



Ursinus College

Prescription Drug Abuse Prevention

Impact Report | 2020–2021 Academic Year

Dear Ursinus College partners,

The pressures and challenges facing higher education require bold and innovative solutions, including a strategic and comprehensive approach to safety, well-being, and inclusion.

Too often, campus leaders must react to preventable crises with enormous costs to their institutions and the communities they serve. Our work together is an investment in getting ahead of issues like sexual assault and harassment, discrimination and bias, substance misuse, and mental health through scalable, evidence-based prevention technology and data.

And the investment is worth it, both to the mission and business of higher education. Recent research from EVERFI found a strong relationship between institutional commitment to prevention and student achievement, retention, and post-graduate success. The impact you are making is directly connected to the most important priorities facing college and university leaders, from the well-being of your community to the success of your institution.

This report presents key insights from your EVERFI program to clearly demonstrate the impact and value of our work together. The data within this report spans the reach of the program,

positive training outcomes, campus culture and climate insights, comparative benchmarks, and focus areas for continued engagement. Our team of prevention experts have included strategic recommendations throughout to elongate the value of this program and elevate your ongoing impact.

I strongly encourage you to share this report with your campus leaders and partners, and to reach out to your EVERFI Account Manager for additional resources to support you in creating a future where your campus and community can thrive.

Sincerely,



Rob Buelow

SVP, Campus Prevention Network

EVERFI

Table of Contents

EVERFI

How to Use This Report	4
Executive Summary	5
Impact Snapshot	6
PDAP and Your Students	9
Course Impact	10
Supporting a Healthy Community	11
Prescription Drug Abuse Prevention on Your Campus	12
Engaging the Healthy Majority	13
Student Experiences with Prescription Drugs	14
Social Norms for Behavior	15
Campus Climate	16
Community Readiness	17
Engaging Your Students	18
Appendix – Student Demographics	19
Supplemental Information	22
Prevention Framework	23
About Prescription Drug Abuse Prevention	24
Prescription Drug Abuse Prevention Course Map	25

How To Use This Report

This report provides key insights from your Prescription Drug Abuse Prevention data. We encourage you to explore the data in the report, think about how you can use it to inform prevention efforts across your institution, and share it with others on your campus.

To help you make the most of this report, we have included benchmarks to help you understand where you stand relative to peer institutions, provided recommendations throughout the report tied to a framework for prevention, and included a sharable snapshot of your data at the end of this report.

For deeper insights, the EVERFI administrator site provides real-time access to your EVERFI data, in both graphical and raw data formats.

Peer Institution Benchmarks

For select data points in this report, you will see comparisons to peer institution benchmarks. These peer institutions are similar to you in size, and public or private status. Ursinus College is a mid-size private institution, so your benchmarks reflect other private schools with 1,000 to 4,999 students.

Campus Prevention Network Framework Tips

The Campus Prevention Network Framework for Prevention describes the elements of effective prevention efforts: Institutionalization, Critical Processes, Policy, and Programming. Throughout this report, you will find Tips and further research related to these prevention elements.

Sharable Snapshot

At the end of this report, you will find a snapshot of select data from your report. This snapshot is designed to be shared with other stakeholders at your institution. We hope that you will print these pages out and pass them along to your Vice President of Student Affairs, Provost, or other members of your team.

Data in this Report

Insights and analysis in this report are based on your students' responses to pre-course and post-course surveys. Overall, 450 students completed pre-course surveys, and 39 completed post-course surveys.

Data Accuracy

While learners are encouraged to answer all questions honestly and reminded that their responses are stored confidentially, all survey questions are optional and all data is self-reported. However, in our analysis of the responses, we find the data to be accurate, valid, and reliable. There is consistency in the data from student cohorts over the years at specific institutions, and our survey data correlates with external sources of information on these topic areas at the national and institutional level for college students.

Executive Summary

This school year,

450 Ursinus College students took part in Prescription Drug Abuse Prevention (PDAP). This course, developed by prevention education and compliance experts, uses relatable scenarios and interactive elements to provide students with prescription drug information, strategies for healthy behavior, and skills to support bystander intervention.



Course Impact

PDAP is designed to equip your students with knowledge and skills to support healthier decisions related to prescription drug use.

Ursinus College students increased their knowledge of topics related to prescription drug use by 20%. When it comes to skills, 83% of your students agreed that PDAP taught them how to be an informed consumer of prescription drugs, and 84% report that the education prepared them to intervene when a friend may be misusing prescription drugs.



Behavioral Intentions & Norms

Intention is a key variable in predicting behavior change. Change is driven, in part, by an individual's perception of the social environment surrounding behavior – the community norms.

Nationally, a growing number of students arriving on college campuses are already familiar with the dangers of prescription drug misuse and abuse. Many perceive, though, that their peers are more likely to engage in risky behaviors related to those drugs. For example, 89% of students report that they would be able to refuse prescription drugs if they were offered them, but they believe that only 84% of their peers would do the same. Further, after taking the course, 69% of students feel confident in their ability to intervene in a potential drug overdose situation.

Your Prescription Drug Abuse Prevention impact report includes detailed information about how many students support healthy attitudes and behaviors surrounding prescription drug use and how students perceive the climate on their campus. This data can be invaluable in guiding your prevention programming for maximum impact.

