



Prescription Drug Safety Program

National Impact Report

2018
—
2019

EVERFI

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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. 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.

By the Numbers

Network reach since Fall 2017

300,000 Students

3,021 High Schools

81 College and Universities

3,511 Teachers

30 Network Partners



Network Growth

During the 2018-2019 academic year, the Prescription Drug Safety Network grew threefold in student reach and achieved exceptional growth as a thought leader and a public presence.

Year two highlights include meaningful engagements with national and state leaders, partnerships with SAMSHA's National Prevention Week and National Family Partnership's Red Ribbon Week, the *BlogRx* thought leadership series, and the EdTech K-12 Deployment of the Year award.

Year 1:

57,500

Students across

813

schools

Year 2:

151,727

Students across

2,174

schools



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:

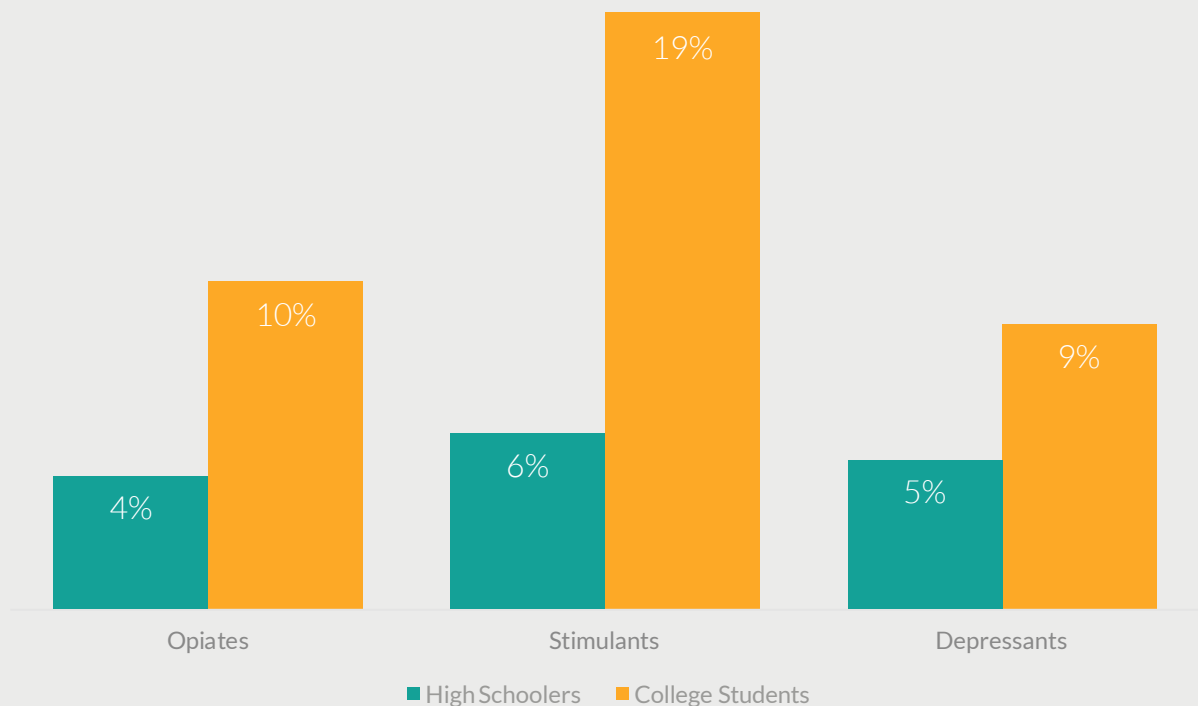
Prescription Drug Misuse and Abuse

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.

Percent of Youth Reporting Prescription Drug Misuse



¹ White House Council of Economic Advisors (2017)

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



Highlights from the Network

The Prescription Drug Safety Network convenes leaders from a range of industries, geographies, professions, ages, and perspectives. Throughout the year, the Network has showcased the contributions of educators, elected officials, healthcare and pharmaceutical professionals, and young people at events across the country and through the Network blog, *BlogRx*.

