

IMPACT. ATTORNEY GENERAL'S REPORT SHOWS DRAMATIC IMPACT OF METH PROJECT

In early 2007, the Montana Attorney General's Office released "*Methamphetamine in Montana: A Preliminary Report on Trends and Impact*," which highlighted positive trends in Montana's Meth problem. The report revealed that since the Meth Project was initiated in Montana, there has been a sharp decrease in Meth-related crime and increased awareness of the

risks associated with Meth use among youth. Montana Attorney General Mike McGrath cites the work of the Montana Meth Project as a key factor in these achievements.

"Clearly the highly visible prevention campaign conducted by the Montana Meth Project has had an enormous impact," McGrath said.

As long as methamphetamine

use is viewed as an acceptable, even cool thing to do, teens will continue to use the drug. But the Montana Meth Project's hard-hitting and ubiquitous campaign is changing perceptions. The Project reaches 70-90% of its teen audience three to five times a week with strong anti-Meth messages — and recent data show those messages are making a difference. One of the

most encouraging statistics in the Attorney General's report is that 93% of respondents associate Meth use with "great risk," compared with just 54% of teens nationally. Montana teens now see Meth as carrying a greater risk than any other drug if used just once — greater even than heroin.

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"We're changing attitudes and behavior toward Meth. People are talking and perceptions are shifting. Declines in use and Meth-related crime demonstrate we're on the right path."

Mike McGrath
Montana Attorney General



THE METH PROJECT

IMPACT. CONTINUED

The first 15 months of the Montana Meth Project's campaign have shown significant reductions in use. Analysis of workplace drug testing data showed a dramatic 70% decline in workers testing positive for Meth — the greatest decline in the nation.

Drug-related crime is one of the most widely felt byproducts

of methamphetamine use. As users fall deeper into addiction, they often resort to theft, violence, and prostitution to secure their next fix. In 2006, law enforcement agencies reported that Meth-related crime was down 51%, Meth-positive arrests down 44%, and the discovery of Meth at crime scenes was down 36%.

Reducing crime is crucial in a state where 50% of the prison population is incarcerated for Meth-related crime.

The Attorney General's report was compiled using data from crime lab toxicology reports, drug task force incident reports, local law enforcement reports, hospital admission and discharge

data, survey results, the Prevention Needs Assessment (PNA) administered by the Department of Public Health and Human Services, and the *Montana Meth Use & Attitudes Survey*.

USAGE DECLINES

Increased Disapproval

93% of teens now see great risk in trying Meth
87% strongly disapprove of the drug

Reduction in Use

workers testing positive decreased by 70%
Meth use among teens is down 38%

Decrease in Crime

crime dropped 53%

ACCOLADES: METH PROJECT RECEIVES WHITE HOUSE COMMENDATION

In October 2006, the White House cited the Meth Project as one of the nation's "most powerful and creative anti-drug programs." John Walters, Director of the White House Office of National Drug Control Policy, presented Meth Project founder Tom Siebel with a certificate of recognition.

"It's an honor to be recognized

for the impact the Meth Project is having on the state of Montana. Public response to the program has been overwhelming. The message is resonating with teens, and we are beginning to stem the epidemic that has been crippling our communities," Siebel said.

Director Walters praised the Meth Project as "a key component

of a balanced strategy against Meth and is an extraordinary example of the results we can achieve when we combine the power of advertising with the dedication and expertise of the leaders of this community." He went on to describe the Meth Project as a model for prevention efforts nationwide.

WHAT'S HAPPENING



Meth project founder Tom Siebel introduces the documentary film "Montana Meth".



Teens painted the state with powerful anti-Meth art.



Tom Siebel with documentary filmmaker Eames Yates and journalist Mike Wallace at the New York premiere of "Montana Meth".



The line for the "Montana Meth" documentary premiere wrapped around the block at the Big Sky Film Festival.

FILM: 'MONTANA METH' DOCUMENTARY PREMIERES ON HBO

In collaboration with HBO, Meth Project founder Tom Siebel conceived of, and executive-produced, the documentary film 'Montana Meth' to further the Meth Project's mission to raise awareness of the dangers of methamphetamine use.

The one-hour documentary—which premiered on HBO in March—takes a bold look into the devastating realities and tragic consequences of Meth. From the teen mother who recounts an addiction so powerful she continued to use even while pregnant, to the

treatment workers who speak of their struggles to wean young addicts off of the drug, the film's personal approach is what makes it so compelling and unique.