Prescription Drug Abuse Prevention

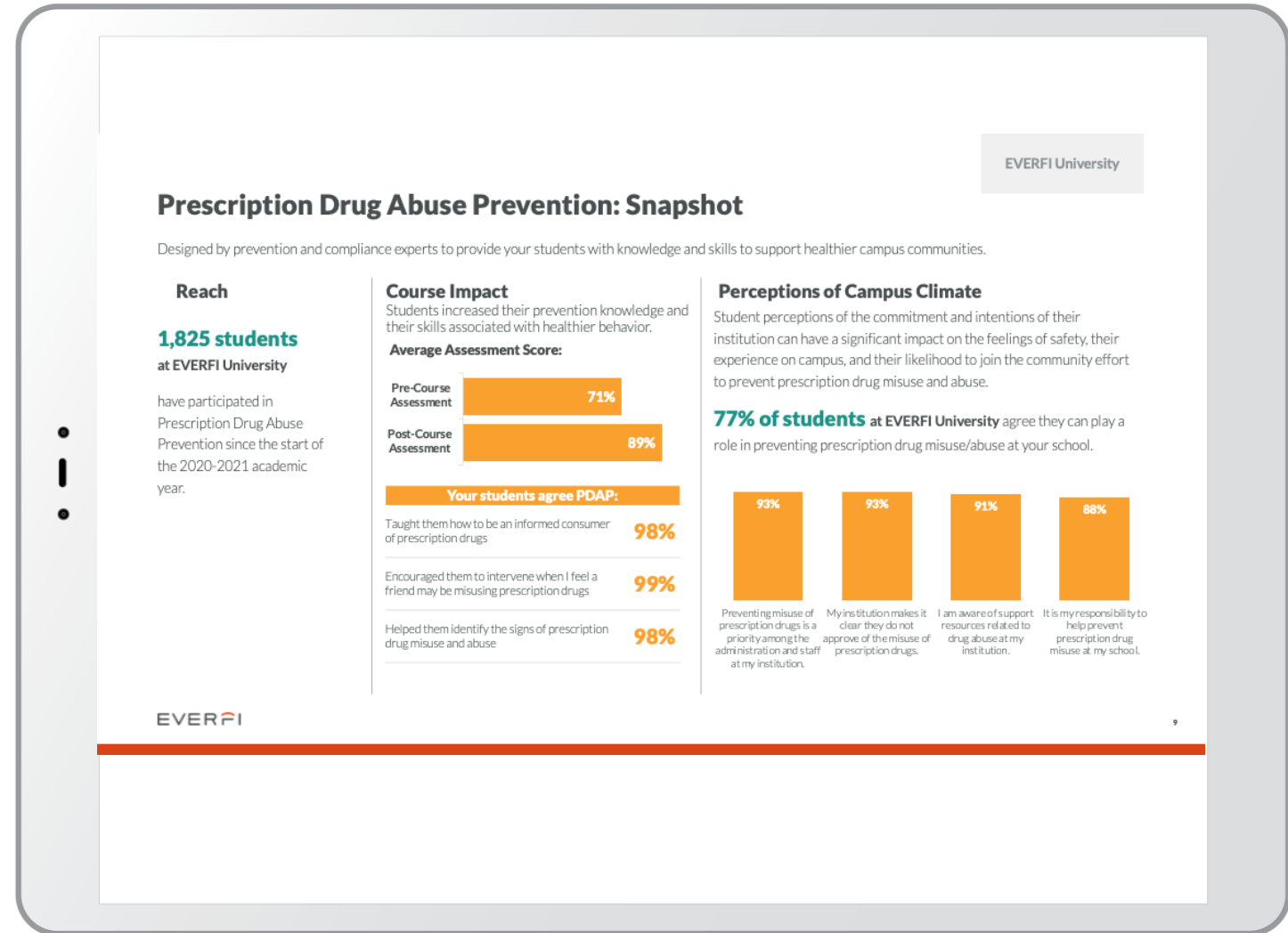
Impact Snapshot

Impact Snapshot

In order to make the content of this report easier to share with your colleagues and stakeholders, we have included a Snapshot section that highlights and visually displays the most salient data points from the full report.

This can help your data get more traction and increase interest in the full report and the Prescription Drug Abuse Prevention program at large.

We recommend excerpting this Snapshot section from the full report and sharing with stakeholders, colleagues, and students who might be interested in the impact of the Prescription Drug Abuse Prevention program but have less direct experience in prevention work.



Prescription Drug Abuse Prevention: Snapshot

Designed by prevention and compliance experts to provide your students with knowledge and skills to support healthier campus communities.

Reach

450 students

at Ursinus College

have participated in Prescription Drug Abuse Prevention since the start of the 2020-2021 academic year.

Course Impact

Students increased their prevention knowledge and their skills associated with healthier behavior.

Average Assessment Score:



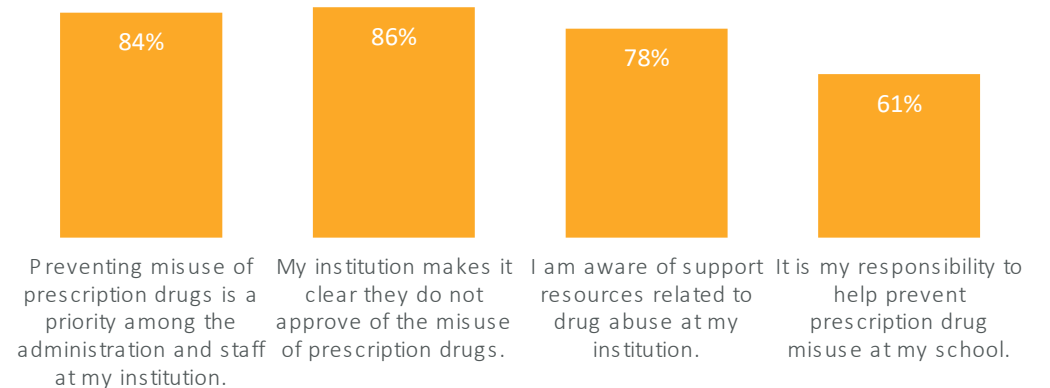
Your students agree PDAP:

Taught them how to be an informed consumer of prescription drugs	83%
Encouraged them to intervene when I feel a friend may be misusing prescription drugs	84%
Helped them identify the signs of prescription drug misuse and abuse	83%

Perceptions of Campus Climate

Student perceptions of the commitment and intentions of their institution can have a significant impact on the feelings of safety, their experience on campus, and their likelihood to join the community effort to prevent abuse and harassment.

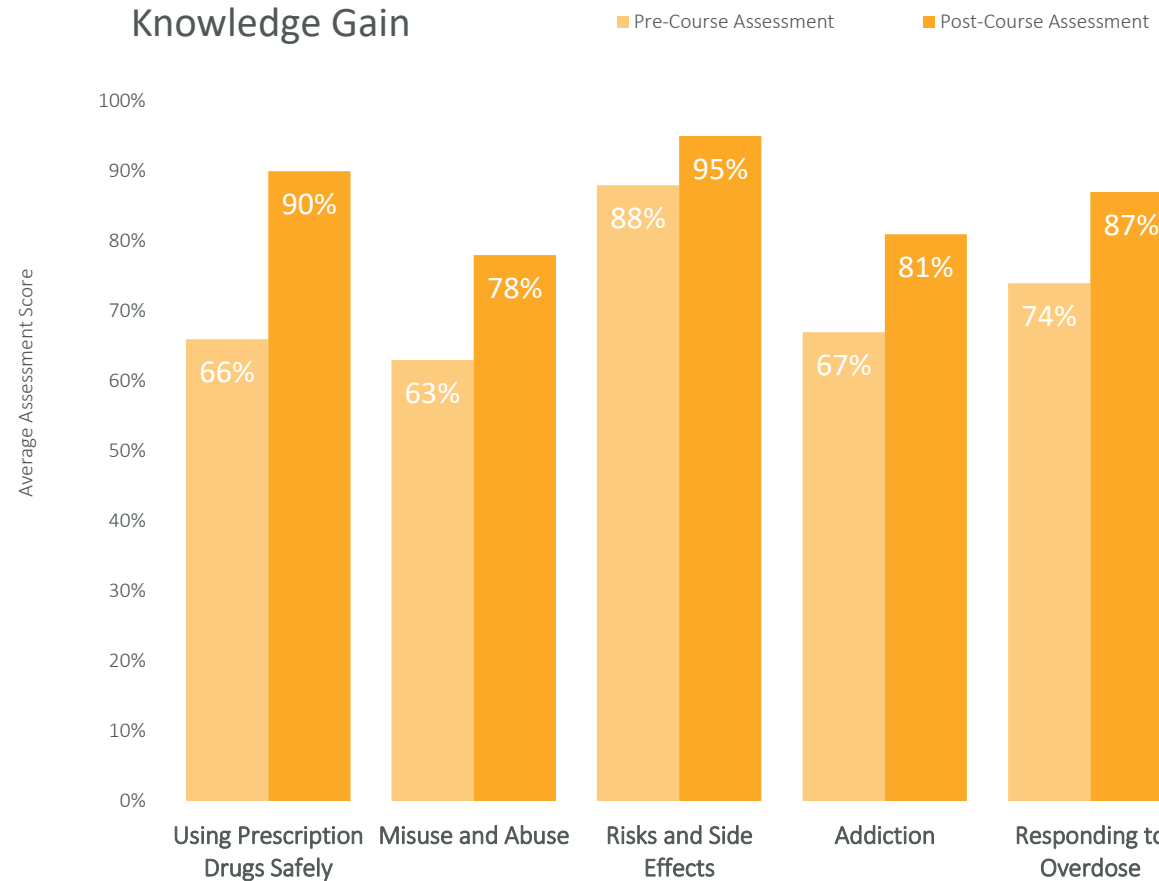
14% of students at Ursinus College agree they can play a role in preventing prescription drug misuse/abuse at your school.



