IDAHO METH PROJECT

Idaho Meth Project Launches Second Wave of Meth Prevention Campaign

New Ads Released in Conjunction with Statewide Data Showing Significant Shift in Teens' Attitudes toward Meth

Boise, Idaho—January 27, 2009—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. 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 on 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 a 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 a 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 was debuted today at a community event at Meridian's City Hall with Idaho First Lady Lori Otter and Mayor Tammy deWeerd. Also released were results from the 2008 *Idaho Meth Use & Attitudes Survey*. Conducted one year after the Idaho Meth Project began, the extensive qualitative and quantitative research shows that explicit depictions of the

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consequences of Meth use were highly effective in reaching teens and young adults. The proven impact of the initial wave of advertising provided the impetus for the second round of new advertising.

"The research clearly shows that the Idaho Meth Project is having a significant impact on how teens and young adults view Meth and the risks associated with using," said First Lady Lori Otter. "Attitudes are beginning to change. With this latest series of ads, people will start to hear stories from kids in our own communities around the state. We continue to focus on the real threat Meth poses here in Idaho."

According to the 2008 *Idaho Meth Use & Attitudes Survey*, more teens and young adults believe that trying Meth once or twice is risky, more young adults disapprove of trying Meth and have tried to dissuade their friends from using the drug, and nearly 90% of Idaho parents have discussed the risks of Meth use with their teens in the past year—with half reporting that a television advertisement prompted the conversation. To view the full study, visit www.idahomethproject.org.

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.

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Media Contacts: Megan Ronk
Idaho Meth Project
(208) 331-2060
info@idahomethproject.org

Toni Haubert
Weber Shandwick
(415) 449-0134
thaubert@webershandwick.com