

EVERFI



North Central Health Services

Prescription Drug Safety Impact Report | 2020-2021 School Year

From Jon Chapman, President and Co-Founder

The last year has shed light on a number of interconnected crises playing out across our country. Make no mistake, these crises of inequality have been around for generations and are exacerbated by a missing layer of education in schools around the world. However, this does not need to be our forever fate.

Teaching people, particularly our young people, about critical life moments and decisions -- like how to recognize and avoid the risks of prescription drug misuse and abuse -- is America's challenge, and our opportunity. When students learn these critical life skills, they become highly-correlated competencies. When they are left unattended, they become highly-correlated crises.

At EVERFI, we have always believed that we must teach the "whole child" beyond core subjects like math and science; we must help to build this missing layer of education. Our schools and teachers have done remarkable work educating students on core academic skills. Still, they need our help teaching young people the tactical life skills necessary for diverse, economically stable communities to thrive. EVERFI is creating a standard for schools and a place for them to find engaging, digital, efficacy-driven learning that addresses these critical topics.

This report presents key insights from your implementation of EVERFI's *Prescription Drug Safety* program to clearly demonstrate the impact and value of your investment. The data within this report highlights the reach of the program, positive learning outcomes, teacher and student insights, comparative benchmarks, and focus areas for continued engagement. With your support and commitment, we are collectively well-positioned to meet the needs of all students and families, and we could not be prouder to continue our work together to address the critical needs of the communities we serve.

Together, we must empower the next generation to build the world in which we, and future generations, want to live - and together, we will answer the call.

In partnership.



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Prescription Drug Safety Network

The Prescription Drug Safety Network is a national coalition committed to empowering Americans with the skills and knowledge to make safe decisions about prescription medications through digital education. Through the support of its private and public sector partners, the Prescription Drug Safety Network drives collective impact through population-level education that reinforces healthy and safe behaviors.

An estimated 1.6 million people in the U.S., aged 12 and over, have an opioid use disorder¹. And recently released research suggests that adolescents are susceptible to developing substance misuse disorders faster than adults².

In this context, the work of the Prescription Drug Safety Network – to reach young people at scale and provide engaging and impactful prevention education – is as important as ever.



By the Numbers

700,000+ Learners

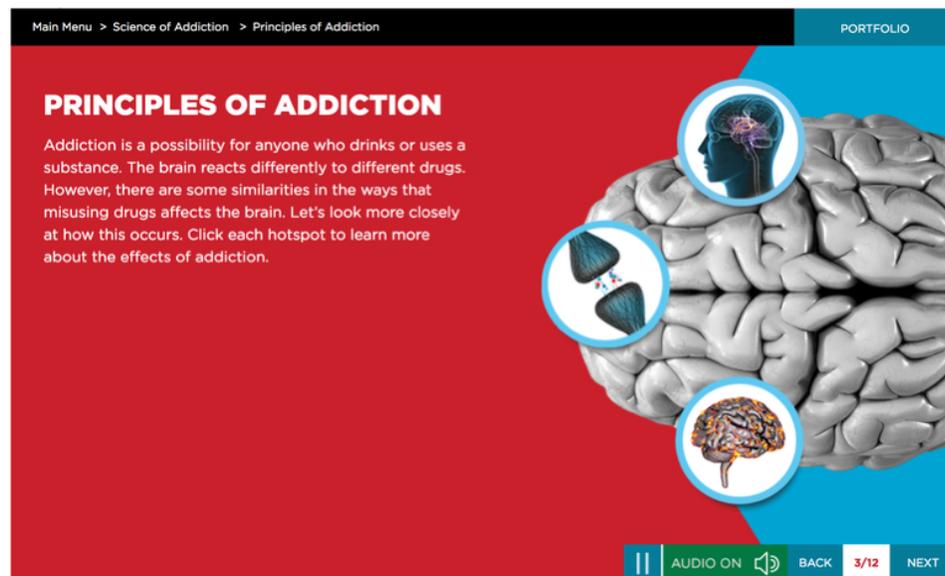
5,000+ High Schools

100+ Colleges and Universities

30+ Network Partners

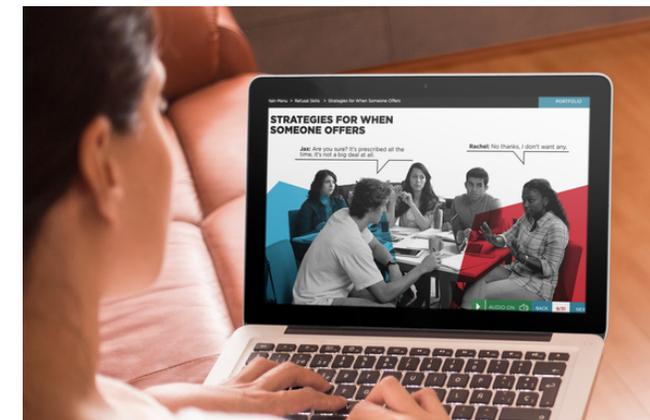
The Prescription Drug Safety Digital Course

The Prescription Drug Safety Network digital learning experience was developed by a team of behavioral health, public health, and education experts to provide students with the skills and knowledge needed to make healthy prescription drug decisions. The course takes a scaffolding approach, allowing learners to build on their knowledge as they progress through each lesson.