"'Montana Meth' is a remarkable film, showing firsthand the lives Meth has destroyed, delving deeper into the subject than ever before. It's a sobering presentation of an epidemic that has gripped the state. This film will further educate people about the realities of Meth use. We hope it will motivate the leaders of the state to take preemptive

action," said Mike Gullede, Vice President of Publishing for Lee Enterprises and Chairman of the Montana Meth Project.

Following premieres in New York and Montana, the film aired in March as part of HBO's Addiction series. For more information about the documentary DVD, please visit www.montanameth.org/documentary.

METH PROJECT LAUNCHES IN ARIZONA

The Meth Project has officially launched the Arizona Meth Project, the third state to adopt the innovative Meth prevention campaign, following Montana and a regional program in Illinois.

"When we were presented with the extraordinary results the Meth Project had achieved in Montana, we immediately set out to bring this program to Arizona," said Arizona Attorney General Terry Goddard. "The implementation of this program will be key to our battle against Meth."

The Arizona initiative will utilize the core creative content of the program, although certain elements, such as radio testimonials, will be specifically tailored for use in the state.

The Meth Project is currently working with other states interested in replicating the program, in an effort to reduce the prevalence of methamphetamine use in their communities.

CAMPAIGN RESULTS: 'NOT EVEN ONCE'

Results from the 2007 *Montana Meth Use & Attitudes Survey* show the dramatic impact of the Meth Project's public education campaign. The

statewide survey, released in March 2007, found that people's attitudes toward methamphetamine use have shifted substantially since the

Meth Project initiated its first wave of anti-Meth advertising in September 2005.

'NOT EVEN ONCE' CAMPAIGN



The latest advertising campaign takes a darkly ironic look at the dangers of Meth use to those closest to the users, showing teens the devastating impact Meth can have on friends and family of those who abuse the drug. To view ads, go to www.montanameth.org/View_Ads.

RECENT EVENTS

New Leadership

Mike Gullede, Vice President of Publishing for Lee Enterprises, was appointed Chairman of the Montana Meth Project last November. Meth Project founder Tom Siebel made the announcement, and will continue his active role as founder, Vice-Chairman, and member of the Advisory Council.

Gullede joined the organization in May 2005. "Through his leadership on the Advisory Council, Mike has been a source of motivation for everyone involved in the Montana Meth Project," said Siebel. "His unwavering commitment to our cause made him an obvious choice when it came time to appoint a successor to the Chairman."

Paint the State Books Now Available

Highlights from the successful 2006 Paint the State public art contest are now assembled in a colorful book. The 56-page book captures the spirit of the Project, with more than 100 photos of artwork and inspired teens in action. Commentary from artists and others touched by the Project exhibit the extraordinary reach and impact of Paint the State.

The book is now available with a donation of \$50.00 or more. All proceeds benefit the Montana Meth Project. To order online visit www.paintthestate.org.

FUNDRAISING

SIEBEL FOUNDATION ISSUES \$5 MILLION CHALLENGE GRANT

In a bold move to engage Montanans in the fight against Meth, the Siebel Foundation announced a \$5 million Challenge Grant. The Foundation will match donations to the Montana Meth Project from any private and corporate entity through November 15, 2007, to help fund the Montana Meth Project's outreach efforts and advertising campaign.

"The Siebel Foundation's challenge is the catalyst that will allow the Montana Meth Project to continue the work that we've started. With a gift of this magnitude, and the donations to match it, we can expand the reach of our campaign and ensure that Montana's young people will not become statistics in this

deadly epidemic," said Montana Meth Project Chairman Mike Gullede.

DONATE VIA PAYROLL DEDUCTION THROUGH "MONTANA SHARES"

The Montana Meth Project has recently joined the community action fund "Montana Shares." Montana Shares makes giving easy and effective; it is a simple way to make a positive impact on people and communities throughout the state. By giving to Montana Shares, you help address the problems facing your neighborhood. If you are interested in including this group of Montana-based nonprofit organizations in your company's employee charitable giving plan, please contact us at www.montanameth.org.

PAINT THE STATE WINNER GIVES BACK

Molly Hedrich and Morgan Kiff, both from Meagher County, took second place in the Montana Meth Project's Paint the State public art contest. After winning a combined \$2,000 prize, Hedrich decided to donate \$250 from her winnings to the Meth Project. As soon as she heard she had won the prize, Molly said she knew she wanted to give something back to the Project so "other kids can get the message about how bad Meth is." Molly is an inspiration and a true role model.

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