

Kroger Expands Prescription Drug Safety Program for Teens

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Interactive curriculum aims to educate and prevent drug abuse

CINCINNATI, Sept. 6, 2018 /PRNewswire/ -- The Kroger Co. (NYSE: KR) Family of Pharmacies today announced an expansion of its partnership with EVERFI to provide additional classrooms and high school students with drug abuse prevention education through the Prescription Drug Safety Network. The flagship digital program equips students with knowledge and skills to make safe and informed decisions about prescription medications.

"We have to work together to identify a long-term solution to the prescription drug abuse epidemic our country is experiencing. In America, 78 people die each day from opioid overdose and another 20.8 million have a substance use disorder," said Colleen Lindholz, president of Kroger Pharmacy and The Little Clinic. "Kroger is committed to offering resources in our stores, pharmacies and communities to be a part of the solution. This preventive education program is just one more way we are helping people, including our youth, lead healthier lives."

The digital learning experience uses an evidence-based, public health approach to empower high school students with the skills and knowledge they need to make safe and healthy decisions about prescription drugs. Through interactive scenarios and self-guided activities, students learn the facts about drugs, how to properly use and dispose of them, and how to step in when faced with a situation involving misuse. The course is aligned with the Centers for Disease Control and Prevention's national health education standards and state academic standards.

Adoption of the digital prevention education is expected to grow to over 270 schools in the new academic year, and the expansion brings the program to students for the first time in Atlanta (GA), Dallas (TX), Houston (TX), Lansing (MI), Lexington, (KY), Louisville (KY), Memphis (TN), Nashville (TN), and Phoenix (AZ).

Ten schools across the Cincinnati metropolitan area participated in the program's pilot last spring. The training proved to be effective as students increased their understanding of prescription drug topics by 49 percent on average based on pre- to post-assessments, with the most significant impact in students' ability and confidence to support a friend who may be at risk for prescription drugs misuse. Comprehensive data on the programs efficacy can be found [here](#).

"The course is a vital part of our curriculum. My high school students have learned a lot about prevention strategies and ways they can help a family member or friend if they see there is a problem," said Kathy Broadnax, health and physical education teacher at The Academies of Bryan Station in Lexington, KY. "I am excited Kroger is supporting this excellent education tool, as they are showing communities responsible medication use is a priority."

The Prescription Drug Safety Network partners include a diverse group of state leaders, healthcare companies, pharmaceutical manufacturers, pharmacies, and foundations.

"Prescription drug abuse has dealt a devastating blow to communities across the country, yet there are few initiatives aimed at positively preventing the abuse before it occurs," said EVERFI CEO Tom Davidson. "Through the Prescription Drug Safety Network, we are bringing together state officials, policy leaders, industry leaders, educators, and community organizations committed to combating abuse by investing in prevention education. Everyone needs to be at the table to help solve this crisis."

About The Kroger Co.

At The Kroger Co. (NYSE: KR), we are dedicated to our Purpose: to Feed the Human Spirit™. We are nearly half a million associates who serve over nine million customers daily through a seamless digital shopping experience and 2,800 retail food stores under a variety of [banner names](#), serving America through food inspiration and uplift, and creating #ZeroHungerZeroWaste communities by 2025. To learn more about us,

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About EVERFI, Inc.

EVERFI, Inc. is the leading education technology company that provides learners of all ages education for the real world, through innovative and scalable digital learning. Founded in 2008, EVERFI has certified over 16 million learners in critical skill areas with more than 4,300 partners in all 50 U.S. States and Canada. EVERFI is an industry convenor that builds Networks to tackle the toughest social issues, including the Campus Prevention Network, a coalition of higher education institutions committed to campus sexual assault and alcohol abuse prevention; and the Financial Capability Network, a coalition of industry leaders dedicated to improving financial outcomes for communities across the country.

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SOURCE The Kroger Co.

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