

HAWAII METH PROJECT

Hawaii Meth Project Launches Statewide Meth Prevention Campaign

Community Leaders Unveil Proven Meth Project Program to Reduce First-Time Meth Use

HONOLULU, HAWAII—June 5, 2009—The Hawaii Meth Project today launched a large-scale, statewide prevention program designed to reduce first-time methamphetamine use among teens through aggressive, saturation-level messaging campaigns and community outreach programs.

Community, business, and government leaders spearheaded the effort to launch this innovative prevention campaign in response to the state's overwhelming methamphetamine problem. Hawaii currently ranks #5 for Meth use for those 12 and olderⁱ and the data from the most recent Hawaii Youth Risk Behavior Survey showed that in 2007, 7.3% of 10th grade students report having used Meth, up 87% from 2005.ⁱⁱ Meth costs Hawaii an estimated \$500 million each year in crime, lost productivity, treatment, healthcare, and foster care services.ⁱⁱⁱ

“Meth is one of the most addictive, destructive drugs we've ever seen, in both the staggering financial burden and profound human costs,” said Michael Broderick, Lead Judge of the Special Division of First Circuit Family Court. “Once someone has begun using, it's very difficult to get them to stop. The Hawaii Meth Project is crucial to our efforts to combat this epidemic by preventing our young people from ever trying Meth.”

The Meth Project, first launched in Montana in 2005, has demonstrated significant results in changing attitudes and behaviors towards methamphetamine and is credited with reducing teen Meth use by 45%.^{iv} and Meth-related crime by 62%.^v When the program launched, Montana ranked #5 in the nation for Meth abuse, after two years, the state ranked #39.^{vi} The program has since expanded to Arizona, Illinois, Idaho, Wyoming, and Colorado.

The Hawaii Meth Project's research-based messaging campaign launches statewide today with hard-hitting TV, radio, Internet, and print ads that realistically portray the devastating effects of methamphetamine. Aimed at educating teens about the risks of Meth, the campaign will reach roughly 80% of Hawaii teens, four times per week. The campaign's core message, “Not Even Once,” speaks directly to the highly addictive nature of Meth. The ad campaign can be viewed on the Project's website at www.hawaiimethproject.org/Ads.

The Hawaii Meth Project's saturation-level media campaign is supported by community outreach programs to further educate teens and mobilize communities to assist in Meth awareness and prevention activities. The Hawaii Meth Project's outreach programs are designed to support and complement existing efforts underway in Hawaii, as the Project works in collaboration with local coalitions, volunteers, businesses, and government agencies.

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The Hawaii Meth Project also announced today the results of the 2009 *Hawaii Meth Use & Attitudes Survey*. This first-ever statewide survey measures the attitudes and behaviors that Hawaii teens, young adults, and parents have regarding methamphetamine. The survey will serve as a baseline to measure progress in changing perceptions of Meth and—along with additional quantitative and qualitative research—is used to inform the campaign’s strategy and messaging.

“The Hawaii Meth Project campaign is based on extensive research among teens, in collaboration with the nation’s top experts, for a sustained prevention and education campaign that will have a significant, lasting impact,” said Cindy Adams, Hawaii Meth Project Executive Director. “By educating teens about the risks and consequences of Meth and increasing parent-child discussions, the data shows they will make more informed decisions and reject Meth when presented with the opportunity to give it a try.”

The Hawaii Meth Project also announced the formation of a local Advisory Council comprised of prominent business, community, and government leaders to help guide the success of the program.

- **Mark de Reus**, President, de Reus Architects, Waimea, Hawaii
- **Everett Dowling**, President of Dowling Company, Inc., a Maui-based real estate development company
- **Jennifer Goto-Sabas**, Chief of Staff for U.S. Senator Daniel Inouye
- **Richard "Dick" Gushman**, Chief Executive Officer, DGM Group, a Honolulu-based real estate development firm
- **Warren H. Haruki**, President and Chief Executive Officer of Grove Farm, a Kauai-based land development company
- **Micah Kane**, Chairman, Hawaiian Homes Commission and Department of Hawaiian Home Lands
- **Mayor William Punapaia’alaikahala “Billy” Kenoi**, Mayor, Hawaii County
- **Bert A. Kobayashi**, Founder, Kobayashi Group and the Chairman of Kobayashi Development Group
- **Nick Ng Pack**, President and Chief Executive Officer, Milici Valenti Ng Pack
- **Charles Schwab**, Founder and Chairman, The Charles Schwab Corporation
- **Jeff Watanabe**, Founding Partner, Watanabe Ing LLP and Non-executive Chairman of Hawaiian Electric Industries, Inc.

About the Hawaii Meth Project

The Hawaii 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 June 2009, the Hawaii Meth Project leverages a proven model that combines extensive research with a hard-hitting, integrated media campaign. The Hawaii 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.hawaiimethproject.org.

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ⁱ SAMHSA. Office of Applied Studies, National Surveys on Drug Use and Health 2002-2006. 2007. Data cited for “past year” Meth use.

ⁱⁱ Center for Disease Control, Youth Risk Behavioral Surveillance System, 2007.

ⁱⁱⁱ Estimate based on RAND, The Economic Cost of Methamphetamine Use in the United States, 2005 Cost Model.

^{iv} Montana Office of Public Instruction. “2007 Montana Youth Risk Behavior Survey.” September 2007.

^v Montana Attorney General, Mike McGrath. Methamphetamine in Montana: A Follow-up Report on Trends and Progress. April 2008.

^{vi} Office of National Drug Control Policy. “Pushing Back Against Meth: A Progress Report on the Fight Against Methamphetamine in the United States.” November 2006.