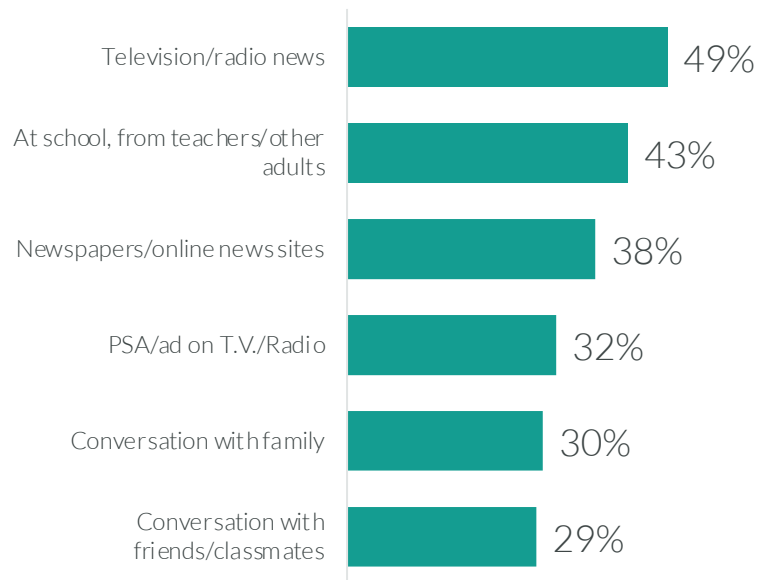


## Awareness of Prescription Drug Abuse Among High Schoolers

During the 2019-2020 school year, the most common place for students to hear about prescription drug abuse was from the news – highlighting the increased visibility of this public health crisis. The second most common place for students to hear about prescription drug abuse was at school. As a school-based digital education course, *Prescription Drug Safety* provides accurate and empowering information where students are most likely to be thinking and talking about prescription drugs.

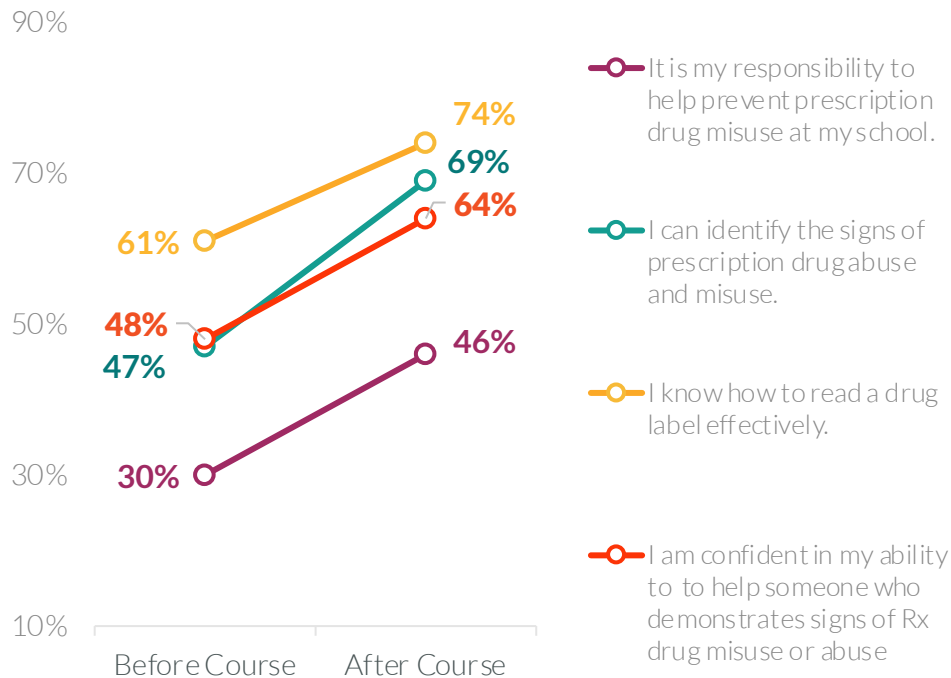
A sizable portion of students say they talk about prescription drug abuse with their family. Particularly during the transition to remote learning due to coronavirus, Prescription Drug Safety can be a valuable jumping up point for families to discuss safe use.