The Prescription Drug Safety approach:

- **Evidence-based**, universal, public health approach to learning
- Interactive, **true-to-life scenarios** that reinforce key learning objectives
- **Robust measurement** and assessment of knowledge gains
- **Supplemental materials**, including curriculum guide and lesson plans

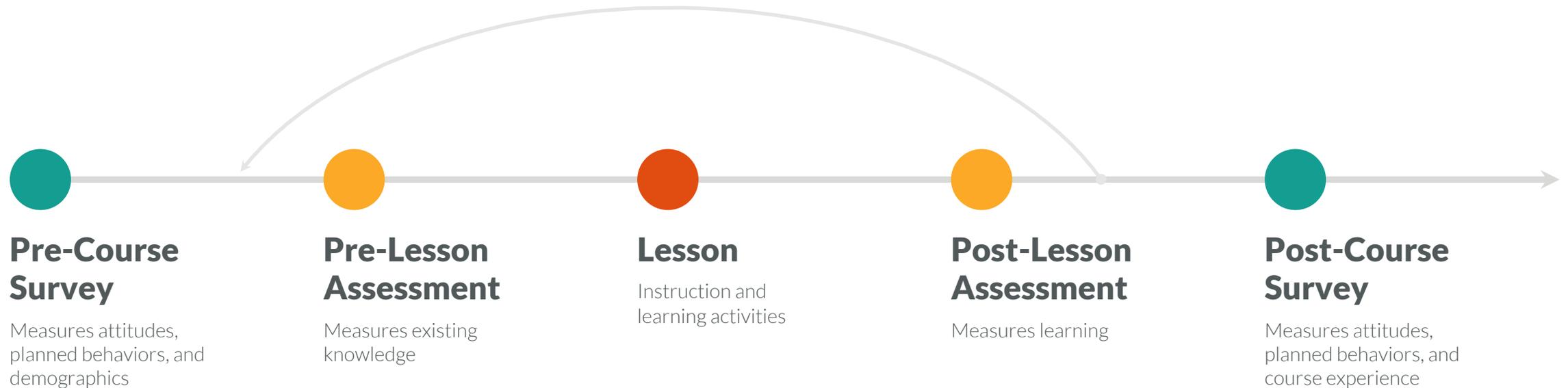


Measurement Approach

To measure learner impact, we focus on students' knowledge, attitudes, and planned behaviors.

Assessments before and after each lesson measure what students know and what they've learned.

Surveys at the beginning and end of the course experience ask learners to reflect on how they feel, what they plan to do, and their experience with the course.



A School Year Like No Other

The pandemic has posed major challenges to U.S. students and their teachers — and exacerbated existing education inequities.

\$175B

estimated state funding needs for K-12 education due to the pandemic.

The Washington Post, 2020

7 Month

average learning loss for K-12 students due to lack of in-classroom instruction; 12+ months for LMI students.

McKinsey & Company, 2020

85%

of teachers report that morale at their school is lower since the pandemic began.

Education Week, 2020

31%

increase in mental health hospitalizations for adolescents 12-17 years old since 2019.

CDC, 2020

<2 in 5

graduating high school seniors have applied for college financial aid (a 9% drop from 2020), increasing concerns that students will not pursue higher education amid an economic recession.

Education Week, 2021

60%

increase in media consumption from 2019 to 2020.

Nielson, 2020

Supporting School Districts & Families in Remote Learning

EVERFI Innovated

and found new ways to help districts and teachers navigate uncharted territory and support families in a time of great need.

District Engagement

Established District Team to architect remote learning plans for the nation's largest school districts and ensure that EVERFI courses are written into district curricula.

Teacher Trainings & Outreach

Hosted 53 webinars with 21,000+ registrants (3x increase)

Engaged 350,000+ unique educators via email



LearnOn

Launched new weekly video series to amplify teacher and student voices and provide joy and encouragement. Inaugural LearnOn conference drew 4,300+ registrants.

Family Portal

Provided parents with direct access to EVERFI's K-12 learning platform enabling families to more easily engage with your private-labeled courses at home.

Educational Content

Offered courses on mental wellness, compassion, Black history, and financing higher education at a time when families needed it most.