Showcasing the Student Perspective

Three students were awarded \$1000 college saving scholarships for writing compelling essays on the impact the *Prescription Drug Safety* course had on their lives.

One winner, Nicole from John Hay High School, put it succinctly, “The *Prescription Drug Safety* course will allow me to share important and life-saving information with others.”

Convening Diverse Voices

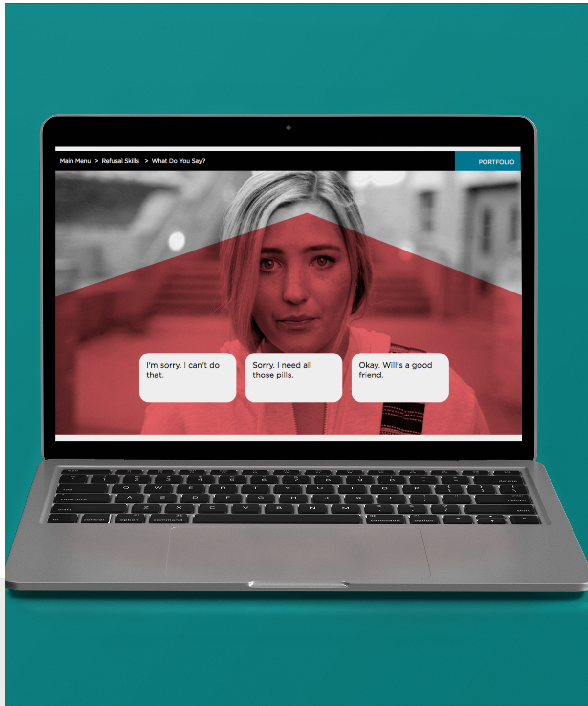
The power of the network to bring together a diverse set of leaders was evident at the 2019 Prescription Drug Safety Summit.

Attendees heard from government officials including Senator Bob Menendez, Representative Debbie Dingell, and Senior Counselor to the President, Kellyanne Conway.

Additionally, educators and generational expert Dr. Jean Twenge discussed how to effectively reach today’s youth and the importance of a holistic, community-based approach.

Webinars throughout the year brought PDSN partners, educators, and thought leaders together in meaningful dialogue about effective prevention strategies

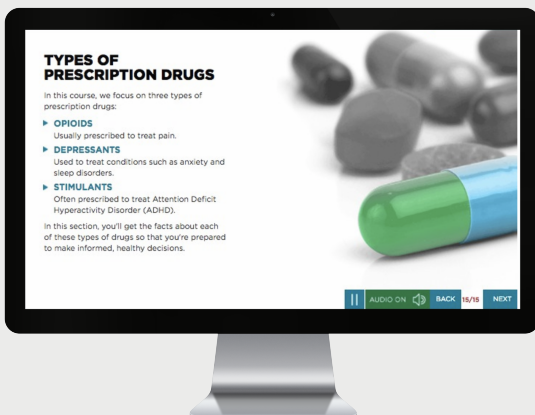
Prescription Drug Safety Digital Course



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, 3 out of 4 students say they know how to read a prescription drug label effectively.

National Program Reach 2018-2019

“This course helped me show friends how to avoid misusing prescription drugs. I will also be sure to dispose of medications properly if I stop needing them, rather than to leave them lying around.”

