

# EVERFI

March 20, 2018

The Honorable Michael C. Burgess, M.D.  
Chairman, Health Subcommittee  
Energy and Commerce Committee  
United States House of Representatives  
2125 Rayburn House Office Building  
Washington, D.C. 20515

The Honorable Gene Green  
Ranking Member, Health Subcommittee  
Energy and Commerce Committee  
United States House of Representatives  
2125 Rayburn House Office Building  
Washington, D.C. 20515

Dear Chairman Burgess and Ranking Member Green:

Our company EVERFI provides over 20,000 K-12 schools and 1,800 colleges and universities with proven prevention education programs. EVERFI's digital learning platform helps students, faculty and staff at schools address some of the most intractable issues, including alcohol abuse, sexual assault and drug abuse. EVERFI has been the education leader behind the *Prescription Drug Safety Network*.

We are writing to submit to the record associated with your March 21-22, 2018 hearing, "Combating the Opioid Crisis: Prevention and Public Health Solutions," this acknowledgement of the leadership role that our partner, the Association for Accessible Medicines (AAM), is taking in educating the public about the safe use, storage and disposal of prescription drugs, including opioids.

In November 2017, the President's Commission on Combating Drug Addiction and the Opioid Crisis released its final report that included these recommendations:

- Development of a national prevention strategy using "big data analytics" to devise targeted prevention messages that employ cutting-edge methods of marketing and communications.
- Evidence-based prevention programs for schools, and tools for teachers and parents to enhance youth knowledge of the dangers of drug use, as well as early intervention strategies for children with environmental and individual risk factors.

At the start of the academic year three months prior, EVERFI and AAM together made available to any college or university in the United States, EVERFI's evidence-based prevention program that closely adheres to what the Commission eventually recommended. The program (1) enhances youth knowledge of the dangers of drug misuse and (2) produces data and research that will help us better understand the scope of the challenge and how best to address it.

AAM, through its generosity, offers the EVERFI prevention education program, free-of-charge to any college or university that wants to make it available to its students.

**Since its launch, 37,000 students have taken the Prescription Drug Abuse Prevention program.**

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Schools from all over the United States are providing the course to their students and their ranks continue to grow. These include colleges and universities large and small, from Arizona to Massachusetts, and from Minnesota to Texas. The digital course is helping these students make healthier decision about prescription drugs. Our data tells us that three-quarters of the students who have taken the course report they are now more confident in their ability to intervene if a friend is misusing prescription drugs. Almost the same percentage tell us that the course has helped them know where to find resources for drug abuse at their school.

AAM is working closely with EVERFI to further increase utilization of the higher education program. EVERFI is promoting it to our network of schools and AAM is exploring how to encourage university administrators to adopt prevention education programming for their institutions.

One thing that became quickly apparent as we developed and launched this specific higher education program, is that earlier intervention is critical. Just this month, the journal *Pediatrics*, published a study that said the number of children who admitted to hospitals for opioid overdoses has nearly doubled since 2004. Fifteen hundred children were admitted to hospitals for opioid overdose between 2012 and 2015, up from 797 patients between 2004 and 2007. Recognizing this youth challenge, many states are also looking to require prevention education at the K-12 education level.

EVERFI has a network of 20,000 plus K-12 schools across the nation where we help teachers equip students with critical life skills through digital learning. EVERFI is now bringing together state government officials, national business leaders, and pharmaceutical supply chain partners to be part of the *Prescription Drug Safety Network* to provide the financing necessary to scale our age appropriate prescription drug safety program to K-12 schools in some of the hardest-hit communities in our country.

EVERFI is committed to helping young people make smart choices about their bodies and their lives. The support of AAM and other partners allow us to reach tens of thousands of students with important prevention education to help tackle the opioid crisis in America. We are proud to partner with AAM on this important initiative.

We thank the Committee for its consideration and wish it well in its deliberations.

Sincerely,



Tammy M. Wincup  
Chief Operating Officer  
EVERFI, Inc.