

# IDAHO METH PROJECT®

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## Idaho Meth Project Overview

The Idaho Meth Project is a large-scale, statewide prevention program aimed at significantly reducing first-time Meth use through public service messaging, public policy, and community outreach. The program is part of the Meth Project, a national organization that oversees individual state programs currently running in Arizona, Colorado, Hawaii, Idaho, Illinois, Montana, and Wyoming.

The Idaho Meth Project was launched as a response to the state's critical methamphetamine problem. Meth use in Idaho is considerably higher than the national average, and according to law enforcement officials, is the state's leading drug problem. Potent, low-cost Meth is readily available and abused throughout the state.

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 productivity, contributes to the increasing jail and prison populations, and adversely impacts families and children:

- Idaho ranks #4 in the country for past year Meth use by 12-17 year olds and 18-25 year olds<sup>i</sup>
- Idaho ranks #7 for lifetime Meth use by high school students<sup>ii</sup>
- Idaho spends between \$60 and \$102 million annually to incarcerate and treat adult offenders who admit to having a Meth problem—this represents between 32%-55% of the Idaho Department of Correction's total budget<sup>iii</sup>
- 52% of Idaho inmates directly attribute Meth use to their incarceration<sup>iv</sup>
- 89% of female offenders in county jails in Idaho indicate they have a problem with Meth—73% of these women indicate that Meth is their drug of choice<sup>v</sup>
- During 2007, more than 70% of those sentenced for federal drug offenses involved Meth<sup>vi</sup>
- Idaho's percentage share of Meth treatment in the U.S. is 2.6 times higher than its relative share of the U.S. population<sup>vii</sup>
- The state of Idaho spends an average of \$500,000 per month on Meth-related treatment<sup>viii</sup>

## Strategic Approach

The Idaho Meth Project has implemented a statewide, integrated prevention campaign that includes public service messaging, community outreach, and public policy initiatives. The centerpiece of the program is research-based advertising that graphically communicates the risks of Meth use. The program is based on the Meth Project model, which was first implemented in Montana in 2005.

## 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
- Grand Effie Award Finalist
- 11 Gold ADDY Awards
- 19 Silver ADDY Awards
- Cannes Lions Award
- 7 AdCritic.com “Top Ten” Awards for the best ads in the U.S.

In 2006, the Meth Project was cited by the White House as one of the most effective prevention campaigns in history and a model for the nation.

## 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, including a yearly statewide survey. This research guides the program’s messaging.

## Idaho Meth Project Milestones

- **January 2007:** Plans announced to establish Idaho Meth Project
- **September 2007:** Baseline *Meth Use & Attitudes Survey* launched
- **January 2008:** Official Launch of Idaho Meth Project announced by Governor and First Lady Otter
- **January 2008:** Statewide advertising campaign begins, including TV, radio, print, and outdoor
- **February 2008:** Results of benchmark *Idaho Meth Use & Attitudes Survey* announced
- **January 2009:** Second *Idaho Meth Use & Attitudes Survey* released, providing initial results on effectiveness of messaging campaign; Wave 2 of messaging campaign launched
- **January 2010:** Third *Idaho Meth Use & Attitudes Survey* released, providing results on effectiveness of messaging campaign; Wave 3 of messaging campaign launched

## Project Funding

The Idaho Meth Project is funded through the generous contributions of private individuals, corporations, foundations, tribal governments and government grants.

Additional information is available at [www.idahomethproject.org](http://www.idahomethproject.org)

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<sup>i</sup> SAMHSA, National Survey on Drug Use and Health, 2007

<sup>ii</sup> Center for Disease Control, Youth Risk Behavioral Survey, 2008

<sup>iii</sup> Idaho Department of Correction, 2008

<sup>iv</sup> Ibid

<sup>v</sup> Ibid

<sup>vi</sup> Office of National Drug Control Policy, State of Idaho, Profile of Drug Indicators, June 2008

<sup>vii</sup> SAMHSA, Treatment Episode Data Set, and U.S. Census

<sup>viii</sup> Idaho Department of Health and Welfare