PDAP and Your Students

Impact at Ursinus College

Course Impact



Your students reported that PDAP:

(From post-course survey)

Taught me how to be an informed consumer of prescription drugs.	83%
Encouraged me to intervene when I feel a friend may be misusing prescription drugs.	84%
Helped me identify the signs of prescription drug misuse and abuse.	83%
Taught me where to find resources for drug abuse at my institution.	81%

Programming Tip

Where are your students knowledgeable and where is there room to learn more? PDAP is intended to provide foundational knowledge and skills that can be built upon. Knowledge data can inform what content areas should be built out or reinforced as part of your ongoing prevention efforts.

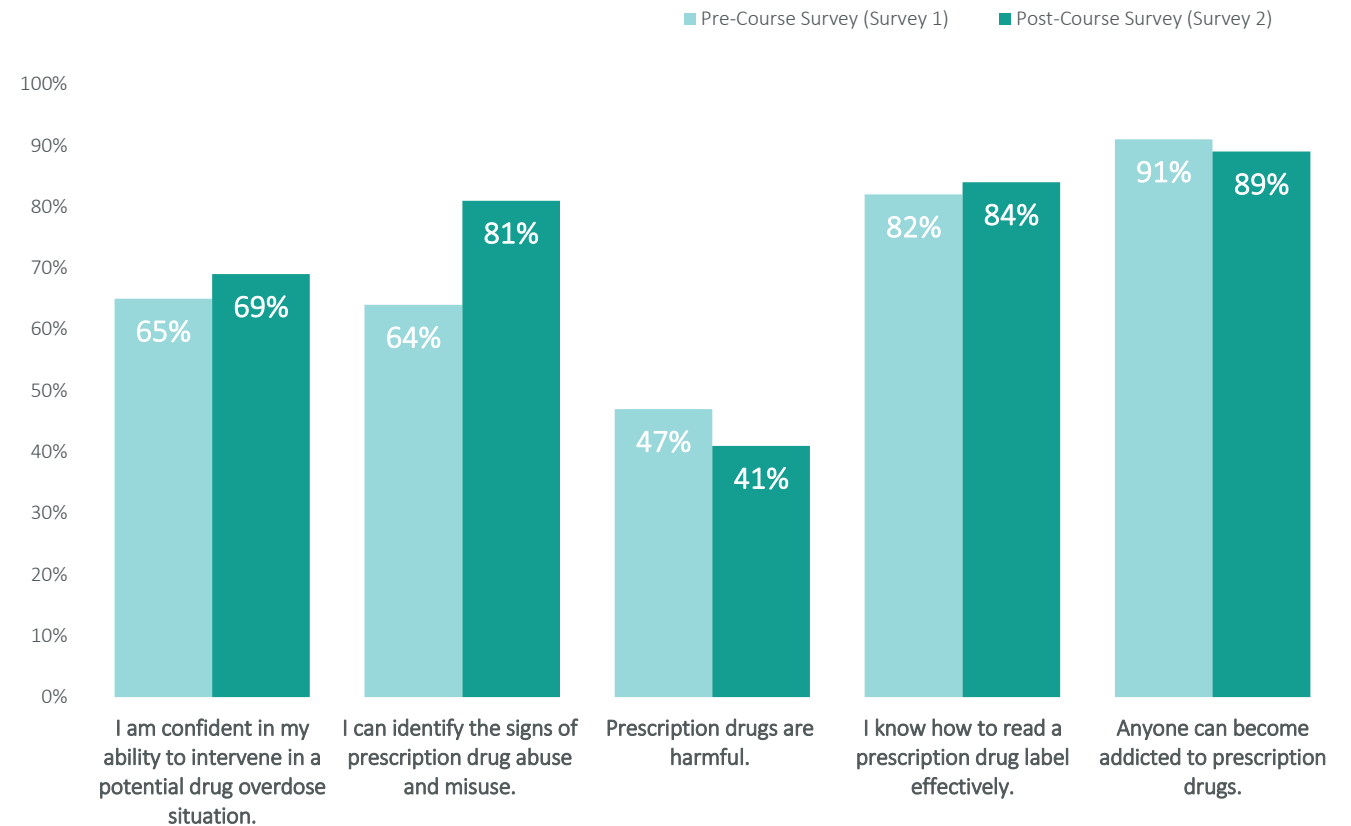
Supporting a Healthy Community

In addition to developing knowledge, PDAP aims to help students build skills and attitudes they can use to support a healthy community. These include identifying unhealthy situations, supporting friends, and modeling attitudes that reflect healthy community norms.

Programming Tip :

Research has shown that young adults are likely to overestimate their own abilities, particularly when it comes to areas where they have not had to employ those skills. This leads to some students feeling overconfident in the pre-course survey, but after taking the course, they may acquire a more nuanced perspective, which can help explain the flat or slight decrease in healthy responses pre-to-post course that you may see in the chart on this page.

Healthy Responses, Before and After the Course



Prescription Drug Abuse Prevention On Your Campus

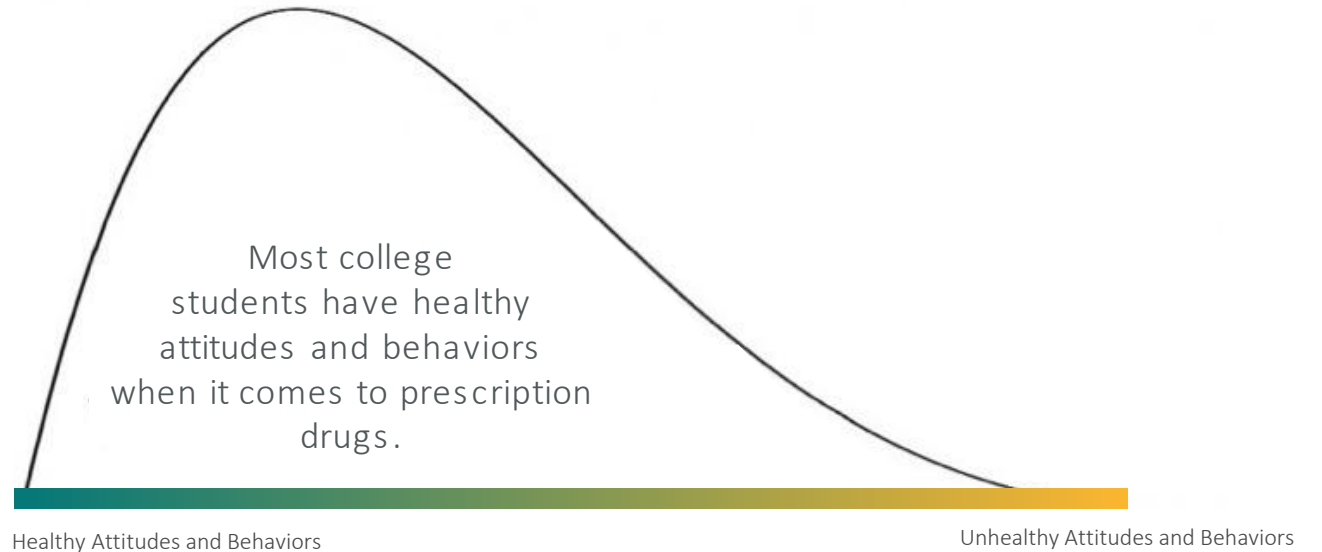
Data and insights from students at Ursinus College

