

# 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 Idaho, Montana, Illinois, Arizona, Wyoming, Colorado, and Hawaii.

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:

- 80% of the child placements by the Idaho Department of Health and Welfare are directly related to drug abuse, with methamphetamine being the most prevalent
- 1 in 34 Idaho men are in prison or on probation or parole – 75% of offenders with a drug problem say that Meth is their drug of choice
- 52% of Idaho inmates directly attribute Meth use to their incarceration
- A 2005 survey ranked Idaho among the states reporting the highest increase in arrests due to methamphetamine, up 90% from the prior year
- Idaho spends \$66 million annually to house adult male inmates who admit to having a Meth problem
- 63% of Idaho felony drug court participants indicate that Meth is their drug of choice

## 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. Since its inception, the Montana Meth Project has demonstrated significant results.

- When the program launched, Montana ranked #5 for Meth abuse; after two years of the Meth Project, the state ranked #39
- Teen Meth use in Montana has declined by 63%
- Meth-related crimes declined by 62%

- There was a 72% decline in adult Meth use, as measured by positive workplace drug-testing for methamphetamine

### **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 43 advertising industry awards including:

- 2 Gold Effie Awards
- Grand Effie Award Finalist
- 9 Gold Addy Awards
- 19 Silver Addy Awards
- Cannes Lion 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 statewide survey released in early 2008. 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

### **Project Funding**

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

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