

WYOMING METH PROJECT

Wyoming Meth Project Announces Second Wave of Large-Scale Prevention Campaign

Project launches new wave of advertising to complement community outreach efforts

CASPER, Wyoming—June 2, 2009—The Wyoming Meth Project, an integrated statewide methamphetamine prevention campaign, today unveiled the next wave of television, radio, online, and print advertising aimed at significantly reducing first-time Meth use. The Wyoming Meth Project was launched in response to the state’s critical Meth problem—Wyoming ranks #1 in the nation for Meth use by people 12 and older, and #2 for those between 12 and 17 years oldⁱ.

“As the result of the Wyoming Meth Project, our young people are now armed with the facts about methamphetamine and are making the right choice to reject this destructive drug,” said Mike Burnett, Casper Area Meth Initiative Coordinator. “The campaign is having a powerful impact. We have seen recent declines in Meth use and Meth-related crime.”

The second wave of the Wyoming Meth Project’s research-based campaign, beginning today, includes four new television commercials, five new radio spots, and three new print ads, all complemented by the Project’s ongoing community outreach programs. The campaign and its core message, “Not Even Once,” speak directly to the highly addictive nature of Meth use and are intended to educate teens, early and often, about the risks of Meth.

The McMurry Foundation, the Daniels Fund, the Tate Foundation, and other foundations partnered to launch the Wyoming Meth Project in June 2008. Since the Project was initiated, federal and community leaders have provided additional public and private support to fund the Project.

“The Wyoming Meth Project is a remarkable public/private partnership making great strides to reduce demand for Meth,” said Bill McDowell, Chairman, Wyoming Meth Project. “With the expansion of this proven prevention campaign, we will continue to achieve measurable, lasting results as we combat the use of methamphetamine in Wyoming.”

Wyoming is the fifth state to implement the Meth Project’s large-scale prevention campaign. First launched in Montana in 2005, the Meth Project has demonstrated significant results in changing attitudes and behaviors towards methamphetamine. When the program launched, Montana ranked #5 in the nation for Meth abuse; as of 2008, the state ranked #39ⁱⁱ. Adult Meth use in Montana has decreased 72%ⁱⁱⁱ, Meth use among teens is down 45%^{iv}, and Meth-related crimes have declined 62%^v.

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.

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ⁱ SAMHSA. National Survey on Drug Use and Health. 2006

ⁱⁱ Montana Attorney General, Mike McGrath. Methamphetamine in Montana: A Follow-up Report on Trends and Progress. April 2008

ⁱⁱⁱ Ibid.

^{iv} Montana Office of Public Instruction, 2007 Montana Youth Risk Behavior Survey. September 2007

^v Montana Attorney General, Mike McGrath. Methamphetamine in Montana: A Follow-up Report on Trends and Progress. April 2008