Engaging the Healthy Majority

It is tempting to want to focus on this relatively small group of “unhealthy” students. However, knowing that most students do not endorse attitudes and behaviors that contribute to prescription drug abuse should be central to campus prevention efforts.

This “healthy majority” of students can help to create a culture of care and accountability, bolstering prevention messages and helping to build safe, positive communities.

In addition to reporting on the personal experience of your students, the following pages highlight topics that can help you understand how to engage and bolster the healthy majority on your campus: Bystander intervention, social norms, perceptions of campus climate, and readiness to engage in prevention efforts on your campus.



Critical Processes Tip

Reflect on the share of your prescription drug abuse prevention programming and policies that is focused on supporting the healthy majority, compared to efforts to address or discipline the unhealthy minority. Are there areas where you could supplement or expand efforts that develop a positive culture on your campus?

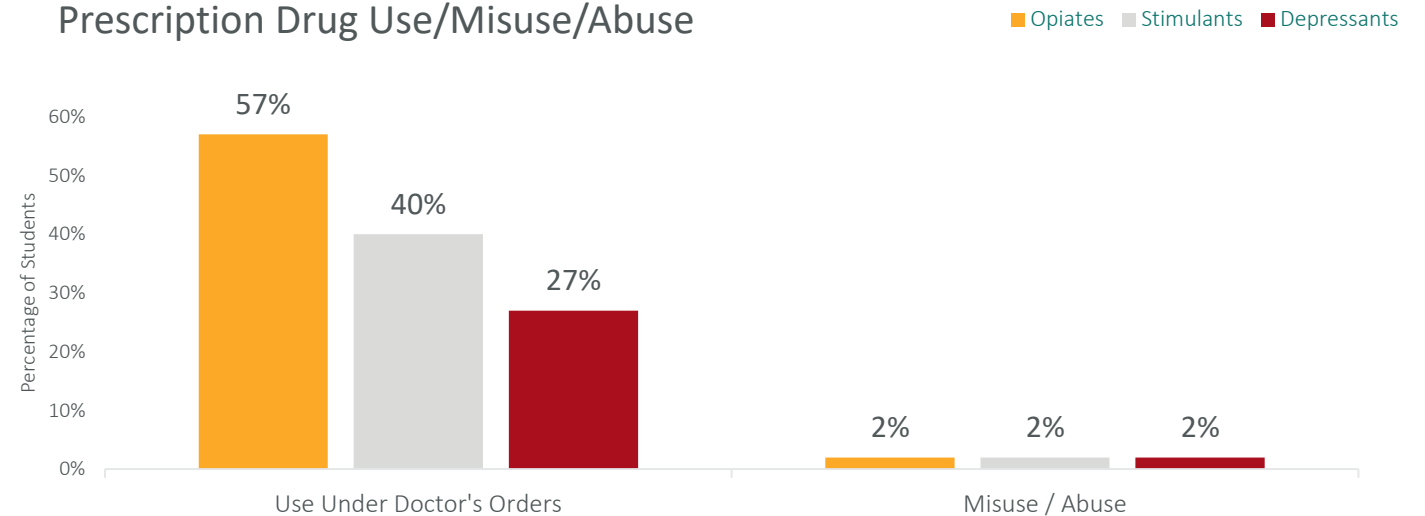
Student Experiences with Prescription Drugs

While most 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. The many devastating consequences of misuse and abuse warrant a thoughtful, diversified, and evidence-informed approach to include both treatment and prevention.

Critical Processes Tip

It is important to think about how we effectively identify and intervene with students at risk for abusing or misusing prescription drugs by using the resources available, including this survey data available through your EVERFI administrator site.

Prescription Drug Use/Misuse/Abuse



The most misused prescription drugs fall into three categories:

- **Opiates** – used to control pain and affect regions of the brain that trigger euphoria, opiates cause drowsiness, constipation, slowed breathing, and respiratory depression/death.
- **Stimulants** – used to treat attention-deficit/hyperactivity disorder (ADHD), stimulants cause increases in alertness, attention, energy, blood pressure, heart rate, and hostility.
- **Depressants** – used to treat anxiety disorders, these drugs increase GABA in the brain which decreases brain activity, respiration and heart rate while causing drowsiness.

Social Norms for Behavior

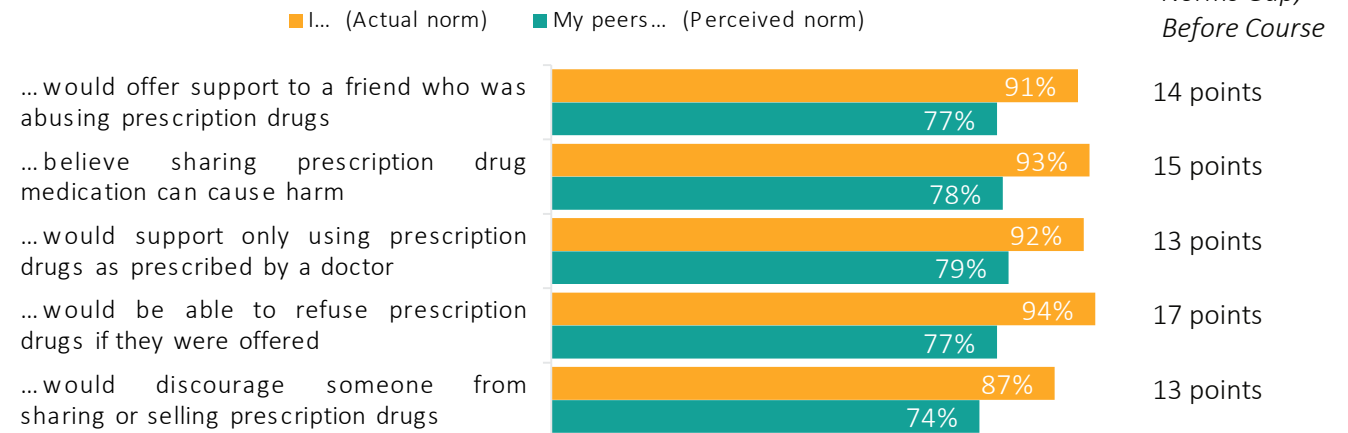
An individual is more likely to act in a particular way if they believe their actions will be supported by their peers. However, research shows that there is often a gap between what an individual thinks they would do (the “actual norm”), and what they believe their peers would do (the “perceived norm”).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

PDAP aims to decrease the norms gap among your students so they’ll be more likely to engage in positive behaviors on campus.

