

# IDAHO METH PROJECT

## **MEDIA ALERT**

### **Idaho Meth Project to Launch New Advertising Campaign and Announce Meth Use & Attitudes Survey Results**

The Idaho Meth Project will hold a press conference on January 27 to debut the next phase of its statewide methamphetamine prevention campaign and announce the results of a new survey measuring the campaign's effectiveness.

Megan Ronk, Executive Director of the Idaho Meth Project, will unveil the new ads to local community and business leaders as well as middle school and high school students at Meridian City Hall. Idaho First Lady Lori Otter and Meridian Mayor Tammy deWeerd will be in attendance to discuss the Idaho Meth Project's results since the launch of the campaign in 2008.

- WHO:** Idaho First Lady Lori Otter  
Meridian Mayor Tammy de Weerd  
Megan Ronk – Executive Director, Idaho Meth Project  
Debbie Field – Director, Office of Drug Policy  
Youth Leaders
- WHAT:** Launch of the second wave of the Idaho Meth Project campaign  
Release of 2008 *Idaho Meth Use & Attitudes Survey* results
- WHEN:** Tuesday, January 27, 2009  
3:00 p.m.
- WHERE:** Meridian City Hall (33 E. Broadway Avenue, Meridian)

Interviews with Megan Ronk, local youth, and business and community leaders will be available upon request. Please contact Toni Haubert at 415-449-0134 for additional information.

#### Background

At the core of the Idaho Meth Project's effort is research-validated, high-impact advertising aimed at significantly reducing first-time Meth use among Idaho youth ages 12 – 17. The second wave of advertisements, developed using in-depth, teen research, is made up of four television commercials, five English radio spots, two Spanish radio spots and three billboards/print ads.

The 2008 *Idaho Meth Use & Attitudes Survey* is designed to measure attitudes and behaviors that Idaho teens, young adults and parents have toward methamphetamine and track changes over time.

#### **About the Idaho Meth Project**

The Idaho Meth Project is a non-profit 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 non-profit organization headquartered in Palo Alto, California, aimed at significantly reducing first-time Meth use through public service messaging, public policy, and community outreach. For more information, visit [www.idahomethproject.org](http://www.idahomethproject.org).

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