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## Wyoming Meth Project kicks off campaign

by Carol Crump

Tuesday, June 24, 2008 12:12 PM MDT

The Wyoming Meth Project has launched a statewide prevention campaign aimed at significantly reducing first-time methamphetamine use among Wyoming youth. C

Collective funding from the McMurry Foundation, Daniels Fund, Tate Foundation and other foundations throughout the state brought the award-winning campaign to Wyoming.

The Wyoming Meth Project combines an aggressive, saturation-level media campaign with community action programs designed to prevent meth use by raising awareness of the dangers of the drug.

The campaign and its core message, "Not Even Once," speak directly to the highly addictive nature of meth.

According to the Department of Justice, methamphetamine is the primary drug threat to Wyoming. The state ranks second in the country for meth use among teens ages 12-17 and first in the nation for meth use among young adults ages 18-25.

Wyoming is the fifth state to implement the Meth Project's large-scale prevention campaign. The program first was established two years ago in Montana, where it is credited with a 45 percent decline in teen meth use in the state.

Tom Pagel, Casper's chief of police and a board member of the Wyoming Meth Project, hopes to see similar benefits in this state.

"Meth has a significant impact on crime in our community and state," Pagel said. "There's no such thing as a casual meth user, and an individual's addiction isn't just one person's problem -- it's a community crisis that puts an enormous strain on law enforcement.

"We know from experience that we cannot arrest our way out of this problem," he continued. "The Meth Project's success in reducing use in Montana is a clear indicator that this effort can have an enormous impact in Wyoming."

The Wyoming Meth Project will reach 70-90 percent of teens statewide, three to five times a week, with hard-hitting television, radio and print advertising that graphically portray the effects of meth use.

The Meth Project's research-based campaign has received more than 40 advertising industry awards for its effectiveness and has been cited by the White House Office of National Drug Control Policy as a model for the nation.

The Wyoming Meth Project's Web site has facts about methamphetamine in the state, as well as information for teens and parents. To learn more, and to view the Wyoming Meth Project ads, visit [www.wyomingmethproject.org](http://www.wyomingmethproject.org).