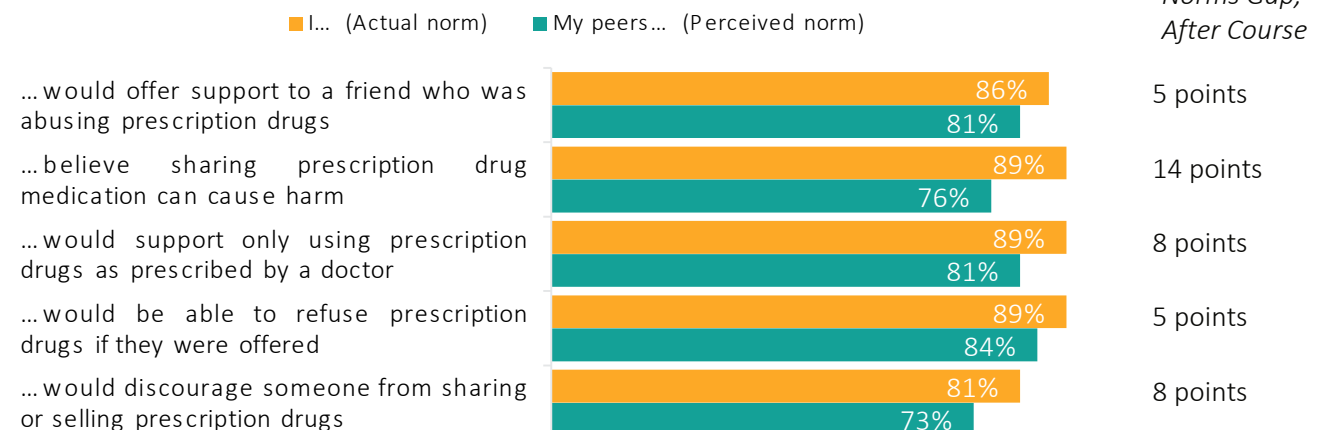
Critical Processes Tip

Feelings of not being supported by other members of a social group or community are likely to be an obstacle to intervening, standing up to concerning behavior, and supporting friends and peers. You can examine the norms gap between subgroups by using data from your EVERFI administrator site and looking into which groups could use additional training and support to close the norms gap.

Before Course



After Course



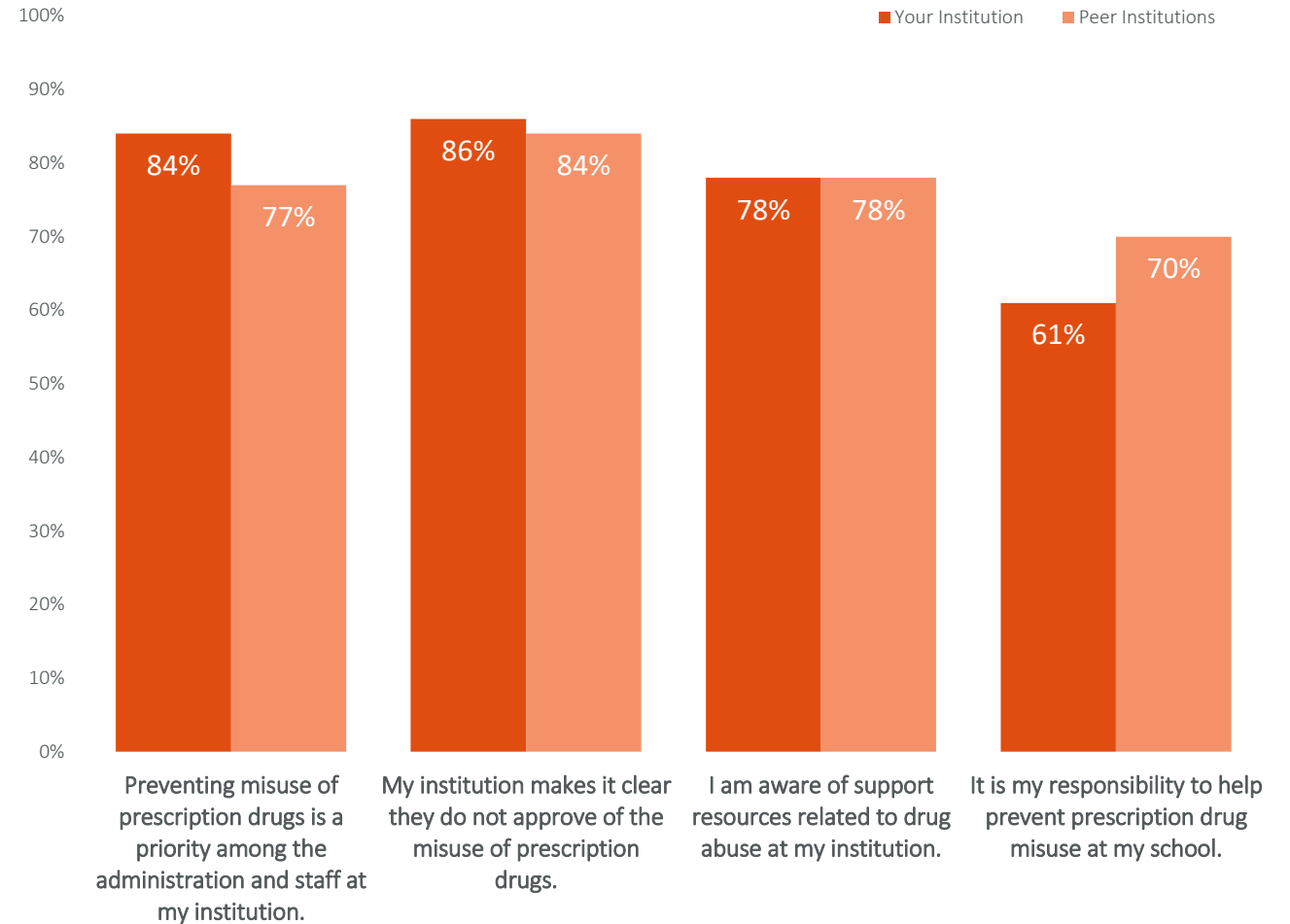
Campus Climate

After completing the course, students answered a series of questions related to the climate around prescription drug use at their school. This information can help you understand the degree to which your institution’s prescription drug misuse and abuse prevention efforts are impacting student perceptions of the campus environment.

Institutionalization Tip

Students’ perceptions of the commitment and intentions of their institution can have a significant impact on their feelings of safety and support, their experience while on campus, and their likelihood to join the community effort to prevent prescription drug misuse and abuse. These may be very valuable data points to share with administrators to show how students are feeling about the climate at your institution and for senior leaders to consider when communicating publicly about the expectations of students in their community.

Perceptions of Campus Climate



Percentage of students who, “moderately – strongly agree” with each item, from the post-course survey.

