

# IDAHO METH PROJECT®

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## IDAHO METH PROJECT OVERVIEW



The Idaho Meth Project is a large-scale, statewide prevention program aimed at preventing and reducing teen Meth use through public service messaging, education and community outreach. Using the proven prevention and public awareness program developed by the Meth Project Foundation and piloted in Montana, Idaho has implemented an integrated program consisting of market research, public service messaging, an interactive website, and a community outreach program that includes over 200 free school and community presentations annually. As a result, Idaho has seen a substantial reduction in methamphetamine use among Idaho's most vulnerable population - teens.

The Idaho Meth Project was launched in 2008 by Governor C.L. "Butch" Otter and First Lady Lori Otter as a private, community-led response to the state's critical methamphetamine problem. The financial and social consequences of Meth abuse in Idaho are devastating. It is a contributing cause for much of the crime in the state, costs millions of dollars in lost productivity, increases jail and prison populations, and adversely impacts families, children, and communities.

The goal of the Project is to ensure that Idaho's youth are aware of the dangers of methamphetamine use by emphasizing the **NOT EVEN ONCE** message. By reaching teens before they ever try the drug, we can significantly impact Meth's destructive effects on our state.

## THE THREAT OF METH

- Meth supplied from Mexico has created a low-cost, readily available threat to Idaho communities. Meth availability and purity are at their highest levels since 2005.
- Trafficking by Mexican drug cartels comprises 80% of US supply.
- Over 100 pounds of Meth was seized by law enforcement in Idaho in 2014.
- Meth use typically begins before the age of 18.

## PROGRAMS

### School Presentations

The Idaho Meth Project provides free school presentations to junior high schools, middle schools, and high schools throughout Idaho. Presentations are conducted by trained volunteers and staff who provide important information about methamphetamine and share their personal stories of Meth use. Typically conducted in a classroom or small assembly setting, students are encouraged to ask questions and discuss their perceptions of Meth use.

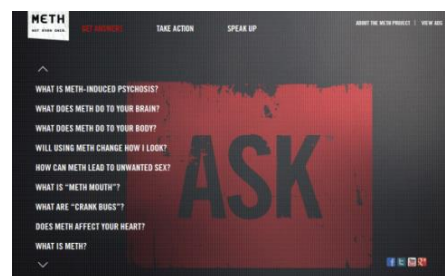


## Community Presentations

Each year, the Idaho Meth Project coordinates a number of large-scale community presentations, called "Free Family Forums for Parents, Tweens and Teens." Parents and their children (ages 10 and up) are invited to come together and learn about the dangers of Meth through the perspectives of local experts in law enforcement and health care, as well as from former Meth users. In addition to Free Family Forums, the Idaho Meth Project staff and volunteers conduct free presentations to teen clubs, business groups, trade associations, service organizations, religious organizations and other groups upon request.

## Resources for Teens

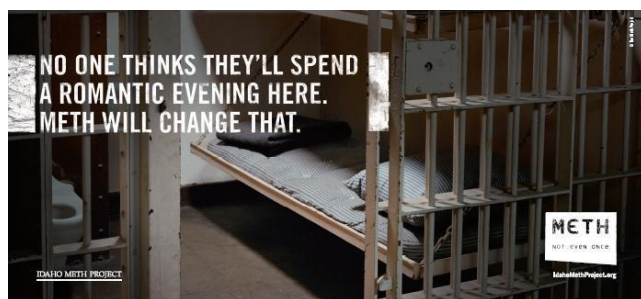
MethProject.org, an interactive website launched in November, 2011, has helped demystify the information Idaho's youth have about Meth. The site enables visitors to post their impressions, knowledge, and experiences with the drug, as well as engage in discussions with their peers. And it is a definitive source of information about the dangers and risks of methamphetamine use. The site shows specific ways teens can "Speak Up," "Take Action," and "Share" their own ideas with other teens.



## Resources for Teachers

The Meth Prevention Lesson provides teens in middle and high schools with the facts, tools, and resources to understand the risks of methamphetamine and to influence their peers. This standard-based lesson leverages the over 350 pieces of interactive content at MethProject.org and provides teachers with engaging, easy-to-use materials to lead a 45-minute class or assembly. The lesson is free to download at [www.IdahoMethProject.org](http://www.IdahoMethProject.org) or you may request a CD by contacting us directly. The lesson is also posted to the Department of Education's website and directly contributes to the overall standard of substance abuse learning expected by the State.

