

Farmers Insurance® Helps Bring Prescription Drug Safety Course to High School Students in Grand Rapids

As part of its ongoing commitment to invest in education, Farmers® will sponsor the new course in more than a dozen area secondary schools

GRAND RAPIDS, Mich. (October 24, 2019) – In support of its commitment to communities and education, Farmers Insurance® today announced it is working with EVERFI, Inc., one of the nation’s leading education technology innovators, to help bring an interactive prescription drug safety course to more than 14 schools in the greater Grand Rapids area. The course developed by EVERFI, *Prescription Drug Safety*, will be made available to students in grades nine–12, free-of-charge to participating schools. The curriculum is designed to arm high school students with the knowledge and tools to help make healthy, informed decisions when it comes to prescription medications. According to the [National Safety Council](#), opioid abuse is the leading cause of accidental deaths in the U.S. Earlier this year, Farmers Insurance CEO Jeff Dailey joined other prominent CEOs in pledging to help end the opioid crisis.

“Farmers® has a proud history of investing in education and supporting our communities,” said Jeff Dailey, CEO of Farmers Insurance. “Empowering students to make healthy decisions through education is the first step to helping create a substance-free future for our youth.”

The *Prescription Drug Safety* course uses interactive scenarios and self-guided activities to help students learn the facts about prescription drugs, how to properly use and dispose of them, and how to step in when faced with a situation involving misuse. It includes six learning modules that cover topics such as the principles of addiction, and the medical uses and potential dangers of using different types of drugs, including opioids, stimulants, and depressants without a prescription.

“There are very few initiatives aimed at positively preventing prescription drug abuse before it occurs, despite the fact that this type of abuse and misuse has devastated many communities across the country,” said EVERFI CEO Tom Davidson. “As students grow older, their access to prescription drugs and opportunities for misuse or abuse grows too. With the misuse of prescription drugs being the highest among young people ages 18-25, reaching students early is now more important than ever.”

The course uses an evidence-based, universal, public health, approach to learning along with interactive, true-to-life scenarios that reinforce key learning objectives. An important component of EVERFI’s course is teaching students how to deal with situations involving misuse. Students explore the thoughts of their peers and debunk common myths. They also step into the shoes of a student engaging in misuse and get to see the real results of their choices.

About Farmers Insurance

"Farmers Insurance®" and "Farmers®" are tradenames for a group of insurers providing insurance for automobiles, homes and small businesses and a wide range of other insurance and financial services and products. Farmers Insurance is proud to serve more than 5 million households with over 15 million individual policies nationally, through the efforts of more than 45,000 exclusive and independent agents and approximately 20,000 employees. Farmers Insurance Exchange®, the largest of the three primary insurers that make up Farmers Insurance, is recognized as one of the largest U.S. companies on the 2019 Fortune 500 list.

For more information about Farmers Insurance, visit [Farmers.com](#), Twitter and Instagram, [@WeAreFarmers](#), or [Facebook.com/FarmersInsurance](#).

About EVERFI, Inc.

EVERFI is an international technology company driving social change through education to address the most challenging issues affecting society ranging from financial wellness to prescription drug safety to workplace conduct to name a few. Founded in 2008, EVERFI is fueled by its Software-as-a-Service (SaaS) community engagement platform and has reached more than 30 million learners globally. EVERFI powers community engagement across the spectrum in a sustained manner to empower individuals and organizations to make an impact within their communities. The Company also convenes [Networks](#) to bring together financial institutions, colleges and universities, and some of the largest corporations to leverage insights and connections to drive impact. Some of America's leading CEOs and venture capital firms are EVERFI investors including Amazon founder and CEO Jeff Bezos, Google Chairman Eric Schmidt, Twitter founder Evan Williams, Advance Publications, Rethink Education and Rethink Impact. To learn more about EVERFI visit everfi.com or follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), or [Twitter @EVERFI](#).

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