

# WYOMING METH PROJECT

---

P.O. BOX 51688 | CASPER, WY 82605 | PHONE 307-268-7136 | INFO@WYOMINGMETHPROJECT.ORG | WYOMINGMETHPROJECT.ORG

## Wyoming Meth Project Launches Statewide Meth Prevention Campaign

*Community Leaders Announce Groundbreaking Anti-Meth Program*

**CASPER, Wyoming—June 16, 2008**—The Wyoming Meth Project today announced the launch of a statewide prevention campaign aimed at significantly reducing first-time methamphetamine use among Wyoming youth. Community leaders from the McMurry Foundation, Daniels Fund, Tate Foundation, and other foundations throughout the state, whose collective funding brought the award-winning campaign to Wyoming, revealed the first wave of powerful anti-Meth ads and community action programs that comprise what has been cited as the most effective methamphetamine prevention program in the nation.

According to the Department of Justice, methamphetamine is the primary drug threat to Wyoming, costing millions of dollars in lost productivity, contributing to jail and prison populations, and often leading to domestic violence and child abuse, adversely impacting families and children across the state. Wyoming ranks #2 in the country for Meth use among teens ages 12-17 and #1 in the country for Meth use among young adults ages 18-25.

“The people affected by this epidemic are not just nameless, faceless statistics. They are our friends, our relatives, our co-workers, and the children of our communities,” said U.S. Senator John Barrasso, R-WY. “The Wyoming Meth Project will play a key role in educating our youth and reducing demand for this highly-addictive, devastating drug.”

The Wyoming Meth Project has adopted the national Meth Project’s innovative program—combining 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.

Wyoming is the 5<sup>th</sup> state to implement the Meth Project's large-scale prevention campaign. The program was first established two years ago in Montana, where it is credited with a 45% decline in teen Meth use in the state. In announcing the program’s launch, board members from the Wyoming Meth Project cited the severe impact methamphetamine use has had in Wyoming, and the success of the Meth Project model in reducing Meth use in other states.

“We teamed with partners across the state to bring the Meth Project to Wyoming because we’ve all seen first-hand how Meth is tearing our communities apart,” said Susie McMurry, Co-Founder and Secretary of the McMurry Foundation. “We all have a role to play in reversing this situation—and we all believe that we’ve found a prevention model that will work.”

Since its inception in 2005, the Meth Project in Montana has demonstrated significant results in changing attitudes and behaviors toward Meth. When the program launched, Montana

ranked 5<sup>th</sup> among states for Meth abuse; after two years, the state now ranks 39<sup>th</sup>. The Montana Meth Project is credited with reducing adult Meth use in the state by 72% and a 62% decline in Meth-related crimes. Additional states, including Idaho, Arizona, and Illinois have since implemented Meth Project prevention program in their states.

Tom Pagel, Casper's Chief of Police and a board member of the Wyoming Meth Project, hopes to see similar benefits in Wyoming. "Meth has a significant impact on crime in our community and state," said Pagel. "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. The Meth Project's success in reducing use in Montana is a clear indicator that this effort can have an enormous impact in Wyoming."

Starting today, the Wyoming Meth Project will reach 70 to 90% of teens statewide, three to five times a week, with hard-hitting television, radio, and print advertising that graphically portrays the ravages 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 today also launched a website with 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 the website at [www.wyomingmethproject.org](http://www.wyomingmethproject.org).

### **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).

###

Media Contact:        Josie Wulsin  
                                 Weber Shandwick  
                                 (415) 248-3437  
                                 [jwulsin@webershandwick.com](mailto:jwulsin@webershandwick.com)