LEARN



POWERED BY EVERFI

About Your Learners

Program Reach & Demographics

North Central Health Services Program Reach



574

Students



11

Schools



3,635

Modules Completed

North Central Health Services Cumulative Program Reach

2018 - 2021



1,585

Students



16

Schools



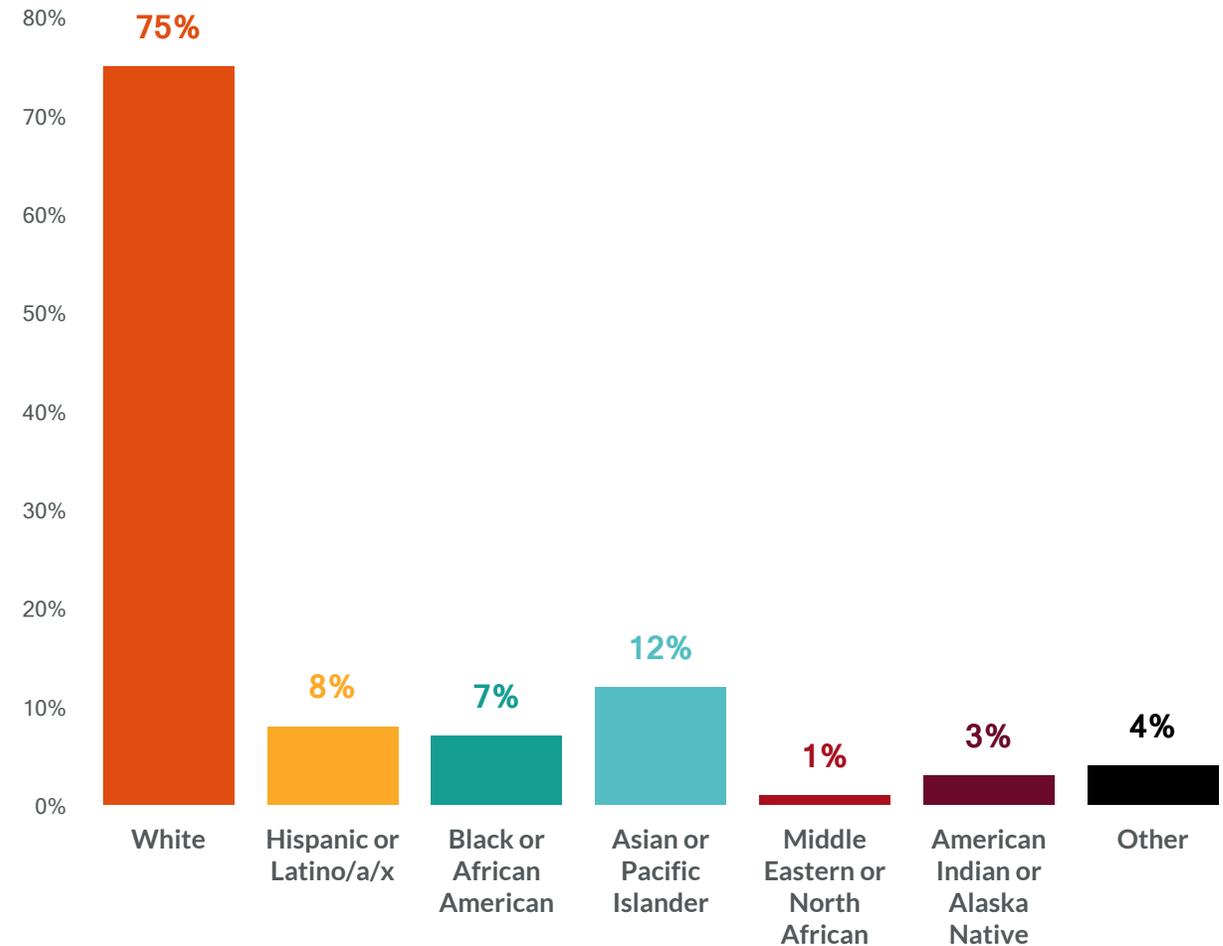
9,072

Modules Completed

Student Demographics

The following is a summary of the demographics of students who participated in your program this year. Demographic information is self-reported by students 13 and older as part of a pre-course survey. All questions are optional, and students may choose not to share demographic information.

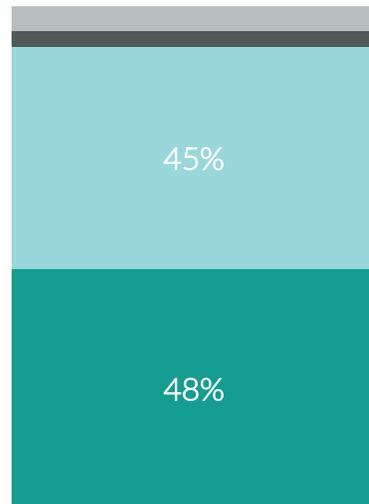
Race and Ethnicity



Students had the option to select more than one option. Total may sum to more than 100%.

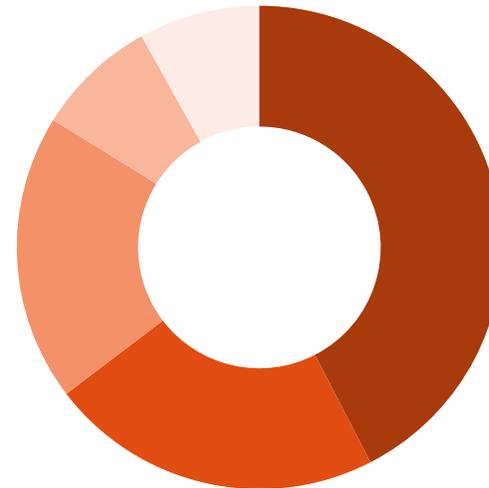
Student Demographics (Continued)

Gender



■ Male	48%	■ Female	45%
■ Other	3%	■ Prefer not to answer	5%

Grade Level



■ Middle School	42%	■ Freshman	22%
■ Sophomore	19%	■ Junior	8%
■ Senior	8%	■ Other	0%

Students in Low- to Moderate-Income Schools



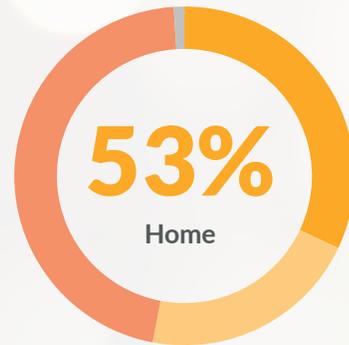
■ Low- to moderate-income schools	14%
■ Moderate to High-income schools	86%

A school is considered Low- to Moderate-Income if more than 50% of students are eligible for free- or reduced-price lunch programs. If the district or state does not report lunch program data to the National Center for Education Statistics, the school is considered LMI if it is classified as a Title I school.