In the last 12 months, where have you seen or heard about the problem of prescription drug abuse? (Check all that apply.)



# Empowering Students Address Prescription Drug Misuse & Abuse

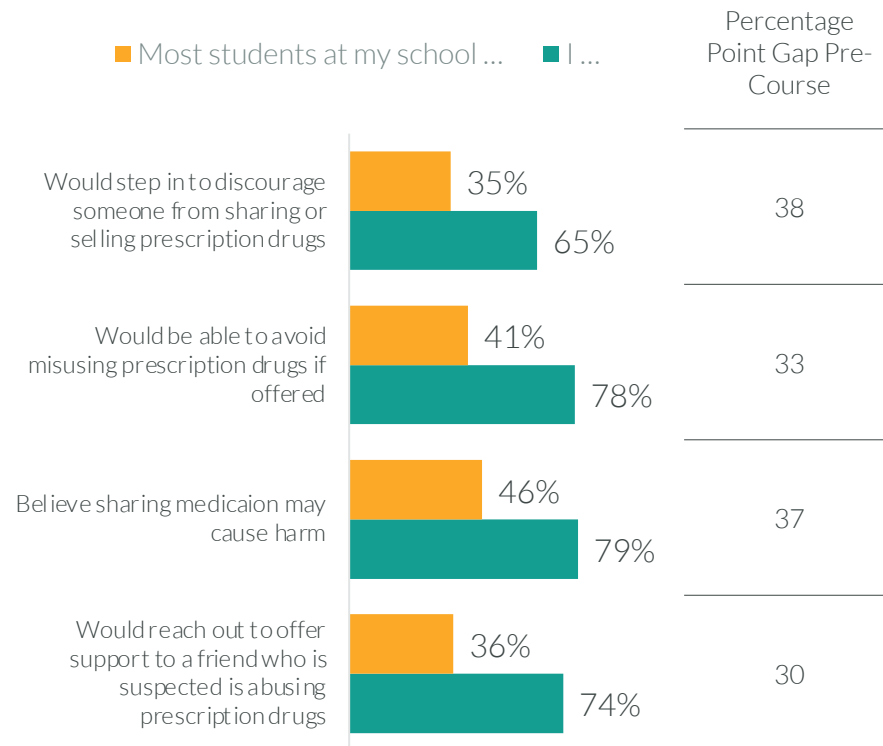
Prescription Drug Safety raises students understanding and awareness of key topics related to safe prescription drug use. By building a knowledge base around these topics and allowing students to demonstrate their knowledge through true-to-life simulations, we create students who are more confident in their ability to help others and feel a greater sense of responsibility for prevent prescription drug misuse at their school. Students leave the course empowered to be a positive force in creating healthy communities.



# The Social Norms Gap: Recognizing Where Norms Fall Short

Social norm gaps occur when students overestimate the extent to which their peers endorse negative behaviors and underestimate the extent to which their peers endorse 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.

