

Print Page

MONDAY MAY 5, 2008 :: Last modified: Saturday, April 12, 2008 2:05 AM MDT

Wyo Meth Project names executive director

By JASA SANTOS
Star-Tribune staff writer

A start-up methamphetamine prevention effort in Wyoming has named its first executive director.

Jean Davies was chosen to help lead the Wyoming Meth Project, a program focused on educating communities about the drug.

The Wyoming Meth Project is modeled after a program based in Montana. Wyoming will use the same marketing strategies and tools the Montana program uses.

Davies has worked at the Wyoming Behavioral Institute for 22 years, and has been a part of Casper's community methamphetamine initiative for the last six years. Davies said her interest in the position stemmed from her work with methamphetamine prevention groups.

"I really was interested in it because I feel there is much we can do in our state in terms of meth education," Davies said. "It's a passion of mine."

The Montana Meth Project was started in 2005 by Tom Siebel, a Montana businessman and rancher. In two years, the project has cut methamphetamine use among Montana teenagers by 45 percent, according to the project's Web site.

Siebel met with Wyoming legislators and private donors in January to talk about starting a Wyoming program. The McMurry Foundation took the lead in bringing together donors to help start Wyoming's effort.

The project uses an ongoing marketing campaign, community outreach and public policy initiatives to make communities more aware of the impacts of methamphetamine use.

The project's radio advertisements feature former methamphetamine users talking about their addiction to realistically communicate the risk the drug carries.

Davies starts her new position on Monday.

"I really want to do something's that's going to make a difference in our state," Davies said. "It's one of those things I've always felt strongly about."

Reach education reporter Jasa Santos at (307) 266-0593 or at Jasa.Santos@trib.com.