

MONTANA METH PROJECT

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Montana Meth Project Launches Large Scale Hard-Hitting Anti-Meth Ad Campaign

New effort rallies support to reduce first-time methamphetamine use among teens

Helena, Montana, August 31, 2005 – The Montana Meth Project today unveiled what it believes will be the largest statewide anti-methamphetamine campaign in history, targeted directly at Montana teens. The project hopes to significantly reduce the frequency and prevalence of methamphetamine use, the state’s leading drug menace, over the next several years.

The project has conducted extensive research—both qualitative and quantitative—to develop a comprehensive, highly targeted campaign that includes hard-hitting anti-methamphetamine public service television, radio, outdoor and print advertising. This effort will also feature two Web sites—one project-focused, www.montanameth.org, and the other teen-focused, www.notevenonce.com. The anti-meth campaign will be launched statewide on September 1, 2005.

“The methamphetamine problem in Montana is real, the drug has disastrous implications, and our findings show that Montana’s young people have ready-access to meth, making them highly vulnerable,” said Tom Siebel, Chairman of the Montana Meth Project. “Research made our approach clear—develop a teen-based prevention campaign—one designed with input from Montana teens, featuring Montana teens, that will speak to Montana teens about the risks of experimenting with meth. Our project is exclusively focused on prevention.”

The project’s primary objective is to dramatically reduce first-time methamphetamine use among Montana teens educating them early and often about the risks and consequences of using methamphetamine. The ultimate goal of this effort is to create positive, lasting change through a significant mass media effort focusing on education and prevention. The project also seeks to raise awareness about the scale, depth and critical nature of the methamphetamine problem in Montana, mobilizing a call to action in communities across the state to get involved in methamphetamine prevention, education and treatment efforts.

“The ads themselves are powerful, and may shock many people,” said Dr. Dan Nauts, Physician, Addiction Specialist. “They convey the stark truth about the devastating effects of methamphetamine—it’s the type of message teens need to see. The Montana Meth Project is providing a major contribution toward prevention—a vital element necessary to change attitudes and behaviors.”

Working closely with other interested state and national organizations, the Montana Meth Project was designed to complement existing efforts underway in Montana. Key partners include the office of the Governor, the Attorney General, the Superintendent of Public Instruction, Meth Free Montana, state and local law enforcement, the Montana Congressional delegation and the Partnership for a Drug Free America.

The Montana Meth Project also announced the formation of an Advisory Council of influential Montanans with experience in all aspects of the methamphetamine problem to help guide the success of the project.

Montana Meth Project Advisory Council:

- Dr. Geoff Gamble, President, Montana State University, Bozeman
- Mike Gulledge, Publisher, Billings Gazette, Billings
- Mike McGrath, Attorney General, State of Montana, Helena
- Dr. Dan Nauts, Physician, Addiction Specialist, Great Falls
- Major General Gene Prendergast, former Montana Adjutant General, Helena
- Theresa Racicot, former First Lady, State of Montana, Helena
- Judge Mike Salvagni, District Court Judge, Bozeman
- Peg Shea, Prevention Specialist, Missoula
- Anna Sorrell, Governor's Office, Family Policy Advisor, Helena

“In my 28 years in the addiction field, I have never seen a drug as destructive and deadly as methamphetamine,” said Peg Shea, Executive Director of Western Montana Addiction Services, Advisory Council member. “I believe that as a culture, community, neighbor and/or family member we can and must protect our children, in any way possible, from ever using this drug.”

A core-strength of the campaign—critical to its success—is its robust research-based methodology and measurement plan. The Montana Meth Project developed the *Montana Meth Use and Attitudes Survey* to provide insight into young people's attitudes and behaviors related to methamphetamine. Complete results of the initial survey will be released today.

Formed in February, 2005, the Montana Meth Project is a 501(c) 3 charitable organization based in Helena, Montana. The Montana Meth Project was funded by a grant from the Thomas and Stacey Siebel Foundation.

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