

IDAHO METH PROJECT

NEWSLETTER

JANUARY 2009

Statewide Survey Shows Major Shift in Attitudes towards Meth

New research shows significant increase in perceptions of risks of Meth among Idaho teens and young adults

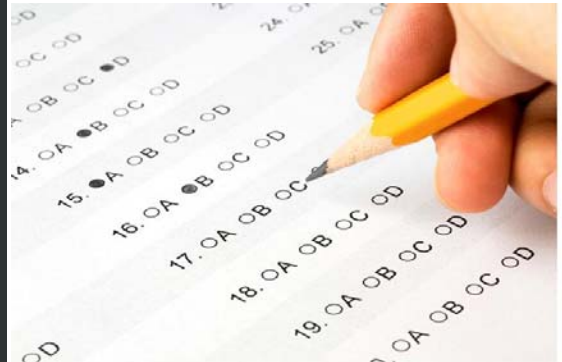
Today the Idaho Meth Project released the results of the 2008 *Idaho Meth Use & Attitudes Survey*, the second statewide survey examining the attitudes and behaviors that Idaho teens, young adults, and parents have toward methamphetamine. The survey findings show that since the launch of the Idaho Meth Project's prevention and public awareness campaign, more Idaho teens and young adults view Meth use as dangerous, and they are more aware of the specific, negative effects of trying Meth even once.

After one year of advertising, community engagement, and education, 63% of teens and 77% of young adults now believe there is "great risk" in trying Meth (up 8 points from 55% and up 9 points from 68%, respectively). The results also reveal that young people in Idaho increasingly associate specific negative outcomes with Meth use, including tooth decay, brain damage, violence, death, or turning into someone they don't want to be. Significant increases (as much as 13 points) in the perceptions of risk in trying Meth just once were observed in every one of the 14 risk areas measured for both teens and young adults.

"These survey results reflect what we've been seeing on the ground with middle and high school students over the last year," said Amy Bartoo, Executive Director of Idaho Drug Free Youth. "Young people throughout the state now realize how dangerous Meth is, and they're increasingly vocal about their disapproval of the drug."

In addition to the increases in perception of risk, young adults are also less likely to agree that Meth provides certain benefits. 80% of young adults disagree that Meth "makes you feel

2008 Idaho Meth Use & Attitudes Survey Result Highlights



Perceived Benefits and Risks of Meth Use

- Compared to the 2007 benchmark survey, Idaho teens and young adults have come to view Meth use as more dangerous.
 - 63% of teens (up 8 points) and 77% (up 9 points) of young adults now believe there is "great risk" in taking Meth just once or twice
- Idaho teens and young adults are now more aware of the specific dangers of Meth use. Significant increases (as much as 13 points) in perceptions of risk in trying Meth just once were reported in each one of the 14 risk areas measured.

attractive" (up 9 points from 71%) and 86% of young adults disagree that "Meth makes you more popular" (up 6 points from 80%). There is a growing social stigma against taking Meth, as 91% of young adults disapprove of trying Meth even once or twice (up 6 points from 85%) and 68% of young adults report they have tried to dissuade friends from taking Meth (up 9 points from 59%).

"We have made substantial progress reaching Idaho youth and educating them about the very real dangers of Meth use, and these results indicate our work is having a dramatic and measurable impact," said Megan Ronk, Executive Director of the Idaho Meth Project. "We are encouraged by the latest survey data and will continue to provide the education and community outreach we know is necessary to prevent our young people from choosing to try Meth."

The results also indicate that the Idaho Meth Project campaign is a key driver for parent-child discussions about Meth. Nearly nine in ten parents (87%) say they have discussed Meth with their teens in the past year, with half (49%) reporting that a television advertisement prompted the conversation (up 24 points from 25%).

Teens and young adults also reported they "strongly agree" the Idaho Meth Project's ads make them less likely to try or use Meth (67% of teens, 57% of young adults), help them understand that you can't try Meth even once (61% of teens, 52% of young adults), and make them more aware of the risks of using Meth (54% of teens, 66% of young adults).

State Senator Patti Anne Lodge praised the Idaho Meth Project for its work. "We need more public-private partnerships like the Idaho Meth Project working to improve the lives of all Idahoans. The Idaho Meth Project has been a high-profile force against Meth use for the last year, and the results are truly impressive. I'm grateful for the difference they've made here in Nampa, and enthusiastically support the continuation of the prevention campaign throughout the state."