COVID-19 Pandemic & Remote Learning

For many families, the disruption to education and day-to-day life that began in 2020 at the onset of the Coronavirus Pandemic continued in to the 2020-2021 school year.

Throughout an unusual year, your support enabled meaningful, engaging educational experiences, no matter where learners found themselves.



Learning From Home

53% of your students were attending school partially or entirely online.

Online only	32%	Hybrid	21%
In person only	46%	Other or not sure	1%

Teacher Perspective

“[*Prescription Drug Safety*] works great for being remote and allowing the content to be in front of the students that provides an engaging learning experience.”

Prescription Drug Safety Teacher



Family Conversations

During the pandemic, mental wellbeing (including that associated with substance misuse) was as important as ever. Most parents say they talked as much or more about it than before.*

Talk more	48%	About the same	43%
Talk less	3%	Don't discuss	16%

North Central Health Services' Prescription Drug Safety Program

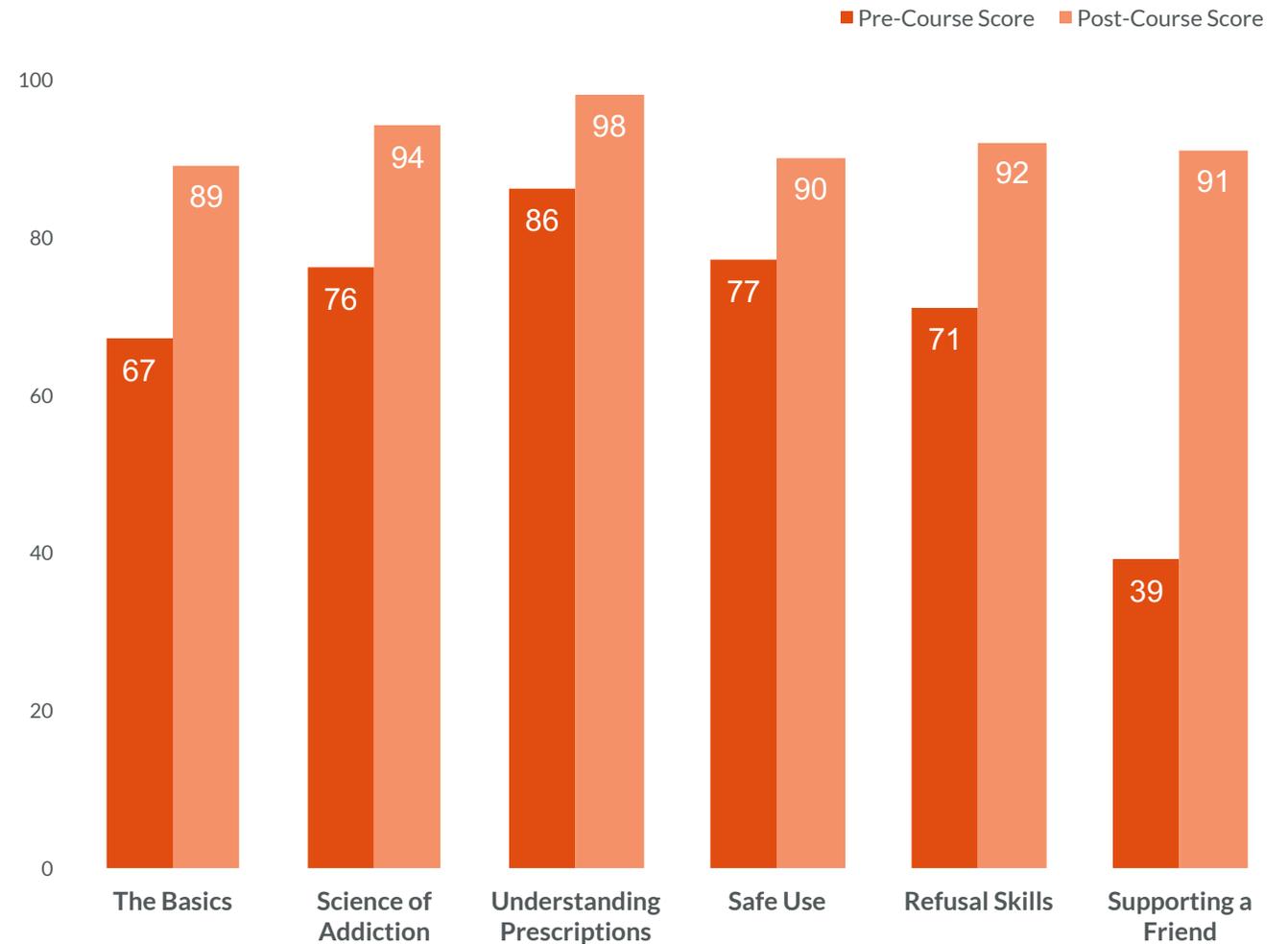
Knowledge, Attitudes, and Behaviors

Knowledge & Learning

Increasing Knowledge of Prescription Drug Safety

In order to make healthy choices about prescription drug use, students must first understand key concepts related to safe use of prescription medication, refusal skills, and available resources. Student scores on assessments taken before and after each learning module in *Prescription Drug Safety* indicate an increase in knowledge across each content area covered by the course.

North Central Health Services students' assessment scores **increased by 33%** (from 69 to 92 out of 100).
Nationally, assessment scores **increased by an average of 40%**.