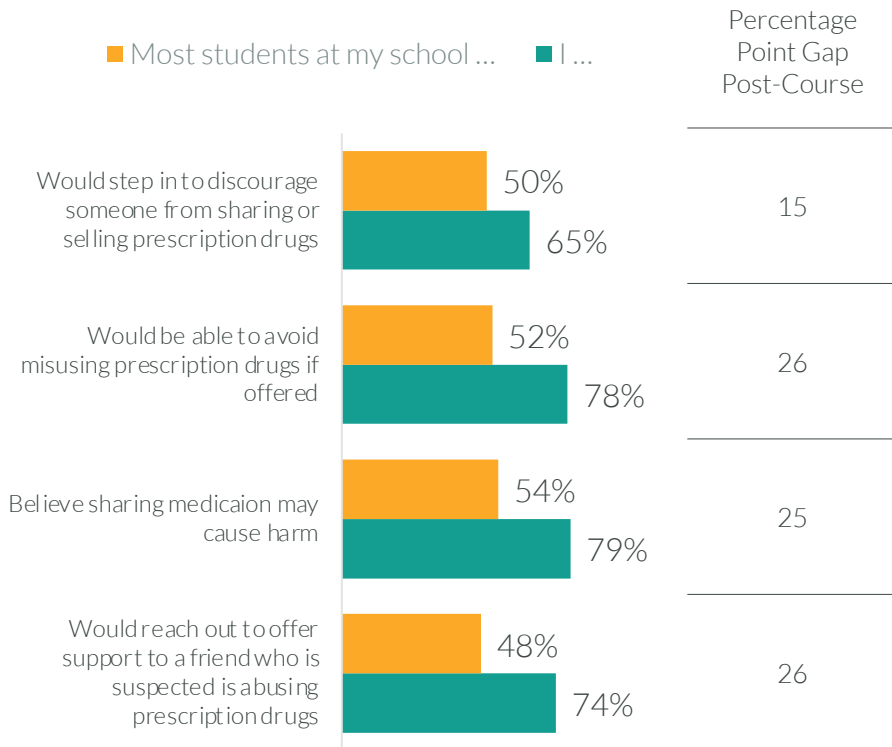
Prescription Drug Safety dispels myths and misconceptions around prescription drug use. Eliminating negative social norms related to opioid misuse or prescription drug abuse can help promote positive and healthy decision making, and thus, prevent future substance abuse.



# The Social Norms Gap: Correcting Misconceptions Around Acceptable Behavior

After taking the *Prescription Drug Safety* course, students' expectations of acceptable behavior by their peers are raised, correcting some misperception and closing social norms gap that acts as a barrier to action. The large gap on acceptable social norms seen in pre-course data decreases after taking *Prescription Drug Safety*, indicating that the course effectively challenges students' perceptions of allowable behavior within their community.

By decreasing the gap between what is seen as acceptable behavior in communities, we empower students to speak up, take action, and protect their community.



## Behavioral Intentions: Maintaining Healthy Habits in the Future

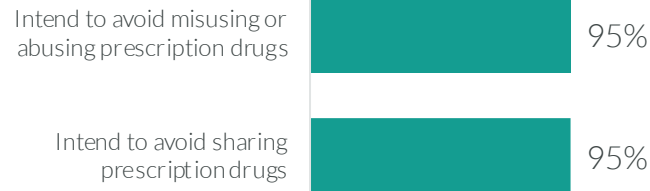
The goal of *Prescription Drug Safety* is to educate and empower students to make healthy decisions in the future. What starts as safe, prescribed prescription drug use now could develop into unhealthy habits later in life.

Students taking *Prescription Drug Safety* tell us they intend to maintain healthy behaviors in the future. Nearly all students say that over the next 12 months, they intend to avoid misusing or abusing prescription drugs (95% agree) and intend to avoid sharing prescription drugs with others (95% agree).

This finding holds for the 51% of students who are using prescription drugs under a physician's order: 91% say they intend to avoid misusing or abusing prescription drugs and 93% say they intend to avoid sharing prescription drugs over the next year.

### Behavioral intentions over the next year

#### *Among all students*



#### *Among students using prescription drugs under a physician's orders*





## Student Outcomes From Prescription Drug Safety

Most students say Prescription Drug Safety both increased their understanding and awareness of prescription drug safety topics and made them feel more confident in their ability to intervene with a friend who may be misusing or abusing prescription drugs.

Prescription Drug Safety gives students the knowledge and the tools to go out into their communities and make safe and healthy decisions when it comes to prescription drugs.

*Percent of students who agree that this course ...*

**73%**

Increased my understanding of the **consequences** related to sharing, selling, and non-medical use of prescription drugs.

**72%**

Helped me **identify the signs** of prescription drug abuse and misuse.