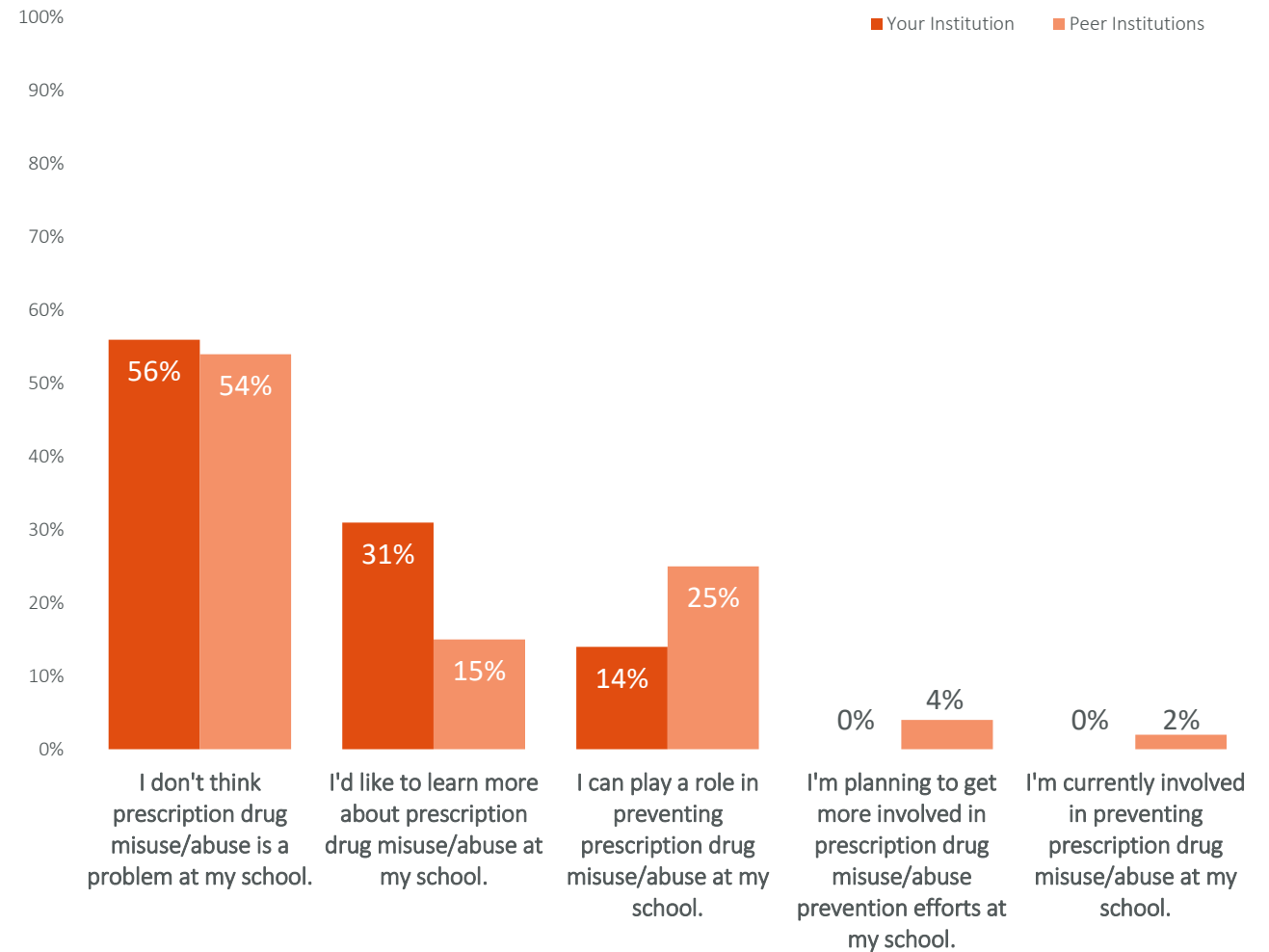
Community Readiness

After completing the course, students answered questions about their readiness to address prescription drug misuse and abuse at their school — from identifying it as an issue worthy of their attention, to understanding the role they can play, to getting personally involved in prevention efforts.

Programming Tip

These categories from left to right represent a continuum of readiness to support prevention efforts on your campus. While most students come to school with a healthy and open mindset, it is important to consider how prevention efforts are influencing all students across this continuum and how we can pull those from the least desirable categories towards a more positive perspective towards community at your institution.

Perceptions of Community Readiness



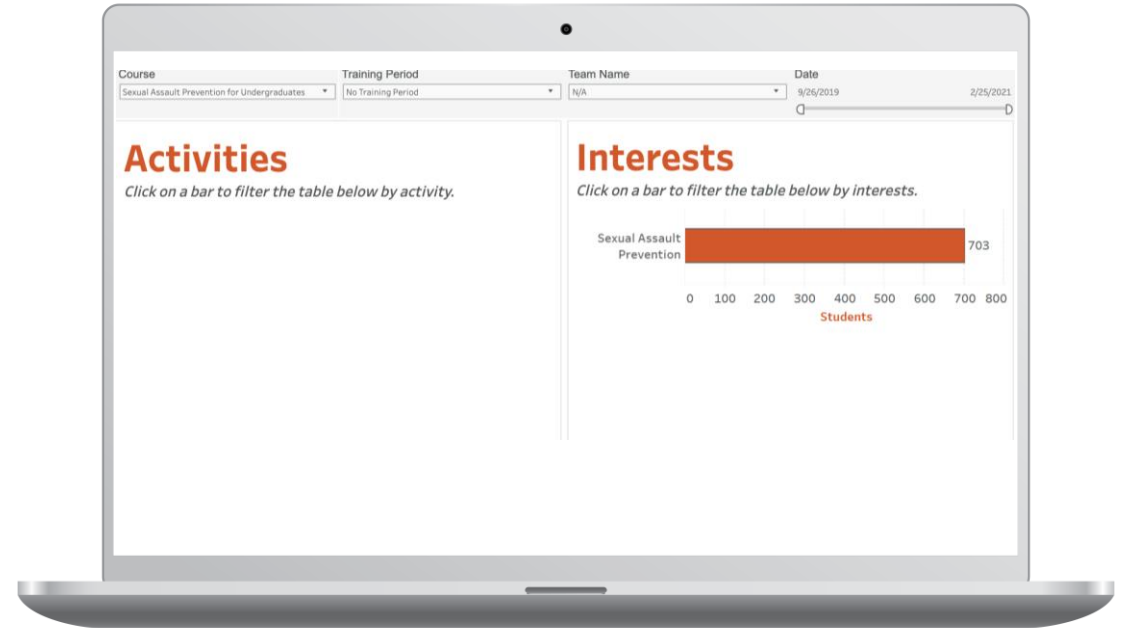
Engaging Your Students

Effective prevention includes actively engaging students to reinforce positive behavioral intentions of all students.

A growing number of students are arriving on campus already aware of the importance of supporting healthy decisions around prescription drug use. Prescription Drug Abuse Prevention provides campuses with a unique tool to identify and assist students with that process. At Ursinus College, 61 have opted in to be contacted by your institution about getting more involved in creating a safe and inclusive community.