## **MEDIA CAMPAIGN**



The Meth Project's research-based messaging campaign—which graphically portrays the ravages of Meth use through television, radio, billboards, and online ads—has gained nationwide attention for its uncompromising approach and demonstrated impact. First launched in January 2008, the campaign features graphic and gritty anti-Meth advertisements that portray the ugly,

devastating, and real effects of Meth use. The ads, now mostly digital, challenge teens to consider what they know about Meth and prompts them to ask questions and learn more at MethProject.org. Digital advertising is cost-effective and allows for more accurate targeting in order to reach teens where they spend most of their time – online. To date, the Project has run 61,069 TV ads, 72,230 radio ads, 885 billboards, and has achieved 1,302,316 print impressions and 202,005,457 online impressions.



## COMMUNITY ENGAGEMENT

### School Presentations and Events – 2014 Summary

- 19,159 Idaho teens reached through free educational school presentations in 72 schools
- 18,825 Idaho teens reached through participation in community events across Idaho

### Testimonials

"I love the real life stories that come into my classroom; it seems to make a better connection to my students. Thank you for a very true to life, poignant display of the truth behind meth."

- **Meridian Teacher**

"Not a whole lot of these assemblies have an impact, but having our community leaders and teachers stand up and recognize that they truly care brought tears to my eyes."

- **Orofino Student**

"Things like this assembly that don't beat around the bush are just what teens need."

- **Melba Student**



## RESULTS

- Thanks to a combination of law enforcement, treatment, and prevention efforts like the Idaho Meth Project, teen Meth use in Idaho has dropped 56% since the Project launched.<sup>i</sup>
- Compared to the 2007 benchmark *Idaho Meth Use & Attitudes Survey*, Idaho teens have come to view Meth as more dangerous and recognize the Idaho Meth Project as a key source of information.
  - 81% of teens said anti-Meth ads made them less likely to try Meth.<sup>ii</sup>
  - 65% of teens now see significant risks in taking Meth just once or twice.<sup>iii</sup>
  - Since 2007, the number of teens who see "great risk" in 14 potentially negative consequences of trying Meth has risen considerably on every item, including: tooth decay, lack of hygiene, stealing, getting hooked on Meth, losing control of themselves, having sex with someone they don't want to, and turning into someone they don't want to be.<sup>iv</sup>



## ADVERTISING AWARENESS AND EFFECTIVENESS

- 93% of teens in Idaho have seen anti-Meth advertising, and 80% have seen or heard ads at least once per month<sup>v</sup>
- 88% of teens agree the ads gave them the impression that Meth is dangerous to try just once, and 81% report the ads made them less likely to try or use Meth<sup>vi</sup>
- 92% said that if their brother, sister, or a friend were thinking about trying Meth they would want them to see or hear one of the Idaho Meth Project's ads<sup>vii</sup>

## RECOGNITION FOR THE PROGRAM

The Idaho Meth Project began airing advertising throughout the state in January 2008. The ads were created by the Meth Project, which has received 45 advertising industry awards including:

- 2 Gold Effie Awards and Grand Effie Award Finalist
- 11 Gold ADDY Awards and 19 Silver ADDY Awards
- Cannes Lion Award
- 7 AdCritic.com "Top Ten" Awards for the best ads in the U.S.



## METHPROJECT.ORG IN IDAHO

MethProject.org is a new approach to prevention. It has captured teens' attention because it was created based on their feedback and with their digital behaviors top of mind. To appreciate the site, you really need to see it! Since its launch, Idaho site traffic has more than doubled, garnering more than 4.5 million video views and 130,000 site visits by Idahoans.

## RESEARCH AND MEASUREMENT

To track and refine the program's effectiveness, the Idaho Meth Project utilizes a comprehensive research program, including both quantitative and qualitative studies, to measure attitudes and behaviors related to methamphetamine use. We measure success through our own *Idaho Meth Use and Attitudes Survey* and through the Youth Risk Behavior Survey (YRBS) conducted in Idaho schools by the Centers for Disease Control.

## PROJECT FUNDING

As a privately funded 501(c)(3) nonprofit, the Idaho Meth Project relies on the support of individuals, businesses, and foundations. As long as there are teens in Idaho, there must be an Idaho Meth Project to protect our State's future citizens and leaders from the devastating effects of Meth use. We cannot afford to stop! **For more information or to donate online, please visit [www.idahomethproject.org](http://www.idahomethproject.org).**

<sup>i</sup> Centers for Disease Control. 2013 Youth Risk Behavior Survey.

<sup>ii</sup> 2010 Idaho Meth Use & Attitudes Survey, February 2011.

<sup>iii</sup> Ibid.

<sup>iv</sup> Ibid.

<sup>v</sup> Ibid.

<sup>vi</sup> Ibid.

<sup>vii</sup> Ibid.