High School Student Greenville, SC



151,727

Students

2,174

Schools

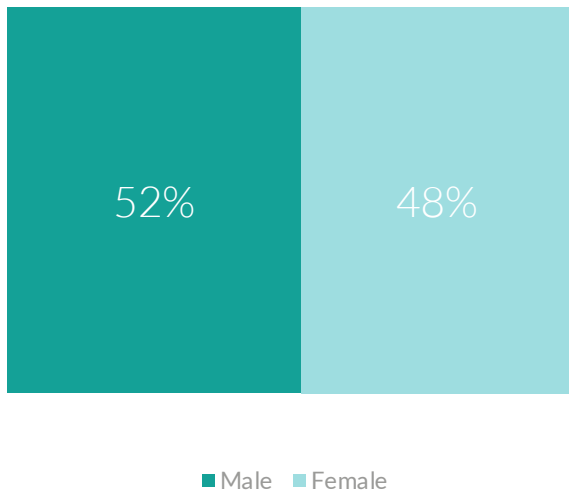
97,922

Hours of
Learning

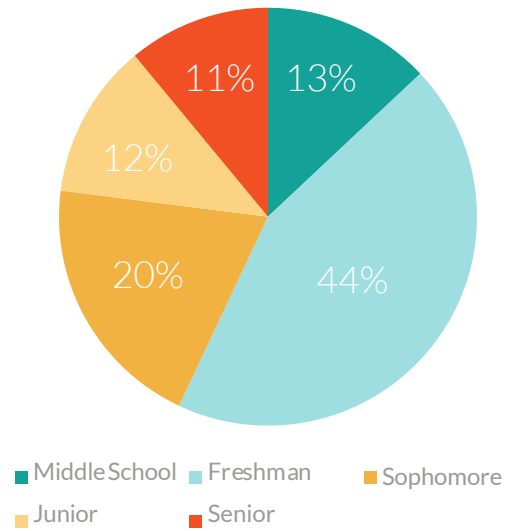
Student Demographics

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

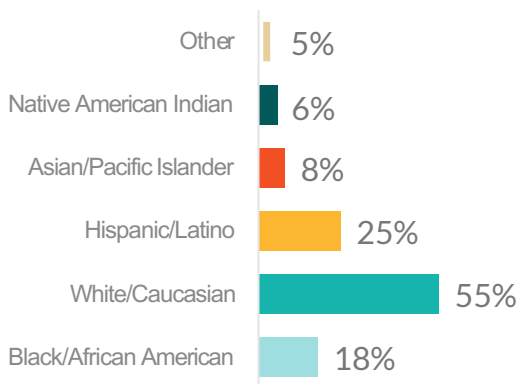
Gender



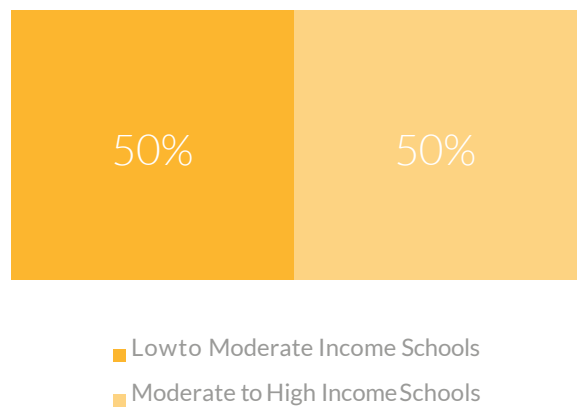
Grade Level



Race and Ethnicity*



Low to Moderate Income Communities*



* Students select all that apply.

* Data from the National Center for Education Statistics (NCES). Low to Moderate Income schools are those where more than 50% of students are eligible for free or reduced-price lunch.