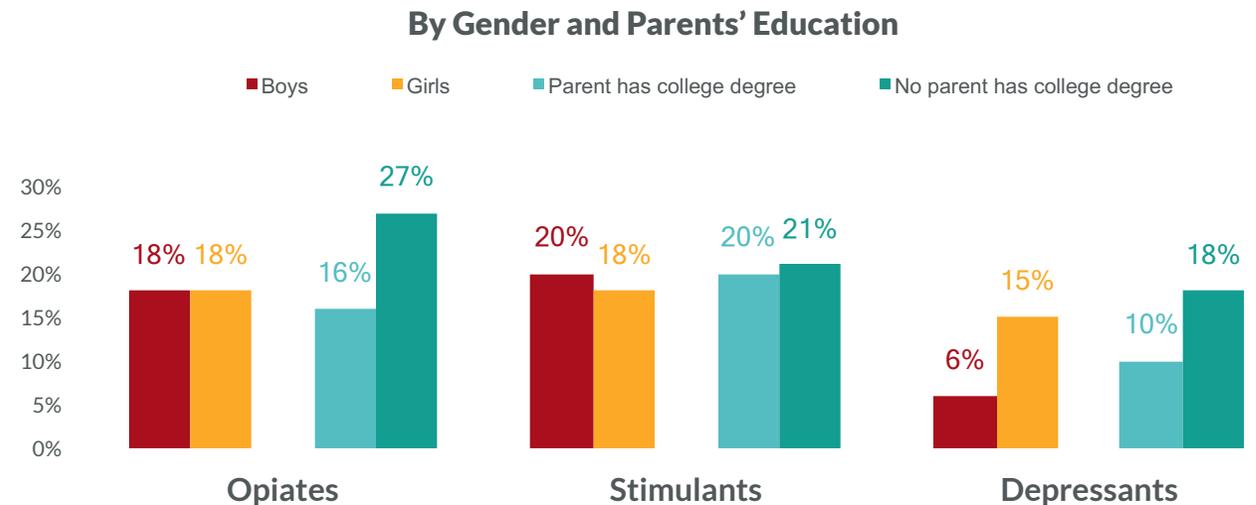
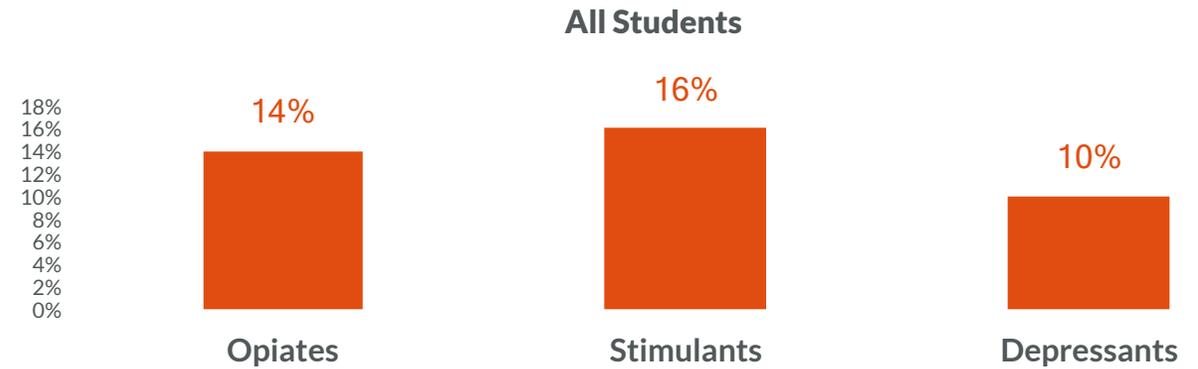
Prevalence of Prescription Use

Supervised Access to Opiates, Stimulants, and Depressants

One of the largest contributors to prescription drug misuse is ease of access. **35%** of your students report being prescribed a prescription drug (either an opiate, stimulant, or depressant) under a physician's order. Additionally, **1%** 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.

Boys are more likely than girls to report being prescribed opiates and especially stimulants. Students with college-graduate parents (a proxy for socio-economic status) are less likely to report being prescribed medication from any category.

