



## **White House Cites Montana Meth Project as Model for Nation**

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GREAT FALLS - The Montana Meth Project received a certificate of recognition from the White House Monday citing the program as one of the nation's most powerful and creative anti-drug programs.

The presentation was made by John Walters, director of the White House Office of National Drug Control Policy.

"The Montana Meth Project is a key component of a balanced strategy against eth and is an extraordinary example of the results we can achieve when we combine the power of advertising with the dedication and expertise of the leaders of this community," Walters said while issuing the award. "The meth project is a critical prevention campaign that keeps Montana's young people safe from the dangers of meth."

Tom Siebel, founder of the Montana Meth Project, accepted the certificate on behalf of the program.

"It's an honor to be recognized for the impact the Meth Project is having in the state," said Siebel. "Public response to the program has been overwhelming. The message is resonating with teens. And we are beginning to stem the epidemic that has been crippling our communities."

Walters said the program has dramatically raised levels of awareness, initiated meaningful dialogue and changed teen perceptions about meth.

"The program truly is a model for prevention efforts nationwide," Walters added.

The Montana Meth Project was launched in September, 2005 as an integrated program focused on preventing first time meth use among teens by combining a research-based, hard-hitting media campaign with aggressive community action programs.

It has been repeatedly cited as a powerful private sector response to a devastating social problem.

The project is the largest advertiser in Montana reaching 70 to 90 percent of the state's teens at least three times a week with meth-prevention messaging. The advertisements graphically portray the ravages of meth use and have gained nationwide attention for their uncompromising approach.

The Montana Meth Project also mobilizes community groups throughout the state to spearhead education and prevention efforts and coordinates with local, state and federal agencies.