Knowledge Assessments and Survey Results

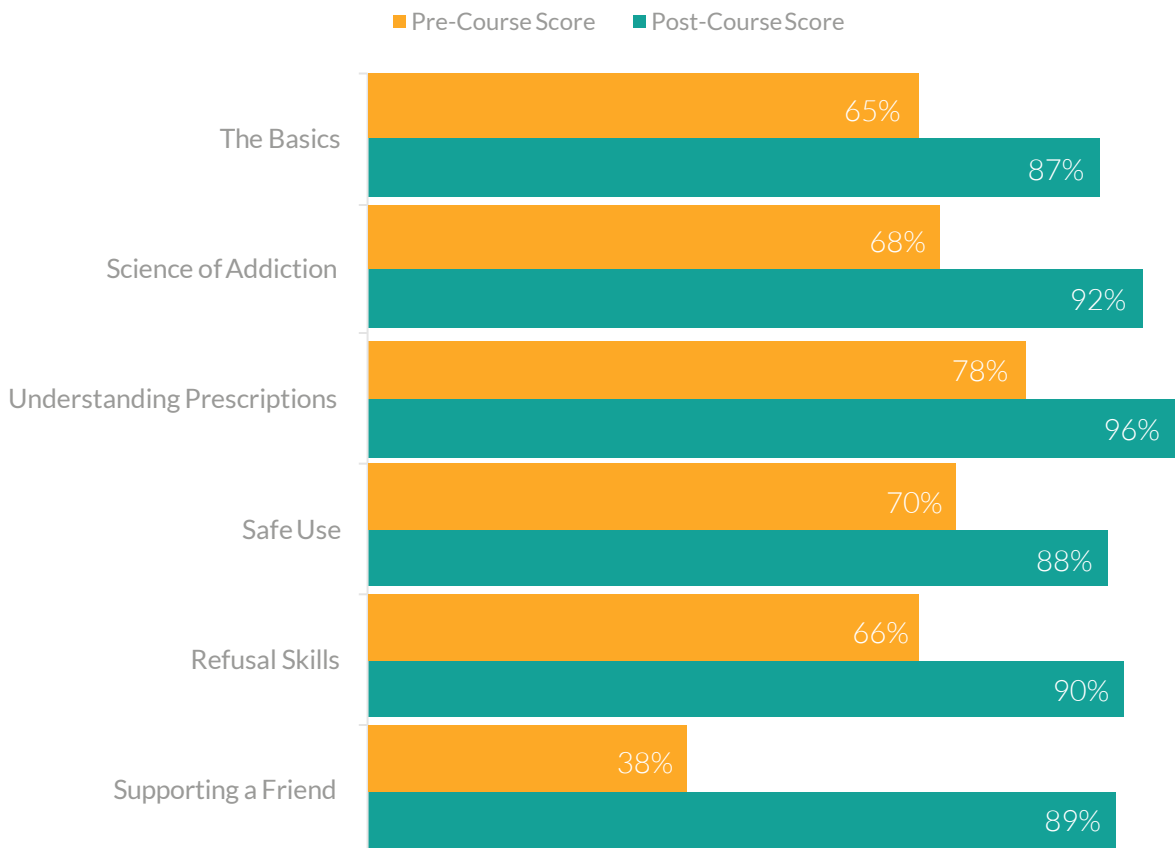
Responses to *Prescription Drug Safety*



Survey results from participating students show that 11% of students report having misused or abused prescription drugs.

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 48%**.

Empowering Students to Tackle Prescription Drug Misuse & Abuse

In addition to measuring knowledge gains through assessments before and after each module, students are also surveyed before and after the course to measure their level of confidence in and knowledge of critical topics. Students leave the *Prescription Drug Safety* course with the knowledge to make informed decisions about prescription drugs.

An increase in knowledge coupled with true-to-life scenarios that walk students through decisions related to prescription drugs leads to an increase in students' sense of responsibility to prevent prescription drug misuse and an increase in their confidence to help their peers.

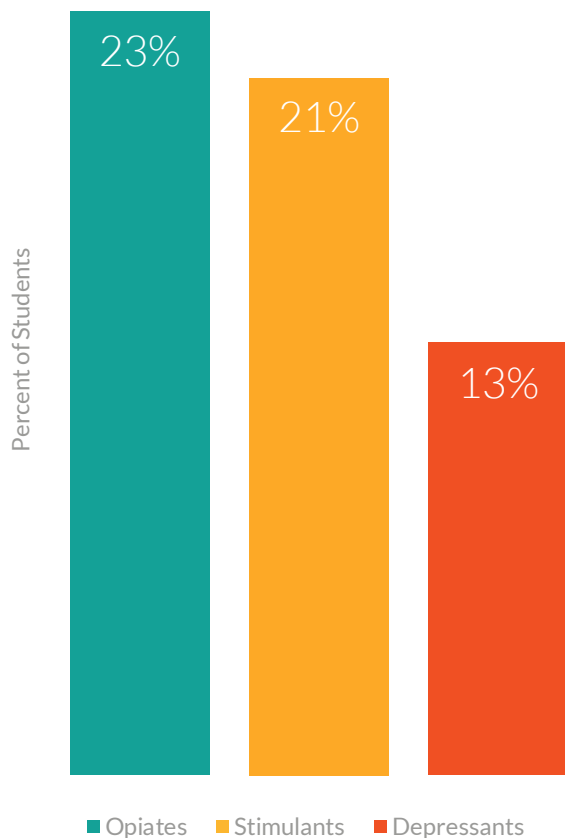
After taking *Prescription Drug Safety*...