It is very likely that these students who volunteered to be contacted represent the healthier end of the Community Readiness spectrum on the previous page, but education and resources for support should also be directed toward those who are not ready to admit this is an issue on their campus. Make sure to highlight the work you do to incorporate student voices in the generation of programs and policies at your institution.

Engaging students who are excited to learn and participate more in your prevention efforts and publicizing that collaboration helps to show how most students support a safe community, healthy behavior, and personal responsibility.



Programming Tip

Your students provided their names and email addresses so they can be contacted to get more involved in prescription drug abuse prevention and education. This list of students can be downloaded from your EVERFI administrator site.

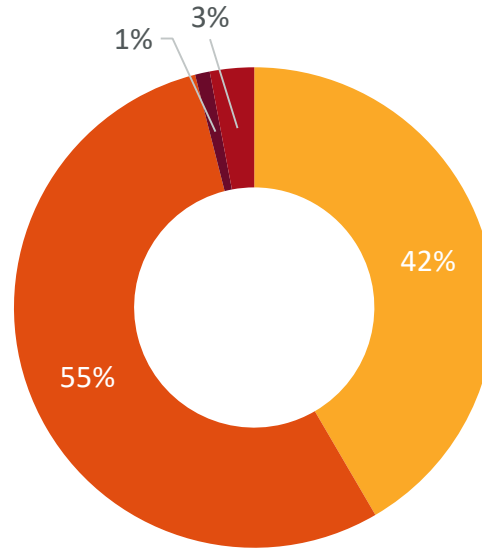
Prescription Drug Abuse Prevention

Appendix – Student Demographics

Student Demographics

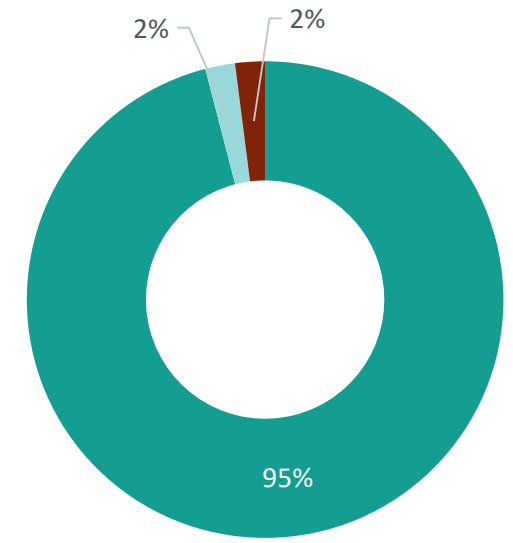
The following is a summary of the demographics of students who participated in PDAP this year. Demographic information is self-reported by students as part of pre-course survey (Survey 1). All questions are optional, and students may choose not to share demographic information.

Gender Identity



Female	42%	Male	55%
Transgender	1%	Other	3%
Prefer not to answer	0%		

Year in School



Freshman	95%	Sophomore	2%
Junior	2%	Senior	0%
Other	0%		

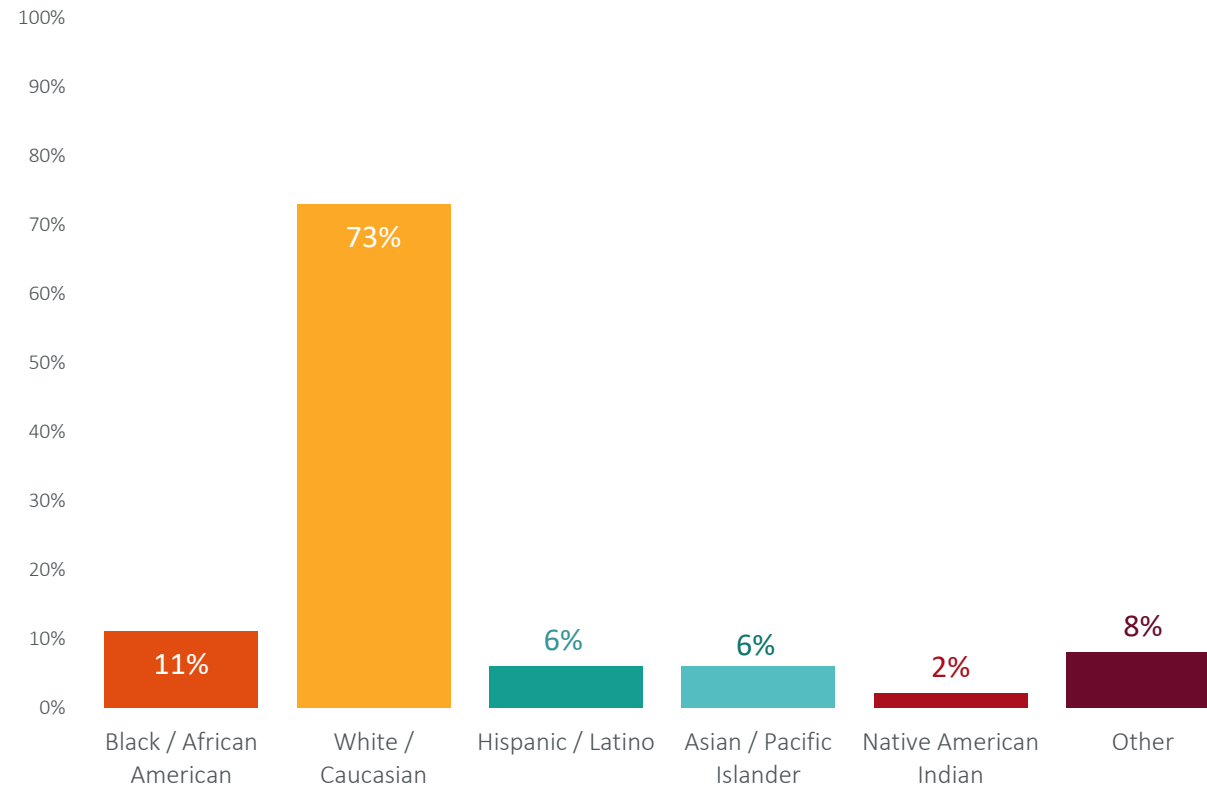
Student Demographics (Continued)

Critical Processes Tip

Does this data reflect the overall demographic makeup of your students assigned to take PDAP? Demographic data can be used to identify challenges for underrepresented populations. You will see some demographic comparisons in this report and to further explore demographic differences, access your detailed data in your EVERFI administrator site.

Additional demographics available you can explore include: sexual orientation, age, current residence type, or membership in student clubs or activities.