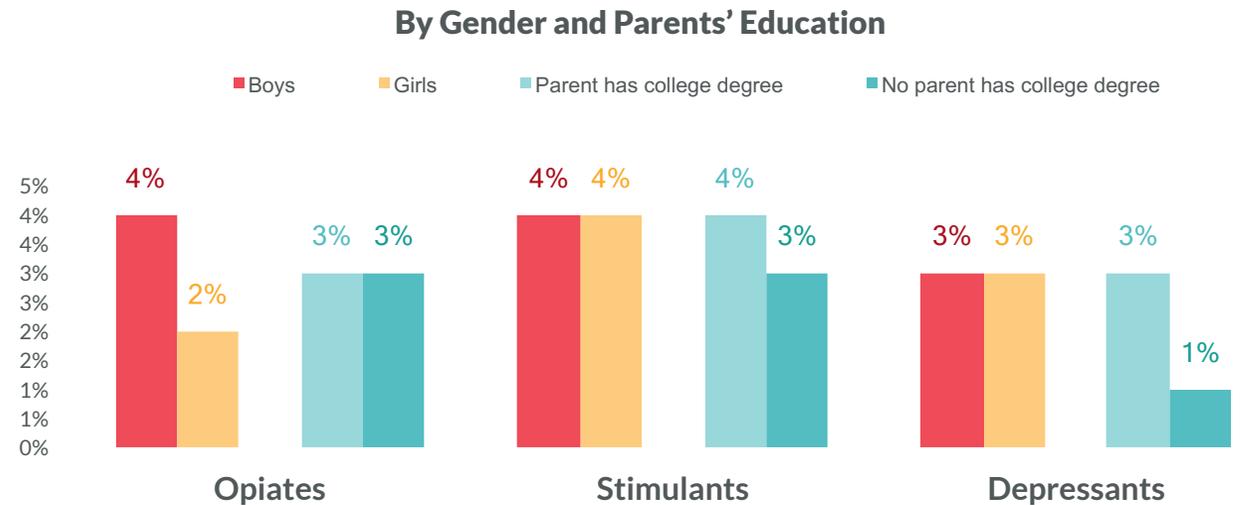
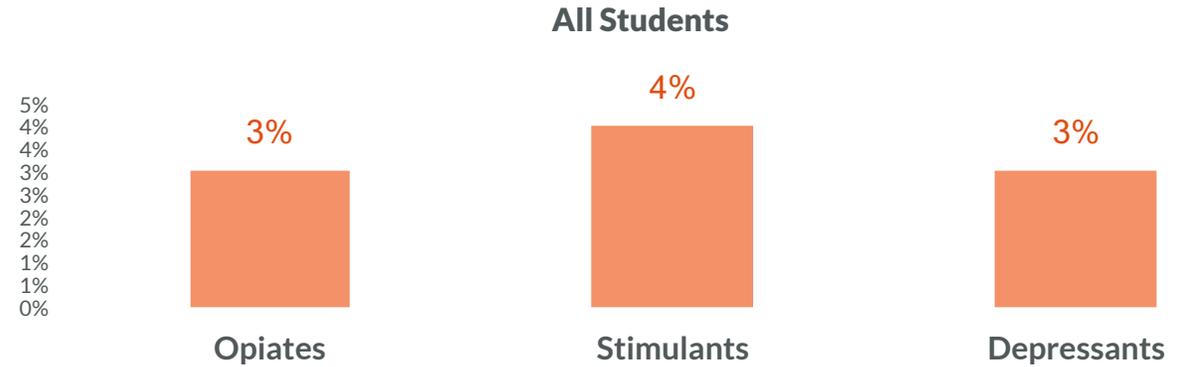


Prevalence of Prescription Misuse or Abuse

Unsupervised Use of Opiates, Stimulants, and Depressants

Among all students, a minority of those who report using prescription drugs under a physician's supervision report that they have misused (taking in ways or amounts other than as prescribed, or taking without a prescription) or abused (repetitively taking the drug for recreational purposes) prescription drugs.

As with prescribed use, misuse or abuse of prescription drugs is higher among boys than girls, and among those without a college-graduate parent.



Promoting Students' Self-Efficacy

Positively Impacting Well-being

Over the past year, the most common place for students to hear about prescription drug abuse was on the news. This is a change from previous years, when more students reported hearing about the problem of prescription drug abuse at school. As a school-based digital education course, *Prescription Drug Safety* can fill a gap that may have grown larger with so many schools switching to remote learning during the 2020-2021 school, and being challenged to reach students away from school buildings.

Where your students have seen or heard about the problem of prescription drug abuse in the last 12 months:

44%

On television or radio news

44%

At school, from teachers or other adults

32%

In newspapers or online news sites

30%

Public service announcements or ads online

28%

Public service announcements or ads on TV or radio

26%

In conversation with family members

Safer Use, Healthier Communities

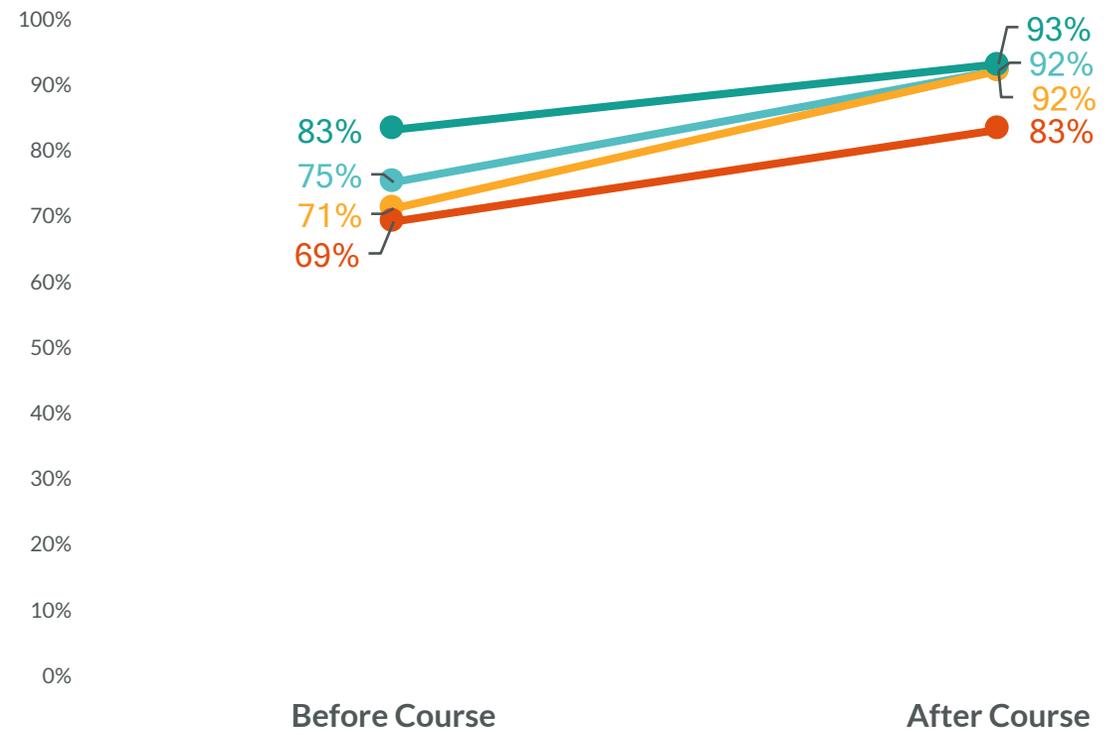
Empowering Students to Support Healthy Choices