- **20% more students** said they could read a prescription drug label effectively.
- **50% more students** said they can identify the signs of prescription drug misuse and abuse.
- **29% more students** said they were confident in their ability to step in to help someone who demonstrates the signs of misusing or abusing prescription drugs.
- **52% more students** said it was their responsibility to prevent prescription drug misuse at their school.

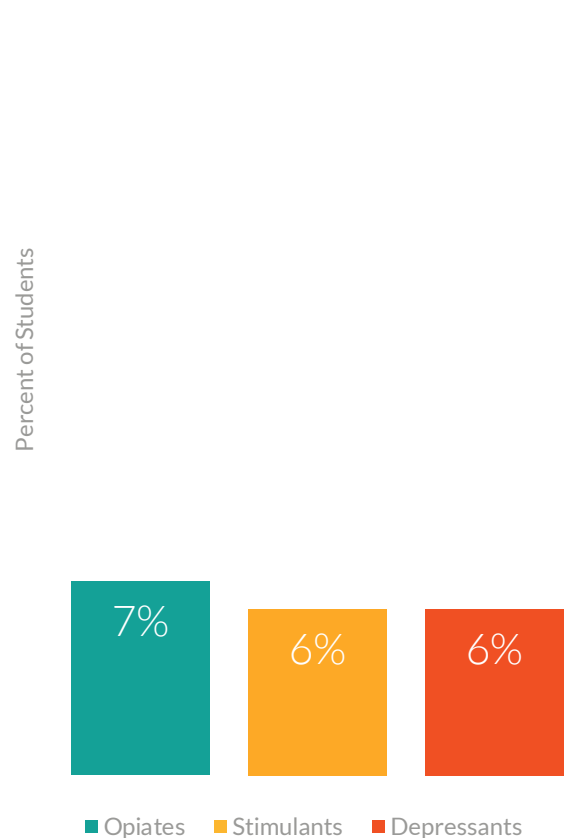
Students' Experiences with Prescription Drugs

47% of students report having been prescribed a prescription drug under a physician's order. 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. Overall, 11% of students reported having misused or abused prescription drugs.

