

# WYOMING METH PROJECT

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## **2010 Wyoming Meth Use & Attitudes Survey Reveals Significant Shift in Attitudes Toward Meth Among Wyoming Teens**

*Research Finds Teens are Increasingly Aware of the Risks of Methamphetamine Since Launch of Statewide Public Education Campaign*

**CASPER, Wyoming—September 24, 2010**—The Wyoming Meth Project today released the results of the 2010 *Wyoming Meth Use & Attitudes Survey*. The statewide survey found that compared to a 2008 benchmark survey taken before the launch of the Wyoming Meth Project, Wyoming teens are increasingly aware of the risks of using Meth and are less likely to see benefits in using the drug. At the same time, awareness of anti-Meth advertising has increased dramatically, and nearly three-quarters of Wyoming’s teens (74%) agree the Wyoming Meth Project’s public education campaign has made them less likely to try or use the drug.

According to the survey, 80% of Wyoming teens now see risk in trying meth once or twice and 64% see “great risk” in trying the drug, up 11 points since the launch of the Wyoming Meth Project in 2008. Teens are also increasingly aware of specific risks of using the drug. The survey looked at 14 potential risks of Meth use and the number of teens who see “great risk” was up significantly for each of them, by an average of 13 points. For example, 71% of teens say using Meth will make them more likely to steal (up 18 points), suffer tooth decay (67%, up 16 points), and suffer brain damage (73%, up 14 points).

In addition, fewer Wyoming teens see benefits in using Meth than they did two years ago. More teens disagree that Meth helps you deal with boredom (71%, up 4 points), gives you energy (71%, up 9 points), makes you feel euphoric or very happy (67%, up 6 points), or helps you lose weight (62%, up 8 points). They also strongly disapprove of taking the drug once or twice (82%), and six in ten teens (59%) say they have told friends not to use Meth.

“These survey results tell me we have made significant progress in educating Wyoming teens about the dangers of using methamphetamine,” said Rodger McDaniel, Director of the Mental Health and Substance Abuse Division of the state of Wyoming Department of Health. “The data show teens agree the campaign is effective, and that its message is reaching Wyoming’s young people. By giving them the facts, we have helped them understand there is great risk in using Meth.”

Teens reported that the Wyoming Meth Project’s campaign provided them with important information about Meth and made them less likely to use the drug. 83% of teens said the ads helped them understand that Meth is dangerous to try just once, and 82% said the ads showed them that the drug is more dangerous than they had originally thought. Nearly three-quarters of Wyoming teens (74%) agree the ads made them less likely to try or use Meth. A significant majority of Wyoming teens (71%) report seeing anti-Meth advertising at least once a month, up 11 points from the 2008 benchmark, and 86% say they have seen or heard a Meth-related ad in the past month.

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The 2010 *Wyoming Meth Use & Attitudes Survey* was conducted from March 30 to May 21, to measure attitudes and behaviors related to methamphetamine among Wyoming teens by GfK Roper Public Affairs & Corporate Communications. The survey is conducted periodically to measure attitudes and behaviors related to methamphetamine, and track changes over time. A benchmark survey was conducted in the spring of 2008, prior to the launch of the Wyoming Meth Project's prevention campaign. A total of 2,652 junior and senior high school students (ages 12-17) were interviewed for the study. All respondents attend one of 22 randomly selected junior and senior high schools across Wyoming. The executive summary and complete survey report can be obtained from the Wyoming Meth Project's website at [www.WyomingMethProject.org/Research](http://www.WyomingMethProject.org/Research).

**About the Wyoming Meth Project**

The Wyoming 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 2008, the Wyoming Meth Project leverages a proven model that combines extensive research with a hard-hitting, integrated media campaign. The Wyoming 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.wyomingmethproject.org](http://www.wyomingmethproject.org).

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