Prescription Drug Safety raises students understanding and awareness of key topics related to safer prescription drug use. By building a knowledge base around these topics and allowing students to demonstrate their knowledge through true-to-life simulations, students become more confident in their ability to help others and feel a greater sense of responsibility to prevent prescription drug misuse at their school.

Students leave the course empowered to be a positive force in creating a healthy community wherever they live.

Share of students who agree ...

- I am confident in my ability to help someone who demonstrates signs of Rx drug misuse or abuse.
- I can identify the signs of prescription drug abuse and misuse.
- I know how to read a drug label effectively.
- It is my responsibility to help prevent prescription drug misuse at my school.



Social Norms for Behavior

Identifying Misperceptions of Healthy Behavior

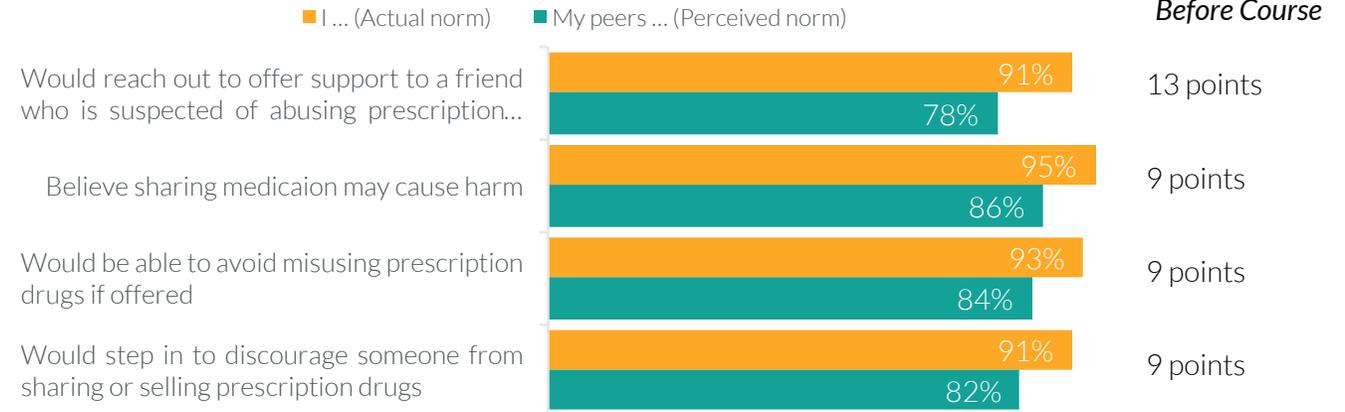
An individual is more likely to act in a particular way if they believe their actions will be supported by their peers. However, research shows that there is often a gap between what an individual thinks they would do (the “actual norm”), and what they believe their peers would do (the “perceived norm”). This is called the “norms gap.”

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.

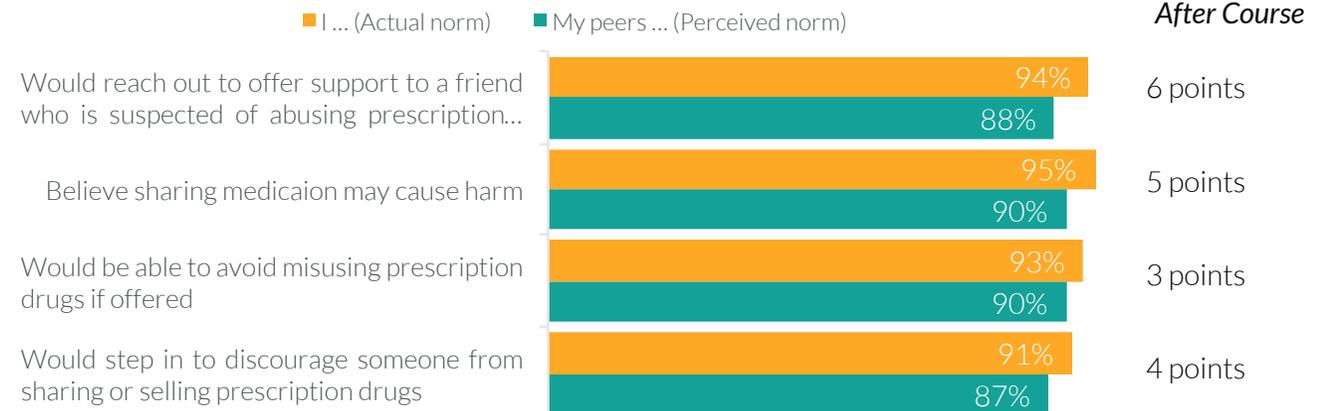
Prescription Drug Safety dispels myths and misconceptions around prescription drug use.

