

Megan Ronk

From: Idaho Meth Project [info@idahomethproject.org]
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To: mronk@idahomethproject.org
Subject: August 2008 Newsletter

IDAHO METH PROJECT

NEWSLETTER

AUGUST 2008

IMP Web Site Adds New Merchandise Section



Throughout the past several months, the Idaho Meth Project has been inundated by requests for t-shirts and other items that feature the "Not Even Once" logo. We are so proud that people are willing to showcase their support for the Idaho Meth Project and, in response, we have launched a new section of our Web site where t-shirts, water bottles, and coffee mugs are available for purchase. Special thanks to Carpenter Screen Printing (Caldwell) and Litehouse Custom Printing (Sandpoint) for their support in helping us produce these materials at a low cost. As a result, a majority of the proceeds from any merchandise purchases will go toward sustaining the Idaho Meth Project throughout the state. To view new merchandise, please visit:

<http://www.idahomethproject.org/merchandise.php>

Idaho Meth Project - The Next Six Months

The Idaho Meth Project is an ongoing and sustained effort that is designed to reduce the prevalence of first-time Meth use in our state. The campaign

Thank You to Our Major Sponsors



launched on January 7, 2008, and since that time we have been working diligently to educate young people throughout Idaho about the dangers of methamphetamine.

Recently, we have achieved several major successes that will enable us to further our reach throughout Idaho. A recent trip to Spokane to meet with the four Spokane television stations (which broadcast throughout North Idaho) resulted in tremendous support from the Spokane media. In the near future, residents of North Idaho will start seeing the ads on teen-focused programming on all four broadcast networks (NBC, ABC, CBS, FOX), in addition to the ads having a presence on cable television, radio, print, billboards and high school newspapers.

We are also pleased to report that starting August 18th, the Idaho Meth Project will be traveling throughout the state along with our creative partners -- Venables Bell - to interview nearly 70 teens and young adults that have experienced an addiction to Meth. The material from these interviews will then be used to produce a series of new radio ads that feature the stories of real Idaho youth. One of the goals of these interviews is to also produce several new Spanish language radio ads that will be aired on Spanish radio stations.

Following is a brief summary of a few of the other major initiatives that the Idaho Meth Project will be undertaking between now and the end of 2008:

- August 2008 - Begin production of new radio ads
- Fall 2008 - School outreach activities
- October 2008 - Launch Year 1 Meth Use & Attitudes Survey to measure the impact of the campaign
- October 2008 - Major fundraising and community event in Idaho Falls
- January 2009 - Launch Wave II creative

**Idaho Meth Project Volunteers
Spread the "Not Even Once"
Message at Summer Events**



"Great Association With Quality Deal Flow"



Throughout the summer, the Idaho Meth Project's team of over 400 volunteers has been making a difference through our grass-roots community outreach activities.

District Six volunteers recently made an impact at the Life Run in Pocatello. The event had approximately 266 participants including adults, teens, and children. Two adventurous IMP volunteers participated in the race while wearing their IMP volunteer t-shirts. Life Run attendees who visited the IMP booth commented on their support for the Idaho Meth Project, the effectiveness of the ads, and expressed interest in getting involved, while kids wore "Not Even Once" temporary tattoos with pride.

In addition, District One volunteers participated in the Kids Day in the Park event in Coeur d'Alene. The Idaho Meth Project booth was highly attended as volunteers offered free face painting for the kids. Fun was had by all while IMP volunteers worked to educate parents and kids about the dangers of methamphetamine. The volunteers in District One also participated in the Coeur d'Alene Street Fair, along with Spirit Lake's Drug-Free Community Day.

Way to go IMP volunteers -- you are making a significant impact in everything you do!

VOLUNTEER OF THE MONTH

Alyse Juliano



CANYON COUNTY
SHERIFF

Chris Smith
Sheriff

Gary Deulen
Chief Deputy

Expect the Best!

i : w
c : f

Idaho
Women's
Charitable
Foundation



QWEST DIRECT AWARDS - A Unique Opportunity to Support the Idaho Meth Project

The Idaho Meth Project is a member of the Qwest® Direct Awards Program. That means that you can sign up for Digital Voice, Broadband Internet, and wireless service from Qwest and direct your award dollars to the Idaho Meth Project each time you order one of these Qwest products.

Idaho residents can support the Idaho Meth Project by having Qwest donate an additional \$25 for every residential service ordered. Qwest offers local and long-distance voice service, high-speed Internet, wireless phone service and television through DirectTV in much of Idaho.

Please call 888-285-8533 to order a service through the Direct Awards program and can use the code

199338 to designate the Idaho Meth Project as the recipient.



Alyse Juliano is August's Volunteer of the Month. Alyse lives in North Idaho and has willingly stepped in to back up the District One Volunteer Chair. Alyse has spent countless hours on the phone looking for booth and speaking opportunities for District One volunteers, and she has also helped coordinate events and booth volunteers. District One would not be the same without Alyse's positive attitude and commitment. Thank you, Alyse!

Real Stories

Age: 18
Gender: Male
Location: Garden City

I first started using meth when I was 15 years old. My older brother was a frequent user and he got me high for my first time. Within a year I was shooting up as often as I could, or whenever my brother had some. Last year my brother was killed by an angry drug dealer, because he did not have enough money. The dealer knew who I was and came after me. I went to the cops and was arrested for possession, but the dealer got charged with murder. I've been clean for almost 6 months, but it still drives me. It's a hell of a substance.

To read other real stories visit:
http://www.idahomethproject.org/Meth_Info/real_stories.php

CONTACT INFORMATION

Please feel free to contact us with comments, questions, and suggestions. We appreciate your feedback!

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