**72%**

Taught me how to be an **informed consumer** of prescription drugs.

**71%**

Made me **more confident in my ability to intervene** when I feel a friend may be misusing prescription drugs.

**71%**

Helped me understand various **ways to refuse** to participate in the misuse of prescription drugs.

**70%**

Taught me where to **find resources** for drug abuse.

**68%**

Provided important information about prescription drug use that **I would not have seen elsewhere.**

# Teacher & Student Feedback

EVERFI



## What Teachers Are Saying

“This is information that a lot of my students would not get otherwise. This is a major issue facing our country and the ramifications on the system will be huge. It really opened my students’ eyes to the effects of these things on themselves!”

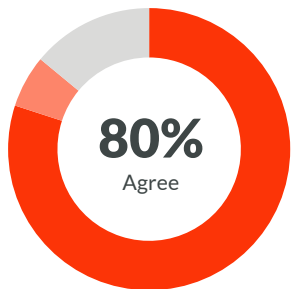
–Teacher in South Carolina

## What Teachers Are Saying

“It complimented my current drug curriculum. It is a relevant topic for students in our area, as we have high drug use. It was great timing because it was helpful during the COVID-19 shutdown.”

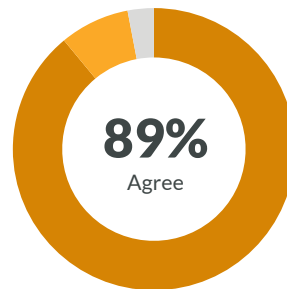
-Teacher in Illinois

# Teacher Ratings



## Engagement

My students were engaged with the course content.



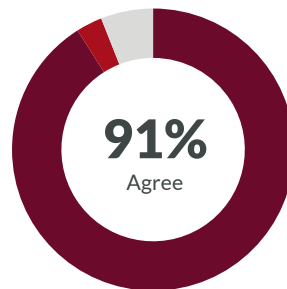
## Fit

This course was easy to fit in to my curriculum.



## Quality

Overall, how would you rate the quality of the content?



## Recommended

How likely are you to recommend *Prescription Drug Safety* to a friend colleague?

Results from a survey of 240 educators using *Prescription Drug Safety* during the 2019-2020 academic year.

## What Learners Are Saying

“It didn't feel like the program was trying to fear-monger or pressure, just state the facts of the situation. I liked that it addressed and **represented the social-emotional aspects of drug addiction** and how it impacts not just the user, but those around them. With the focus being more on what you can do as a bystander or witness of drug abuse rather than being the drug abuser, it felt much **more informative and empowering!**”

–Student in Virginia

## What Learners Are Saying

“I liked how interactive the whole thing was, **it kept me engaged and wanting to learn more**, especially when Annabelle asked for the viewers prescription. Actually seeing someone’s face or hearing the emotions in their voice can influence how people would answer their questions. **It made it very real, and gave me the confidence to think that I would do the right thing in that situation.** This was an amazing course, I think more people should see it.”

–Student in Colorado

# COVID-19 and Distance Learning

EVERFI





## What Teachers Are Saying

“Thanks! These courses are really great and have been so helpful during this COVID-19 remote learning time.”

-Teacher in Ohio

“This was a perfect support program for loss of classroom opportunities due to COVID-19.”

-Teacher in Ohio

## What Learners Are Saying

“I think the best part about using online classroom would be that I am in control of my learning pace and all information is available to me when needed. I don't feel pressure to work within in a certain time frame.”

–Student in Florida

“In school, I was stressed and felt as if I was always falling behind. Now, with fewer comparisons, I can focus on understanding the material.”

–Student in Illinois

# EVERFI's Response to COVID-19

## An Unprecedented Set of Challenges Facing Public Education

The COVID-19 pandemic drove unprecedented level of school closures nationwide, with more than 55.1 million students across 124,000 schools impacted. School districts faced a new set of challenges -- student access to technology at home, lack of robust remote learning plans, declining student attendance, student safety, food insecurity -- while parents struggled with the homeschool balancing act.