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

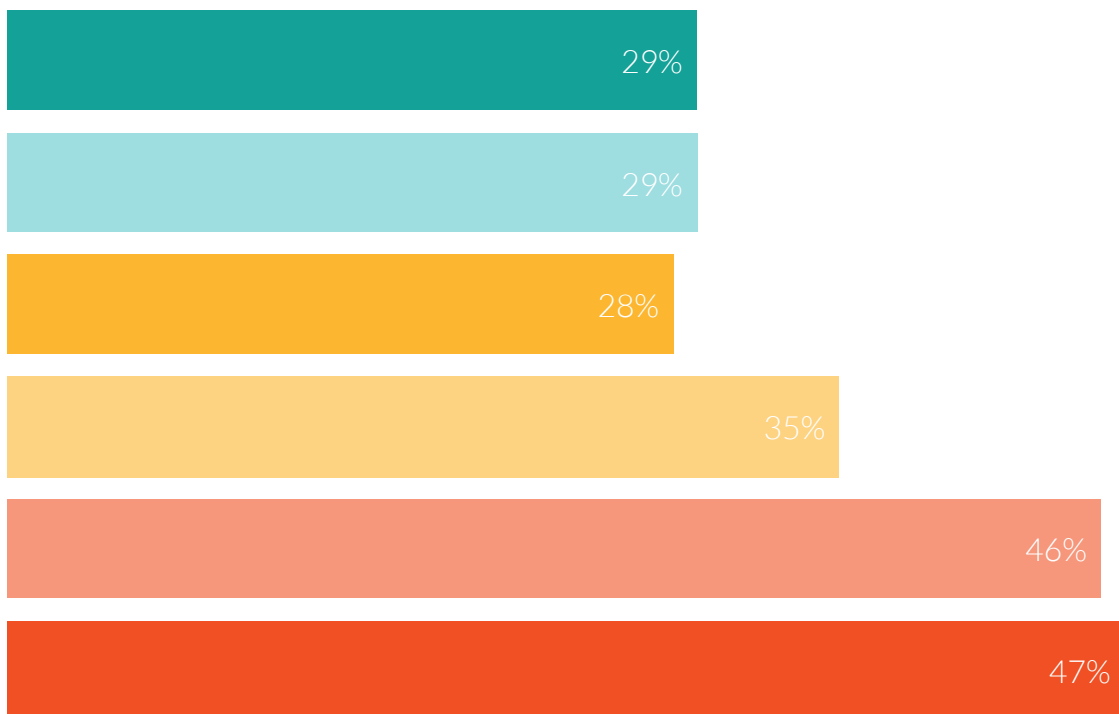


Awareness and Attitudes

Compared to the 2017-18 school year, across nearly all mediums, students are hearing more about the problem of prescription drug abuse. Students say that the most common place for them to hear about the problems of prescription drug abuse is at school. As a school-based digital