To view the complete survey report, please visit the Idaho Meth Project's website at www.idahomethproject.org.

Idaho Meth Project Launches Second Wave of Meth Prevention Campaign



The Idaho Meth Project unveiled the second wave of its large-scale, statewide advertising campaign that began in January 2008, to prevent methamphetamine use among Idaho teens.

- Now, at least eight in ten teens and young adults believe there is a "great" or "moderate risk" of the following after trying the drug once:
 - Tooth decay (up 13 points for both teens and young adults)
 - Suffering brain damage (up 12 points for teens; up 11 points for young adults)
 - Dying (up 13 points for teens; up 11 points for young adults)
 - Becoming violent (up 9 points for teens; up 10 points for young adults)
 - Turning into someone they don't want to be (up 9 points for both teens and young adults)
 - Having sex with someone they don't want to (up 8 points for teens; up 9 points for young adults)

Key Information Sources and Advertising Effectiveness

- 87% of Idaho parents say they have discussed Meth with their teens in the past year, with half (49%) of parents reporting that television ads prompted the discussion (up 24 points).
- Idaho young people "strongly agree" ads by the Idaho Meth Project make them less likely to try or use Meth (67% of teens and 57% of young adults) and help them understand that you can't try Meth even once (61% of teens and 52% of young adults).

Social Approval and Parental Discussions

- 83% of teens and 91% of young adults strongly disapprove of trying Meth once or twice (up 3 points for teens; up 6 points for young adults)
- Parent-child discussions about Meth are more frequent among young adults than

they were a year ago. Four in ten say they have discussed the subject with their parents in the past year (39%, up 8 points since 2007).

Thank You to Our Major Sponsors



Beginning today, a new series of television, radio, online, and print advertising will complement the ongoing community outreach and education events that support the Idaho Meth Project's prevention program. Targeting Idaho youth ages 12-17, the campaign will reach 70%-80% of teens three to five times a week throughout 2009.

The high-impact campaign, based on extensive teen-based research, is comprised of four television commercials, five English radio spots, two Spanish radio spots and three print ads that graphically communicate the risks of Meth. The radio ads in both English and Spanish mark the first time that the Idaho Meth Project will air ads featuring real stories from Idaho teens.

Television

The new television ads portray, in very graphic detail, the real consequences of Meth addiction. In *Jumped*, a young man wishes he had been attacked his way to a party, concluding that the brutal encounter would have been better than reaching his destination and trying Meth. In *Everything Else*, a teenage girl looking to try Meth for the first time is confronted with what lies ahead for her with a life on Meth-her dealer, Meth boyfriends, and Meth baby.

Radio

The radio ads feature the voices and personal stories of seven Idaho teens from rural and urban communities around the state who poignantly describe their experiences with Meth use in shocking detail. A teenage girl, "Shawna," from Glenns Ferry describes how Meth drives you to do anything to "get the high." She recalls the night her boyfriend, also user, sold her to seven men to support their Meth habit. "Holly" from Eagle remembers selling Meth to a squalid couple who became so "dope sick" they locked their kids in a bathroom for days while they got high. "Justin" from Salmon recounts how he accidentally killed his best friend when on Meth-and trying to bury him in his crazed state of mind.

Print

The print and billboard ads draw on teens' focus on looks and attractiveness with images that depict Meth's physical effects. One ad features a head shot of a young man with sunken eyes, open sores, and rotting teeth above a headline that reads, "Actually, doing Meth won't make it easier to hook up."

The second wave of advertising will debut today at a community event at Meridian's City Hall with Idaho First Lady Lori Otter and Mayor Tammy deWeerd. To view the new ads, click the "VIEW ADS" tab at www.idahomethproject.org.

Real Stories

Age: 28
Gender: Female
Location: American Falls, Idaho

I started using meth when I was 14 years old. I have been a



continuous I.V. user. Meth caused me so much damage to my mind and I have a permanent twitch, I lost my family's trust and now have 5 years of probation. It also cost me my son. I hate being addicted to meth.

To read other real stories visit:

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



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CONTACT INFORMATION

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