EVERFI was built for this moment. Throughout the pandemic, our focus has remained the same: provide educators and students with critical educational resources -- accessible at any time, in any location, at no cost. We are proud to offer scalable and reliable education solutions for schools across the country, and help lighten the load for teachers and districts during a stressful and unprecedented time. We were honored when two of the nation's largest districts, New York City DOE and Los Angeles Unified, came to us to help them design their remote learning plans.

# Supporting Students and Families with Distance Learning

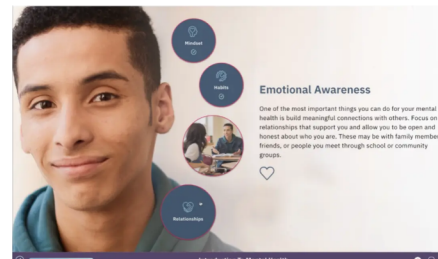
## Family Portal

EVERFI provided parents with direct access to our K-12 learning platform to facilitate digital learning in a home environment.

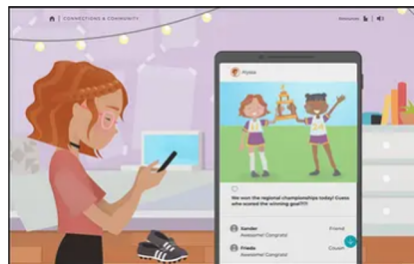
- Family Portal allowed parents to instantly access 20+ digital courses for their children.
- EVERFI customers were able to promote the Family Portal to their employees' families and within communities they serve.
- Parents registered with their child's school name, allowing EVERFI to create a branded experience in customers' sponsored markets.



The Compassion Project  
(Grades 2-4)



Mental Wellness Basics  
(Grades 8-10)



Ignition - Digital Wellness & Safety  
(Grades 6-9)



Marketplaces - Investing Basics  
(Grades 9-12)

# Supporting Educators with Distance Learning

## Tools and Training for Educators

EVERFI provided solutions for districts and schools seeking remote learning guidance.

- EVERFI has hosted 27 educator webinars, attracting more than 8,000 participants from March 15 - June 1.
- The most popular webinar, centered around supporting students' Social Emotional Learning (SEL), attracted 1,800 educators.
- EVERFI developed Remote Learning Kits for districts, featuring digital curriculum recommendations, supplemental lessons, and technical guides.

**Supporting School Communities**

**ACADEMIC**

- Preventing the "Summer Slide"
- Engaging Students in Meaningful Learning

**INTERPERSONAL**

- Communication with Families
- Rebuilding a Sense of School Culture

**PSYCHOLOGICAL**

- Mental Wellness
- Support During Loss

**SERVING PHYSICAL NEEDS**

- Neighborhood and Community Health and Safety
- Access to Meals
- Fulfilling IEPs and Serving Diverse Learners

1:14:24 | EVERFI

#EVERFIempowers

# Supporting Communities with Innovative Educational Experiences

## Moment-in-Time Student Challenges

EVERFI created first-of-its-kind national student challenges that enabled our partners to connect with communities and provide fun and engaging learning opportunities to students learning from home.

### The National Financial Bee

- Students completed 5 financial modules and wrote capstone essays for a chance to win \$20,000 in college scholarships.
- 40,000 student participants with almost 3,000 essay submissions and 37 financial institution sponsors

### The EduCup Challenge

- EVERFI convened 6 major sports leagues including NFL, NHL, and MLB, to promote life skills development through digital education, athlete engagement, and regional contests.
- 24,000 student participants and over 700 contest submissions



EVERFI  
NATIONAL FINANCIAL BEE

A 5-DAY CHALLENGE  
FOR 7<sup>TH</sup>-10<sup>TH</sup> GRADE STUDENTS

Take The Challenge



EduCup Challenge

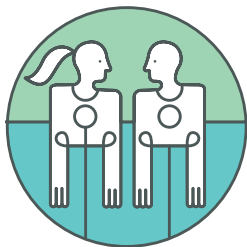
JOIN YOUR FAVORITE  
MAJOR LEAGUE  
SPORTS TEAMS IN THE  
EDUCUP CHALLENGE!