education course, *Prescription Drug Safety* reaches students where they are thinking and talking about prescription drugs.

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

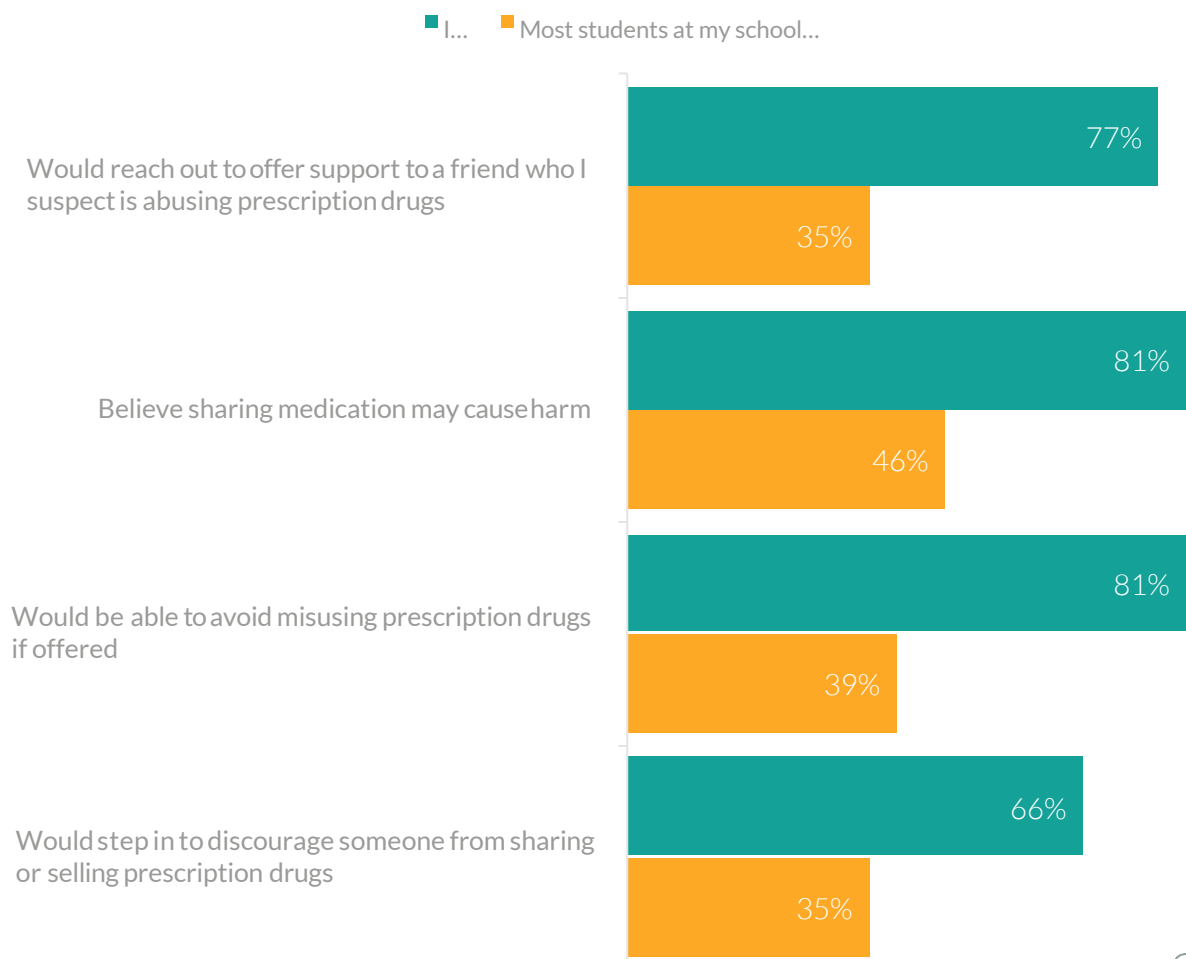
- PSA/Ad On TV/Radio
- Conversation With Family
- Conversation With Friends/Classmates
- Newspapers/Online News Sites
- Television/Radio News
- At School From Teachers/Other Adults