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.

Before Course



After Course



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 and intend to avoid sharing prescription drugs with others.

This finding holds among students who are currently using prescription drugs under a physician's order as well. The overwhelming majority of these students intend to stay within the bounds of the prescribed use of their medication.

After taking Prescription Drug Safety...

Among All Students

97%

intend to avoid misusing or abusing prescription drugs.

100%

intend to avoid sharing prescription drugs.

Among Prescribed Students

97%

intend to avoid misusing or abusing prescription drugs.

99%

intend to avoid sharing prescription drugs they have been prescribed.

Student Outcomes

Strengthening students' skill set for supporting life-long health

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.

And this education is unique: 90% of students agree that the course provided important information about prescription drug use that they would not have seen elsewhere.

Students agree *Prescription Drug Safety*...



91%

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



92%

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



93%

Taught me where to find resources for drug abuse.



93%

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



91%

Made me more confident in my ability to intervene when I'm concerned about a friend.



89%

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

Feedback from Teachers & Students

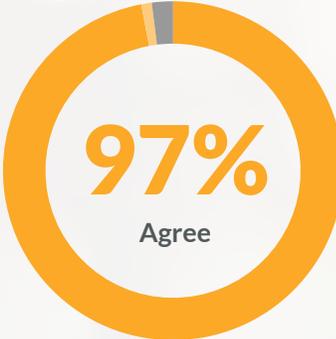
Perspectives on Prescription Drug Safety

National Teacher Ratings



Engagement

My students were engaged with the course content.



Fit

This course was easy to fit into my curriculum.



Quality

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



Net Promoter Score

How likely are you to recommend the course to a fellow teacher?

What Your Teachers Are Saying



“Prescription Drug use has become a major problem with teens and young adults. This was an excellent course to help educate my students better on these topics. This was also a great way for students to learn from in school and at home.”

-Teacher, West Lafayette Jr/Sr High School



“ I used the Prescription Drug Safety course because of the research-based and timely information. My students loved the EVERFI feature of earning certification after completion.”

-Teacher, Clinton Prairie Jr/Sr High School



“ I used this course with my students to increase awareness. Before, my students went to a course offered after school. I think the Prescription Drug Safety course was more beneficial for my students.”

-Teacher, North Montgomery High School

What Your Teachers Are Saying



Ease of Implementation

Overall, how would you rate your experience in implementing the Prescription Drug Safety course?



Promotion

Would you recommend the Prescription Drug Safety course to other teachers?

Where Your Teachers Are Using Prescription Drug Safety

- Health
- Life Skills
- Family and Consumer Sciences
- Human Social Services
- Biomed/HOSA

What Your Students Are Saying



“I liked that it was honest and upfront about issues and drug abuse, and it got right to the point and included visuals and video clips to help me understand. I will apply what I have learned to my life when I am faced with prescription drugs, people offering drugs, or other situations. I am more informed and confident now.”



“I can use this knowledge in the future. For example: If someone offers me some drugs so that it is easier for me to study, I can use my refusal skills.”



“It was good to learn different ways to help people with an abuse or misuse problem. I can be more attentive to what goes on at my school and help put an end to and prevent drug abuse and misuse among the student body.”

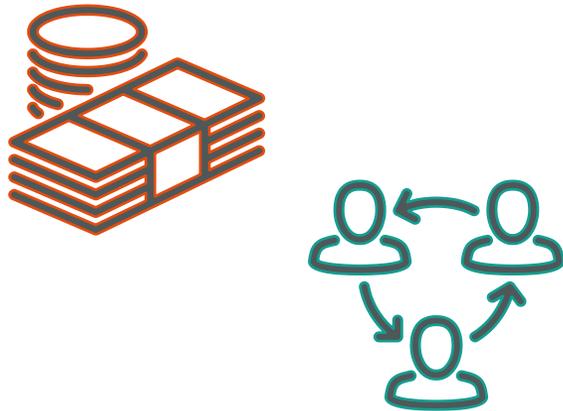
Feedback from anonymous student surveys conducted after students completed the course in schools sponsored by North Central Health Services.

Looking Ahead

EVERFI

Upcoming *Prescription Drug Safety* Research Endeavors

ROI CALCULATOR



In coordination with external researchers, EVERFI will launch an ROI calculator on the website to measure the ROI associated with a chosen investment level.

FALL 2021

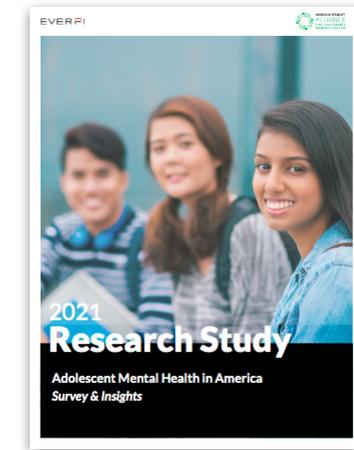
RETROACTIVE COURSE IMPACT ANALYSIS



An Impact Report analysis of EVERFI's existing prescription drug safety course data, detailing where it has had the greatest impact and under what circumstances.

FALL 2021

EXTERNAL COURSE IMPACT ANALYSIS



An impact analysis, with external partner, exploring how we can attribute short and long term student prescription drug outcomes to EVERFI's PDS curriculum.

FALL 2022

For more information on EVERFI programs, please contact
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