EVERFI

NFL United Way NHL MLB MLS NATIONAL LACROSSE LEAGUE Premier League

## Learning During COVID-19

Since wide-spread school closures began in response to COVID-19 in mid-March, students and schools have continued to access and benefit from prescription drug safety education.



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**29,613**

Students have enrolled  
since March 15



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**553**

Schools used *Prescription Drug  
Safety* after March 15



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**19,366**

Hours of Learning  
since March 15

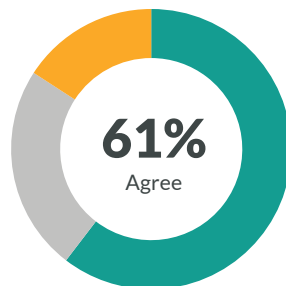
# COVID-19 Response: Student Experience

Based on 10,641 student survey responses collected between April 1 and April 20, 2020.

## Digital learning helps students learn and stay connected from home.

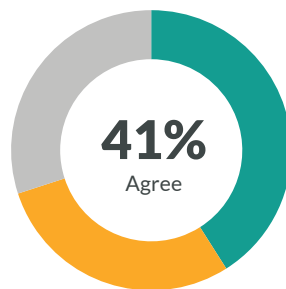
Students are challenged by distance learning; more than half would rather be learning at school. But students do see some advantages to learning from home, particularly when they are using online courses.

■ Agree ■ Neutral ■ Disagree



### Control

6 in 10 students like that they can control how fast or slow they go through online courses.



### Connection

4 in 10 students say online courses help them stay connected to teachers and classmates.



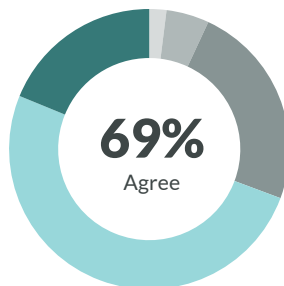
# COVID-19 Response: Teacher Experience

Based on 1,519 EVERFI teacher survey responses collected between May 11 and May 28, 2020.

## EVERFI courses help teachers prepare and connect with students.

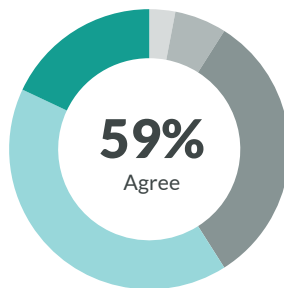
7 in 10 teachers are more concerned about their students' preparedness for next school year now than they were before COVID-19 and three quarters are worried about cuts to school budgets next year. Teachers are turning to EVERFI to help with these challenges.

Strongly Disagree Disagree Neutral Agree Strongly Agree



### Preparedness

7 in 10 teachers agree EVERFI resources are helping prepare their students academically for next year.



### Connection

6 in 10 teachers say EVERFI resources are helping them stay connected to their students from a distance.

# COVID-19 Response: The Importance of Mental Health and Wellness

Amid the COVID-19 pandemic, students and teachers say mental well-being is increasingly relevant.

Based on EVERFI teacher and student survey responses.

A sizeable portion of both students and teachers are more concerned about students' mental well-being than they were before the COVID-19 pandemic, and nearly all students and teachers agree that mental health and wellness is at least as relevant – if not more – than it was earlier this year.

## Students

34%

of students are *more concerned* about their mental well-being since the COVID-19 outbreak (an additional 43% are *just as concerned*).

88%

of students say learning about mental health and wellness topics is *as relevant* (54%) or *more relevant* (34%) to their lives since the COVID-19 outbreak.

## Teachers

88%

of teachers are *more concerned* about their students' mental well-being than before the COVID-19 outbreak.

65%

of teachers are *more concerned* about their fellow teachers' mental well-being than before the COVID-19 outbreak.