IDAHO METH PROJECT®

MEDIA ALERT

Eastern Idaho Regional Medical Center and Mountain View Hospital Host Family Forum To Educate Community About Dangers of Meth

Speakers Include Experts and Families Who Have First-hand Experience with Meth Use

IDAHO FALLS, Idaho—September 25, 2009—To help ensure local youth don't try Meth – "Not Even Once" – Eastern Idaho Regional Medical Center (EIRMC) and Mountain View Hospital will host a Free Family Forum for Parents, 'Tweens and Teens on Tuesday, October 13. The forum will feature the dramatic story of an Idaho Falls family whose lives were impacted by methamphetamine use. Attendees will also have an opportunity to speak with healthcare experts and law enforcement officials about the dangerous effects Meth has on both the individual user and the community as a whole. Idaho Falls Mayor Jared Fuhriman will serve as the moderator for the forum.

The forum is the latest in a series designed to foster conversations between parents and children – creating open dialogue about the negative impact of Meth abuse. Nearly 1,000 parents and teenagers attended a similar forum held in Idaho Falls in May 2008. "The community response to the Free Family Forum programs we held last year was overwhelming, said Jeff Sayer, COO of Mountain View Hospital. "It is clear to us that local families need more information about this devastating drug, which is why we are pleased to once again provide an opportunity for people to learn from the experts about the effects of Meth abuse."

EIRMC CEO Doug Crabtree said, "We see the devastating effects that Meth causes in our emergency room, to babies born to Meth mothers, and in our mental health program. It impacts not only those patients, but families who must care and cope with this terrible addiction. We're proud to sponsor this forum to show families the reality of what's at stake and further education through discussion in the home."

WHO: EIRMC, Mountain View Hospital, Idaho Meth Project

WHAT: Free Family Forum for Parents, 'Tweens and Teens

WHEN: Tuesday, October 13 – 7:00 p.m.

WHERE: Colonial Theatre (450 A Street, Idaho Falls)

WHY: Just two years ago, one in five Idaho teens saw little to no risk in trying Meth once or twice according to Idaho Meth Project research, and the federal Substance Abuse and Mental Health Services Administration ranked Idaho #4 in the nation for Meth use by 12- to 25-year-olds.

COST: FREE

SPEAKERS: Tesja Erickson is a Hillcrest High School graduate, daughter of a local physician, and a recovering Meth user. She will tell the sobering story of how she became a Meth addict while still in high school.

Brian Underwood is the Warden at the Pocatello Women's Correctional Center. In his current capacity, and as a former probation/parole and police officer, Underwood has first-hand experience with the devastation that Meth creates among families and communities.

One-on-one interviews with speakers will be available at the forum

About the Idaho Meth Project
The Idaho Meth Project is a nonprofit organization that implements a range of advertising and community-action programs to reduce methamphetamine use in the state. Launched in January 2008, 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 nonprofit organization headquartered in Palo Alto, Calif., 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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