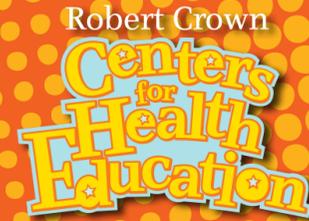


"The alarming rise in heroin use among teenagers is especially prevalent in the Chicago area suburbs. This public health crisis affects everyone, and requires a whole community response."

— Robert Crown Center for Health Education's Board of Directors



HEROIN PREVENTION PROGRAM

heroin is in your neighborhood.

Learn through an INTERACTIVE SOCIAL MEDIA EXPERIENCE!

HEROIN PREVENTION EDUCATION

STATS YOU NEED TO KNOW:

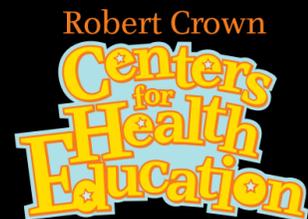
- o **80%** increase of young people trying heroin vs. 2002
 - **25%** of those that try heroin become addicted
 - **50%** of those that become addicted have a fatal overdose
 - **66** emergency room visits/admissions for every 1 heroin fatality
- o **90%** of addiction starts in the teen years
- o **50%** reduction in the risk of addiction with ongoing conversations
- o **12%** of seniors in high school reported trying Vicodin or Oxycontin in the past year
 - **25%** of students report that parents wouldn't care as much if they were caught using prescription drugs vs. illegal drugs

For more information please visit www.robertcrown.org/heroineducation/



Why do schools need this content?

- o Heroin use is increasing nationwide – almost double that from five years ago
- o Research shows today's heroin users don't know how dangerous heroin is or how easy it is to become addicted – a lack of community awareness and education fuels this crisis
- o Education substantially decreases the likelihood of abuse

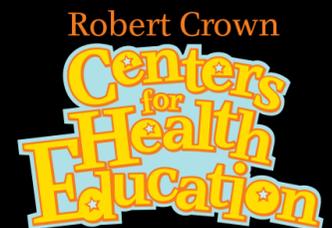


21 Salt Creek Lane
Hinsdale, IL 60521
630.325.1900

80% increase in young people trying heroin

90% of addiction starts in the teen years

50% reduction in the risk of addiction with ongoing conversation about drugs



about the program

The Robert Crown Center Heroin Prevention Program focuses on primary prevention, providing middle school and high school students, their parents and school staff with the scientific and social/emotional learning content to understand the risk of drug use, specifically prescription pain medication and heroin.

WHAT MAKES OUR PROGRAM UNIQUE?

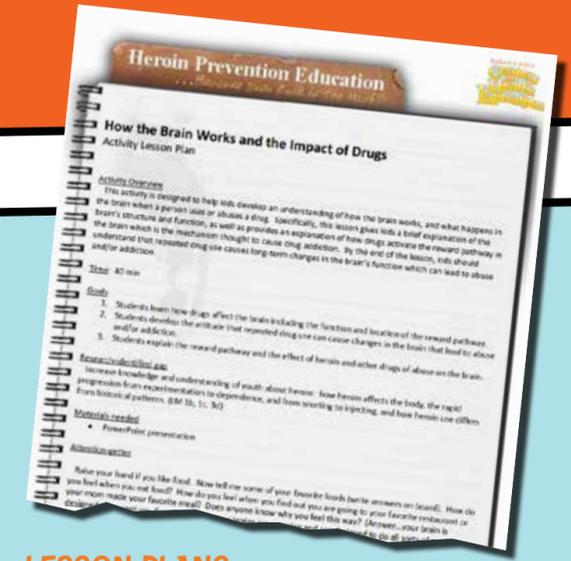
- o Current students, recovering heroin users, and science advisors reviewed the program to ensure it is scientifically accurate and relatable to teens
- o Users can determine which content areas to focus on and which lessons to implement
- o Customizable through school curriculum analysis
- o All materials are online, accessible through a password-protected portal, and include:
 - Interactive social media experience
 - Lesson plans
 - Powerpoint presentations with teacher notes
 - Activity handouts and worksheets
 - Videos
- o Aligned to IL State Social Emotional Learning Standards (SEL), National Health Education Standards (CDC), and Common Core Learning Standards
- o Additional professional development opportunities available

INTERACTIVE SOCIAL MEDIA EXPERIENCE – Students follow Alex down the path of abuse towards addiction in a real-life story based on the experiences of a recovering heroin addict.

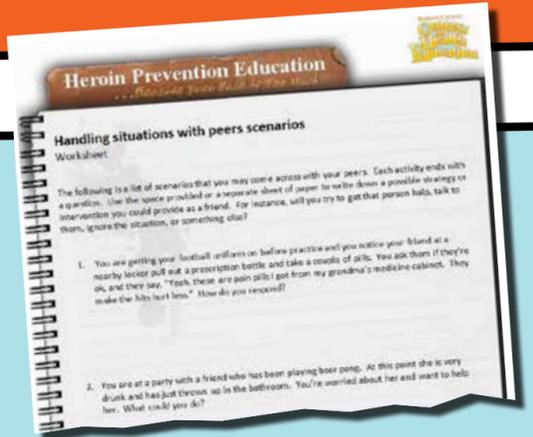


RESULTS The program was evaluated in 11 middle schools and high schools with more than 7,000 students. Results were overwhelmingly positive with students reporting increased overall knowledge of the effects and risks associated with heroin use.

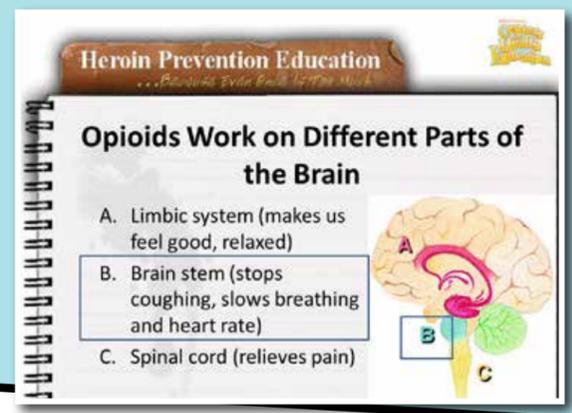
- o University of Iowa Consortium on Substance Abuse Research (2013) reported:
 - 93% understood how heroin affected their brain and body
 - 87% of student participants said they knew how to protect themselves from heroin use
 - 90% could name at least one area of their lives that would be better if they did not use heroin



LESSON PLANS



WORKSHEETS



POWERPOINT PRESENTATIONS

The Robert Crown Center for Health Education (RCC) is the nation's oldest health education center and a well-known Chicago-area resource for substance abuse prevention. RCC combines a science-based curriculum with best educational practice, creating a one-of-a-kind experience for students, school staff and parents. Since 1958, RCC educators have taught more than 5 million students in the areas of substance abuse prevention, general health, and puberty education.

