

IDAHO METH PROJECT

NEWSLETTER

AUGUST 2009

N.E.O.N. at Western Idaho Fair a Tremendous Success - Over 1,000 Teens Participate in Event



Meth Project Campaign Wins National Gold ADDY Awards



The national Meth Project recently announced that it has received two National Gold ADDY Awards for its high-impact, integrated campaign to prevent Meth use through print, television, radio, and Internet advertising. The Meth Project campaign was recognized for excellence in both the Outdoor and Television categories, and was selected from more than 60,000 entries submitted annually for the American Advertising Federation's prestigious ADDY Awards. The ADDY Awards are the advertising industry's largest competition, recognizing creative excellence and the best advertising worldwide.

The winning Meth Project television ads were directed by González Iñárritu, the Academy Award-nominated director and producer of films including "Babel," "21 Grams," and "Amores Perros." Built on the theme, "This isn't normal, but on Meth it is," the television ads portray the consequences of Meth abuse for teens, their friends, and their families. The ads can be viewed at www.methproject.org/ads. These ads will be launched as part of a future Idaho Meth Project media campaign.



On August 20th, the Idaho Meth Project was the featured presenter at the Nez Perce Tribe's Back to School Event in Lapwai that was organized by the Nez Perce Tribal Police Department. While methamphetamine is most certainly not a tribal-only problem, the Nez Perce Tribe is definitely experiencing the scourge of this horrific drug among their community members. The Idaho Meth Project was invited to make several presentations during the Back to School Event, along with setting up a display to disseminate information and speak with parents and teens. The feedback was extremely positive with tribal community members expressing their support and commitment to the Idaho Meth Project. Over 400 people participated in the Nez Perce Tribe Back to School event, which also featured a community BBQ and free school supplies for students. This fall, the Idaho Meth Project has been invited to present in the Nez Perce Tribal schools, which will enable the Project to continue our outreach efforts to teens. Special thanks to the Nez Perce Tribal Police Department and Captain Keith Kipp for enabling us to be involved in this important event!

Idaho Meth Project Team Wins High School Elite Division at BAM JAM



On August 7th-8th, the Idaho Meth Project was a booth sponsor at BAM JAM, a 3-on-3 basketball tournament held in BoDo in Downtown Boise. This was an excellent opportunity for us to reach teens and young adults from throughout the Treasure Valley who were participating in the tournament. As part of the Idaho Meth Project's sponsorship, the program received one



Expect the Best!

CANYON COUNTY
SHERIFF

Chris Smith
Sheriff

Gary Deulen
Chief Deputy

team entry which we donated to a group of under-privileged teens who are rising basketball stars with the Idaho Select Basketball. The Idaho Meth Project team won the High School Boys Elite Division - congratulations to Jordan Thompson, Kameron Pierce, Jon Pulsifer, and Kyle Dranginis!

Volunteers of the Month Shawn and Lisa Burns



Shawn and Lisa Burns of Nampa, August's Volunteers of the Month, deserve great recognition for their efforts in District 3. The Idaho Meth Project is currently searching for a new Volunteer Chair in District 3, but in the meantime Shawn and Lisa have stepped up to help support our community outreach in this area of the state in a major way. From setting up booths to organizing volunteers, Shawn and Lisa have been so dedicated and helpful during our busy summer season. In addition, throughout the past year Lisa has shared her personal story of Meth abuse at schools through Canyon County and the surrounding areas. Many teens have been extremely moved by Lisa who, despite being from a good family and having many positive things happening in her life, lost everything as a result of her Meth abuse. Great thanks to Shawn and Lisa Burns for all you do on behalf of the Idaho Meth Project!

Upcoming Community Outreach Events

Throughout the summer, the Idaho Meth Project will be involved in a variety of community events and presentations to educate young people and parents about the realities of Meth use. Following is a list of several of the upcoming events where Idaho Meth Project volunteers will have a presence. Please let us know if you have additional ideas on activities the program should be involved in - we are constantly seeking ideas for outreach opportunities and welcome your input!

- **August 25** - Free Family Forum for Parents, 'Tweens and Teens (Kamiah)
- **September 2-7** - Twin Falls County Fair
- **September 10** - Jerry's Impromptou Car Show

i:w
c:f

Idaho
Women's
Charitable
Foundation



(Boise)

- **September 12** - 3rd Annual Recovery Day (Caldwell YMCA)
- **September 13** - Hispanic Outreach Event with Bustos Media (Lakeview Park, Nampa)
- **September 25** - Idaho Falls Medical Assistant's Conference (Hampton Inn, Idaho Falls)
- **September 26** - City of Idaho Falls CommUNITY Festival (Tautphaus Park, Idaho Falls)
- **October 13** - Free Family Forum for Parents, 'Tweens and Teens (Colonial Theatre, Idaho Falls)

Real Stories From Idahoans

Age: 27

Gender: Female

Location: Idaho Falls

I knew my mom did drugs when I was in the 3rd grade. She dated drug dealers and used more and more as the years went on. She was finally busted when I was in my 20s, but by then I had a 8 year-old brother to take care of with my older sister. We had to deal with her mood swings all through high school, and did our best to keep our young brother safe. She violated her parole and spent over a year in a women's prison. That was the hardest time for our family. When she was using, we just wanted her to leave the apartment, and she would, but when she was in jail, it was much harder for us to deal with her actions. She got out and was not 100% clean, so I knew we had a long road ahead. Four years later, she is now clean, has a full time job, and we are all so happy. All that meth is behind us now, and I have faith she won't relapse. Her 10 plus years of using were the worst years of our lives.

To read other real stories visit:

http://www.idahomethproject.org/Meth_Info/real_stories.php



Contact Us

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

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