



This is (Not) About Drugs

Prescription Pain Medicine (Opioids) and Heroin Prevention Program

A ONE-OF-A-KIND prevention program - available now to immediately address the risks of and reduce the rates of youth opioid abuse / misuse.

As reported by the CDC: Heroin use more than doubled among young adults ages 18-25 in the past decade. Following CDC recommendations “Address the strongest risk factor for heroin addiction: addiction to prescription opioid painkillers.”

- Specifically addresses the national opioid public health crisis
- Complements and integrates with substance use prevention programs such as Botvin LifeSkills and Too Good For Drugs
- Targets students grades 6 - 12, prioritize transitional years
- Pre- and post-assessment incorporated into the program design
- Undergoing third-party evidence-based study for SAMHSA NREPP review / accreditation
- Presenter training and support - available for licensing
- Companion parent program and educator professional development programs available

Learning Outcomes

- Raise awareness to the risks of misusing prescription opioids
- Explain how misusing prescription opioids can lead to addiction, heroin use and overdose
- Encourage students to make good choices
- Provide the student with skills to combat peer pressure, gain support and resources for making decisions about their own body and health

Endorsements and Support

Funded in part by the Anthem Foundation, the Indiana Department of Education, the Indiana Division of Mental Health and Addiction (DMHA), IU Health and more.

More than 150+ Delivery Partners.

Reaching 24,000+ students in the state of Indiana and communities in CA, GA, IL, KY, MA, MD, MI, MS, NV, OH, PA, WI, and WV.

Student Worksheet Data

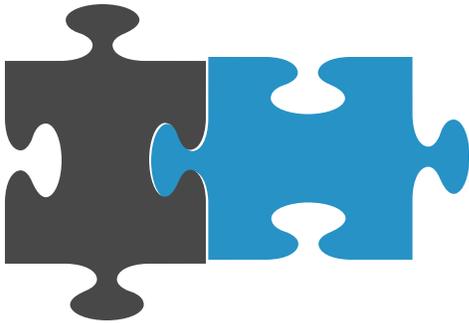
Before, ONLY 9% Strongly Agree that Pain Pills and Heroin are the Same Drug. After, 58% Strongly Agree - a 49% INCREASE.

After, 76% Understand an Overdose Can Happen with the 1st, 2nd, 3rd Use - a 23% INCREASE of Student's Knowledge.

After, 59% Strongly Agree, the Younger Someone Starts Drinking Alcohol or Using Drugs INCREASES the Risk of Addiction - a 17% INCREASE of Student's Knowledge.

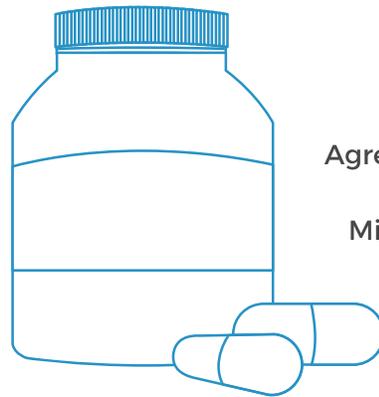
After, 61% Strongly Agree Pain Pill Misuse is as RISKY as Heroin - a 32% INCREASE of Student's Knowledge.

20% of the Students Know Someone Misusing Pain Medicine. 16% - Preferred Not to Say.



87% Rate the Lesson as Excellent/ Good.

After, 71% Strongly Agree/Agree That They are MORE Likely Now to Talk to Someone and Get Help.



After, 78% Strongly Agree/Agree That They are Less Likely Now to Misuse Prescription Pain Pills.

After, 81% Strongly Agree/Agree that drinking alcohol, using marijuana or other drugs increases the likelihood that someone would use heroin - a 29% INCREASE of Student's Knowledge.

Source: Calendar Year 2017 Student Worksheet Data

"The overall quality and content of this presentation is an excellent tool to raise awareness of teens and drug use, specifically prescription drug use, misuse, and abuse. Every teenager should be educated on this topic, & this presentation is an excellent method of delivering this information." -- Brad Short, Teacher, Covington Community High School

"When facing an opioid epidemic, any program that can help our students make better decisions about misusing opioids and its consequences will benefit our students, their families, and the community at large." - Cathy Danyluk, Director of Student Services, Indiana Department of Education

"A must see. Kids need to know the information and how to ask for help." - Linda Niewedde, Teacher, Irvington Preparatory Academy, Indiana

"I appreciate Overdose Lifeline, Inc. for coming out to our high school to present this lesson on heroin prevention. Heroin use has become an epidemic in our state and it's vital that our young people become aware of what could potentially happen to them if they experiment with heroin or opioids." - Jeff Wright, Teacher, New Palestine High School, Indiana

> [Watch Film: OverdoseLifeline.org/Education](https://www.OverdoseLifeline.org/Education)

