

IDAHO METH PROJECT

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Idaho Meth Project Launches Statewide Meth Prevention Campaign

Governor Otter Announces Groundbreaking Anti-Meth Program and Asks Legislature to Appropriate \$1 Million in Millennium Fund Support

BOISE, Idaho—January 7, 2008—The Idaho Meth Project today announced the launch of a statewide prevention campaign aimed at significantly reducing first-time methamphetamine use. The announcement was made by Idaho Governor C.L. "Butch" Otter during his State of the State Address. During the address, the Governor also requested the state legislature to appropriate \$1 million in tobacco settlement money from the Millennium Fund to join the private, corporate, and public partners that support the Project.

The Idaho Meth Project has adopted the Meth Project's innovative program—combining an aggressive, saturation-level media campaign with community action programs—designed to prevent Meth use by raising awareness of the dangers of the drug. Idaho is the fourth state to implement the Meth Project's large-scale prevention campaign. The program was first established two years ago in Montana, where it is credited with a 45% decline in teen Meth use in that state. Programs were launched in Illinois in 2006 and Arizona in 2007.

In announcing the program's launch, Governor Otter cited the severe impact methamphetamine use has had in Idaho, and the success the Meth Project model has had in reducing Meth use in other states.

"The Idaho Meth Project was brought to our state by Idahoans who saw the tremendous burden Meth use has put on our social service, law enforcement, and prison systems," Governor Otter said. "This year, the First Lady and I have visited with hundreds of citizens in the state that want to be a part of the solution. The result truly is a collaborative effort. People across the state have donated their time, talents, and financial resources. Thanks to their efforts, we can implement the Meth Project model in Idaho and dramatically reduce Meth use in our state."

Since its inception in 2005, the Meth Project program in Montana has demonstrated significant results in changing attitudes and behaviors toward Meth. When the program launched, Montana ranked 5th among states for Meth abuse; after two years, the state now ranks 39th. The Montana Meth Project is credited with reducing adult Meth use in the state by 70%; a 53% decline in Meth-related crimes; and a 50% decline in Meth-related foster care admissions.

"Meth is highly addictive, and its crippling effects have brought our citizens to their knees. In preparation for this awareness campaign, people throughout the state have been at the table to help make a difference," said Debbie Field, director of the state Office of Drug Policy. "The Meth Project's success in reducing use in Montana is a clear indicator that this effort can have an enormous impact in Idaho."

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Starting today, the Idaho Meth Project will reach 70 to 90% of teens statewide, 3 to 5 times a week with hard-hitting television, radio, and print advertising that graphically portrays the ravages of Meth use. The Meth Project's research-based campaign has received more than 40 advertising industry awards for its effectiveness and has been cited by the White House Office of National Drug Control Policy as a model for the nation. The ads can be viewed at www.idahomethproject.org.

Governor Otter also announced that effective today the Idaho Lottery will carry a new public service message as part of the Project's unique marketing program, noting, "the Idaho Meth Project's 'Not Even Once' theme makes a great addition to messages now featured on hundreds of thousands of Idaho Lottery tickets sold each week throughout the state."

About the Idaho Meth Project

The Idaho Meth Project is a non-profit organization that implements a range of advertising and community action programs to reduce methamphetamine use in the state. Launched in 2007, the Idaho Meth Project leverages a proven model that combines extensive research with a hard-hitting, integrated media campaign. The Idaho Meth Project is affiliated with the Meth Project, a national non-profit organization headquartered in Palo Alto, California, aimed at significantly reducing first-time Meth use through public service messaging, public policy, and community outreach.

For more information, visit www.idahomethproject.org.

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