The Social Norms Gap

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 to which their peers endorse positive behaviors. This misperception— called “the social norms gap”— 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.

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

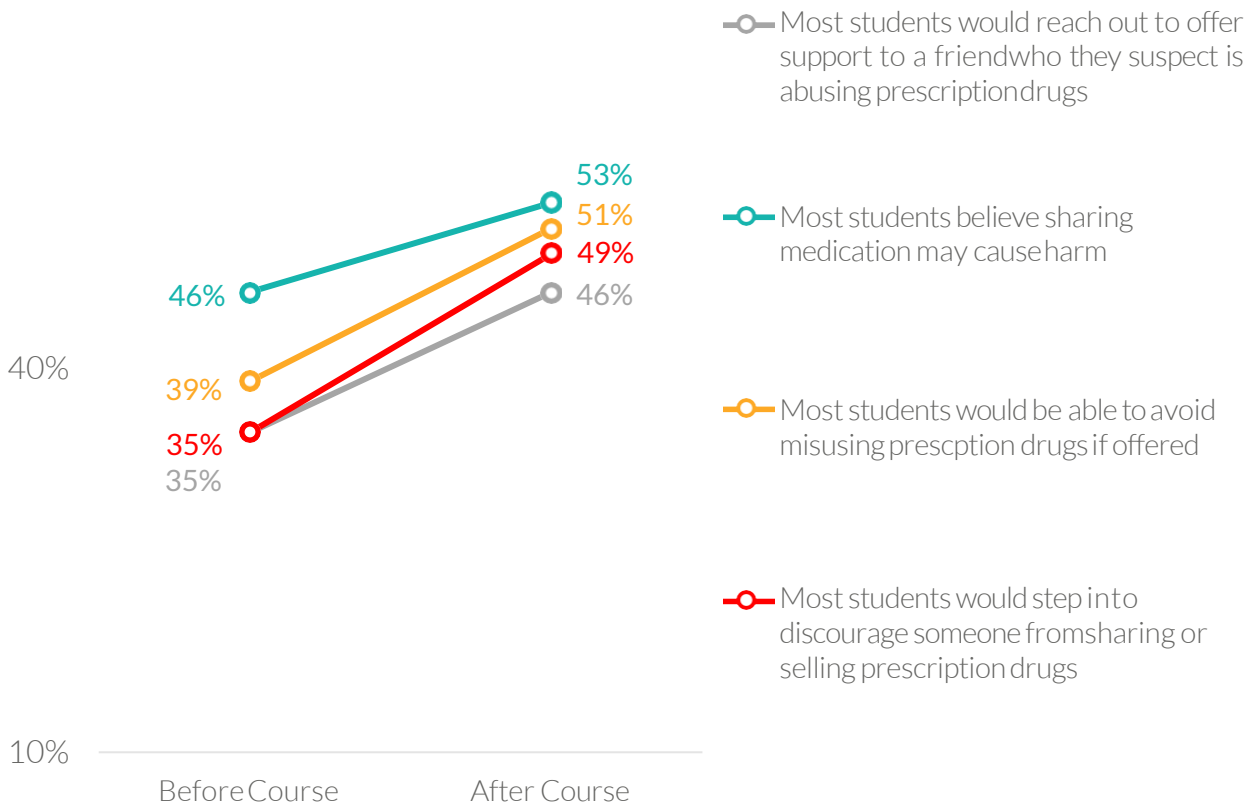


Closing the Social Norms Gap through Education

After taking the *Prescription Drug Safety* course, students' expectations of their peers' behavior are raised, correcting the misperception– the “social norms gap”– that acts as a barrier to action.

Closing the social norms gap is important for creating healthier school communities in which students feel empowered to speak up, take action, and protect their classmates.

Percentage of students who agree...



Empowering Students to Address Prescription Drug Abuse

Most students say *Prescription Drug Safety* educated them about the effects of prescription drugs and prepared them to identify prescription drug misuse and abuse. More than seven-in-ten students leave *Prescription Drug Safety* ready to put that knowledge into action through increased confidence in their ability to intervene with a peer misusing prescription drugs or having the opportunity to practice refusal skills.

More than 7 out of 10 students agreed:

- The course **increased my awareness of the** effects of various prescription drugs.
- The course helped me **understand addiction**, including how and why it happens to certain individuals.
- The course helped me **identify the signs** of prescription drug misuse and abuse.
- The course taught me **where to find resources** for drug abuse.
- The course made me more confident in **my ability to intervene** when I feel a friend may be misusing prescription drugs.
- The course helped me understand **various ways to refuse to participate** in the misuse of prescription drugs.

Voices of Students and Educators

Reflections on *Prescription Drug Safety*



Nearly eight-in-ten teachers (78%) say this course covers content their students would not have otherwise seen.



Teacher Feedback

Teachers express high levels of satisfaction with the *Prescription Drug Safety* course. Nearly all teachers say the course effectively taught their students about prescription drugs.*

Recommended by Teachers

78% of teachers surveyed would recommend the course to other educators.*

78%

An Effective Learning Tool

95% of teachers surveyed say the course effectively taught their students about prescription drug safety.

95%

* From an ongoing survey of 753 teachers who used *Prescription Drug Safety* during the 2018-2019 school year.

A Valuable Resource



A Unique Resource

78% of teachers surveyed says the course covers content their students would not have otherwise seen.

78%

Excellent Content

96% of teachers surveyed rate the content as 'very good' or 'good.'

96%

Easy Curriculum Fit

94% of teachers surveyed say the course was an easy fit into their standard curriculum.

94%

True to Life Scenarios

73% of teachers surveyed said the real-life scenarios help their students understand prescription drug safety.

73%

Many teachers say the *Prescription Drug Safety* course provides their students with content they would not otherwise see.

Teachers say the real-life scenarios presented in the *Prescription Drug Safety* course are effective in helping students absorb the learning objectives in the course.

*From an end of year survey of 59 teachers who used *Prescription Drug Safety* during the 2018-2019 school year.



Student & Educator Testimonials

“I am grateful for this program and the ability to add it to my curriculum. I think this a huge epidemic and kids need to be taught about the dangers.”

Teacher Tacoma, WA

“I liked how the course explained both the positives of taking prescription drugs properly and explained the negatives of misusing them.”

Student Winston-Salem, NC

“This course opened up conversations between students and within the class that will definitely impact their futures.”

Teacher Pasadena, TX

“One of the most useful parts of this course was learning how to say no to anyone offering prescription drugs. This has taught me the best way to say no and the best things that I can do in order to help and support a friend who needs it.”

Student Highline School District, WA

Thank you to the Prescription Drug Safety Network Partners who have committed to impacting students nationwide with critical prescription drug safety education.



Learn more at
prescriptiondrugsafetynetwork.com

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