Working Together to Promote Prescription Drug Safety for Ohio Teens

A national coalition committed to empowering Americans with the skills to make safe and healthy decisions about prescription medications

March 2018
Agenda

• Overview of EVERFI and Prescription Drug Safety Network
• Building an Evidence-Informed Prevention Program
• Course Demo
• Supporting Schools and Teachers
10+ Years of Prevention Education

16 Million Learners

21 K12 Digital Courses

20,000 K-12 Schools

450+ Employees

50,000 Teachers Trained

The EVERFI Network

2011 Multisite Randomized Control-Trial
AlcoholEdu Reduces Binge Drinking and Alcohol-Related Harms for Students

2015 Recommendation from NIH
AlcoholEdu received the highest possible effectiveness rating from NIAAA

PIRE

Total Alcohol Related Problems Past 30 Days

Frequency of Heavy Drinking Past 30 Days

Baseline Post Intervention Follow-Up

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The Case for Prescription Drug Education

- **Kids are experimenting earlier and earlier**
  About a quarter of teens admit to having abused or misused a prescription drug at least once in their lifetime\(^1\)

- **Adolescent prevention is critical**
  NIDA reports that teens are particularly susceptible to engage in risk-taking behavior\(^2\)

- **Parents are concerned but need support**
  90% of parent survey respondents feel that prescription drugs are a serious problem for teenagers these days, as serious as alcohol and illegal drugs\(^3\)

- **More states are requiring opioid education**
  Michigan, Ohio, West Virginia, Pennsylvania, and Maryland currently require mandatory K12 opioid education, and 8 others are currently considering legislation

- **Teachers lack resources**
  School districts lack funding for new initiatives, and teachers are already overextended beyond their commitment to academic instruction
Policy Landscape

In 2017, 165 new state laws were created around prescription drug abuse. Five states now require mandatory K-12 opioid education, and eight states are considering similar legislation.
The Prescription Drug Safety Network

Assembling leaders from the public and private sectors who are committed to making a significant, positive, nationwide impact on the growing prescription drug crisis.
EVERFI’s Approach to Prescription Drug Safety

- Evidence-Based Strategies
  - Social Norms Theory
  - Bystander Intervention
- Subject Matter Experts
- Interactive Content
- Assessments and Surveys
Key Pillars

1. **Population-Wide Approach** - Majority of students do NOT misuse Rx drugs.

2. **Positive Framing** - Don’t normalize drug use, but stay away from scare tactics. Focus on the facts.

3. **Empower Students** - Encourage to care about their future and recognize power to make their own choices. Provide concrete refusal skill strategies.

4. **Evidence-based** - Rely on social norming and bystander intervention education practices.
Behavioral Outcomes and Learning Objectives

FACTORS THAT INFLUENCE BEHAVIOR
[Health Belief Model, Theory of Planned Behavior, Social Cognitive Theory]

Knowledge
Attitudes and Beliefs
Perceived Outcomes
Personal Norms
Social Norms
Behavioral Skills
Perceived Behavioral Control
Cues to Action
High School Digital Course

LEARNING TIME: ~45 mins

STANDARDS: National Health Education Standards (NHES)

COURSE TOPICS:
• The Basics
• Science of Addiction
• Reading a Prescription Label
• Safe Use
• Refusal Skills
• Supporting a Friend
Activation, Engagement, and Impact

Reaching students at critical moments

REACH
Leverage the EVERFI network to introduce educators to your Prescription Drug Safety Program

TRAIN
Train teachers how to appropriately implement the curriculum in their classroom

ACTIVATE
Follow through with schools to ensure effective activation and course completion

ENGAGE
Bring together community leaders, educators and students through meaningful dialogue
Supporting Educators Beyond the Digital Experience

EVERFI Schools Managers provide consultation to help educators connect with students on this important topic, leveraging supplemental materials to complement the digital curriculum.

- Curriculum Guide
- State Standards Alignment
- Real-Time Data Reporting
- Glossary of Terms
- Portfolio of Student Resources
  - Treatment Referral Locator
  - DEA Disposal Resources
- Discussion Questions
- Parent Letter
Meaningful data collection serves as a comprehensive needs assessment, defining the teen perspective on prescription drug issues and illustrating program impact.

- **Knowledge**
  Define Rx drugs; understand prescription labels; storage and disposal; effects on brain and body

- **Personal Experience**
  “Have you experienced any of the following negative consequences as a result of misusing prescription drugs?”

- **Perception of Problem**
  “Which of these reasons are important to you when choosing to misuse prescription drugs?”

- **Ready to Respond**
  “I would reach out to offer support to a friend who I suspect is misusing prescription drugs.”
EVERFI in Ohio

- Strong program reach in Financial Education and STEM Education
- 4,300 K-12 Students Reached Last Academic Year
- Additional investments from Community Partners
- District Level Support for EVERFI programs in Southwestern City School District, Akron, Cincinnati Public Schools, Columbus City Schools

“It is real-life situations that all students will need. EVERFI is easy to use and the support is great!”
- OH educator
Q & A