Race and/or Ethnicity

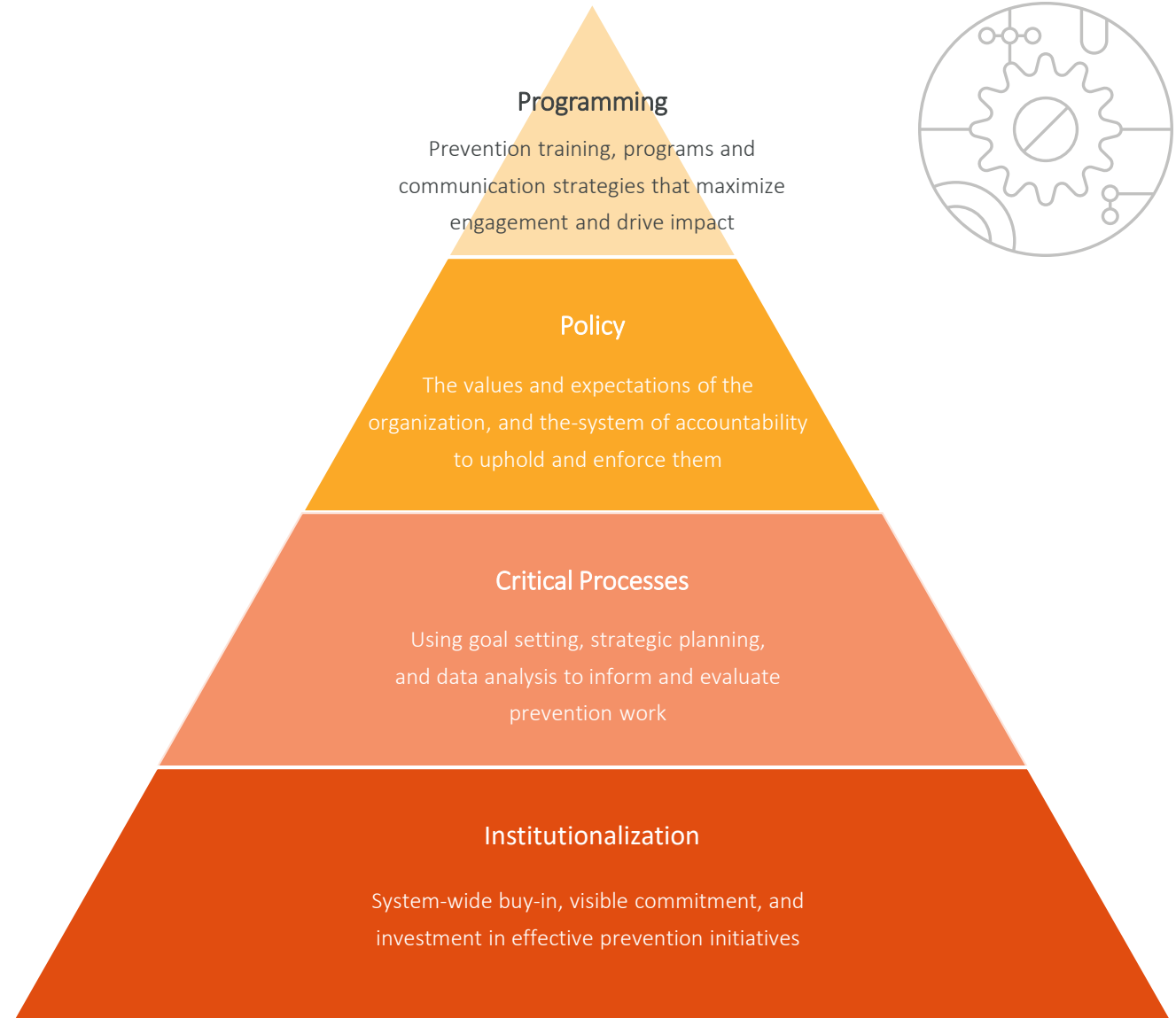


Prescription Drug Abuse Prevention

Supplemental Information

The Prevention Framework

The Prevention Framework, developed by EVERFI's Campus Prevention Network, defines the elements of a comprehensive approach to prevention, and the ways in which those elements build to an effective prevention program.



About Prescription Drug Abuse Prevention

The Benefits of Working with EVERFI

Proven Efficacy

Nine independent studies have been published demonstrating the efficacy of EVERFI online programs. Our approach improves knowledge, attitudes, and behaviors.

True Expertise

Our team includes public health professionals, administrators from student affairs, campus prevention offices, legal experts, and more. Extend your team by partnering with ours.

Beyond Compliance

Our online programs are built by prevention and compliance experts to meet and exceed requirements from Title IX, Clery Act, and EDGAR part 86.

Data Driven

Our data and analytics provide real-time access to attitudinal and behavioral data from your unique populations, and national benchmarks to assess needs and strengths.

Preventing Prescription Drug Abuse

Developed in collaboration

with leading prevention experts and researchers.

Uses an evidence-based,

public health approach to learning.

Provides an inclusive experience

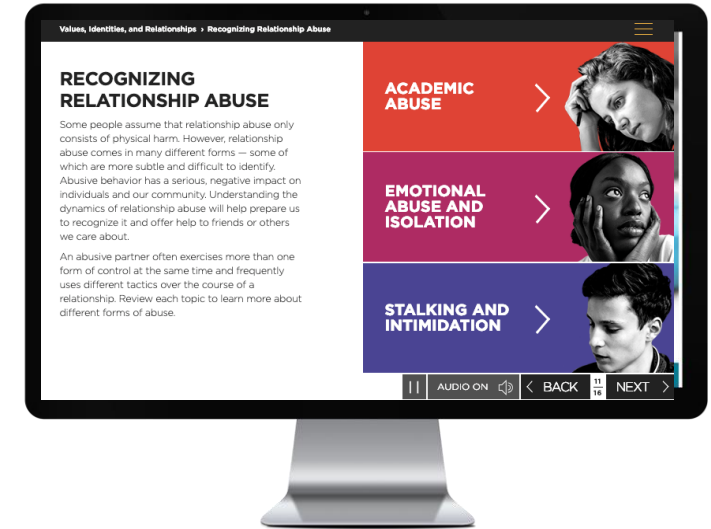
that recognizes the unique needs and experiences of a diverse population of learners.

Incorporates interactive,

true-to-life scenarios the reinforce key learning objectives.

Utilizes social norms theory

to engage the healthy majority and challenge misperceptions.



Prescription Drug Abuse Prevention Course Map

Part 1	1. Introduction <ul style="list-style-type: none"> • Welcome Page • Introductory Video • Custom Welcome Letter • Custom Welcome Video 	Pre-Course Survey (Survey 1)	Pre-Course Quiz	2. Drugs Overview <ul style="list-style-type: none"> • The Facts • Drug Categories • Common Prescription Drugs • Legal Risks • DUI & DWI
	3. Science of Addiction <ul style="list-style-type: none"> • What is Addiction? • Addiction Basics • Student Stories • Support & Recovery 	4. Reading Labels <ul style="list-style-type: none"> • An Important Life Skill • Label Click & Reveal • Case Studies • Proper Storage & Disposal • Be Informed 	5. Safe Use <ul style="list-style-type: none"> • Using Drugs Safely • Case Studies & Questions • Staying Safe 	6. Refusal Scenarios <ul style="list-style-type: none"> • Reasons for Misuse • Strategies for Refusal • Responding to Pressure • The Big Idea • Making Choices
Part 2	7. Bystander Intervention <ul style="list-style-type: none"> • Helping a Friend • Be Aware • Warning Signs • Responding to Overdose • Do I Need Help? • Getting Support 	8. Conclusion <ul style="list-style-type: none"> • Course Summary 	Post-Course Exam	Intersession
	Follow-up Survey (Survey 2)			