

Montana Meth Project Update: New Ads and New Art

The past months have been a flurry of activity for the Montana Meth Project, as well as for teens across Montana. In April, the second round of advertisements was unveiled. The new campaign was again developed using extensive teen-based survey and focus group research. Appealing to teens' sense of vanity, the Phase II ads graphically show the physical consequences associated with Meth use and the subsequent downward spiral into addiction. As with the first round of advertising, the campaign has been well received by Montanans for its powerful impact in altering attitudes towards the drug, as well as increasing communication between parents and teens about methamphetamine.

This summer, the Montana Meth Project's campaign took a new twist with the launching of Paint the State, an anti-Meth public art contest for Montana teens, 13-18 years old. More than 660 pieces of art were created by teens across the state in what is likely the largest public art contest in history. Over

\$300,000 in prize money was awarded to first, second, and third place winners in each of Montana's 56 counties.

Renowned Montana artist Russell Chatham chose the \$13,000 grand prize winner, 16 year old Alexa Audet from Broadwater County, from the 56 first place county winners. Her piece, painted on the side of the city pool building where she is a summer lifeguard, depicted a mermaid on a background of water with the caption, "Shattered hopes, dreams and all things imagined. With meth it's never a pretty picture." The contest was a huge success, thanks to the hard work and creativity of Montana's teens, as well as hundreds of volunteers who donated time, materials, and funding for the contest. The Montana Meth Project sincerely thanks its platinum sponsor, PPL Montana, and its silver sponsor, Blue Cross and Blue Shield Montana, for their generous donations totaling \$350,000.

Painting the State a look at the array of artwork

- 660 entries
- 380 banners and flags
- 114 store windows containing art
- 78 t-shirts
- 47 art vehicles
- 45 hay bales used
- 21 dumpsters and garbage cans
- 12 different languages used
- 7 teepees and pyramids
- 5 hillsides covered in art
- 4 videos
- 2 anhydrous ammonia tanks
- 2 painted cows
- 1 painted sheep
- 1 commercial which aired on TV
- 1 project floating on a lake
- 1 parade float
- 1 outhouse



Clockwise from top left:

First place winners

Annie Shaver, 18
Rosebud County
Claire Nelson, 14
Teton County

Second place winners

Raina Urton, 16
McCone County
Jeremy Smania, 17
Gallatin County



Thomas M. Siebel
Chairman

Peg Shea
Executive Director

Montana Meth Project
PO Box 8944
Missoula, MT 59807
406-721-2538
info@montanameth.org

www.montanameth.org
www.notevenonce.com
www.paintthestate.org

REFLECTIONS

“We were installing our project near a highway. As the art took shape, the response from drivers was incredible—some honking and waving, others stopping by to talk about our piece and the Meth problem in Montana. It was amazing!”

- Wilma Meyer
East Helena, MT

“Our plan was to visit Montana’s amazing state parks. As we drove across the state, we began to notice the Meth artwork. Then we began to hunt for them, in small towns and along long stretches of highway. The messages have made a huge impact on my 9 year old daughter. Thank you.”

- LouAnne and Skyla Krantz
Polson, MT

“I used to have a typical mother-son relationship with my teenager. We didn’t talk often and we didn’t always see eye-to-eye. When we worked on this project, we talked for hours and spent quality time together. Things are going to be different now.”

- Anonymous

“I created a mural that shows a girl on Meth who didn’t get a second chance. Swirling around her is what she’s missing—the life she could have had.”

- Preston Kiehl, 16
Petroleum County

“While working on my project, several people came by to ask questions. One man, whose life was ruined by Meth, said that if my project stopped even one person from using Meth it would all be worth it.”

- Lindsey Wolfe, 15
Yellowstone County

“I would like to commend you for putting together Paint the State. This project has brought so much awareness, through hands on involvement, to hundreds of kids and teens across Montana. I hope that this sort of involved approach to drug awareness and prevention continues for many years to come.”

- John Machart, Scobey, MT

PAINT THE STATE AWARDS CEREMONY

August 9, 2006 • Helena, Montana



Grand Prize Winner Alexa Audet’s artwork is “eye-catching and beautiful while still sending the important anti-Meth message”



Families enjoyed the photography exhibition



Brad Johnson, Brad Spencer, Alexa Audet, Russell Chatham, Tom Siebel



Montana Meth Project Founder Tom Siebel



Supporters from across the state filled the Capitol Rotunda

More Than a Thousand Artists and Supporters Fill Capitol Rotunda for Paint the State Event

More than a thousand people filled the halls and balconies at the Capitol Rotunda in Helena on August 9 for the Paint the State photography exhibition and awards ceremony. The event proved to be exciting and memorable for all, especially the contestants, who awaited the announcement of the

county and state wide winners. Over 150 teens were awarded cash prizes, ranging from \$1,000 to \$13,000. Governor Schweitzer commended the more than 660 entrants to the contest, and Montana Meth Project founder Tom Siebel praised teens for taking a strong public stand against Meth abuse.

Government and Community Response

The community and legislative response to the Montana Meth Project's ads have been overwhelming, both in Montana and the U.S. as a whole. Letters from teens deeply affected by our ads have

been pouring in, and politicians have been urging for support of the Project. Below are examples of feedback we've gotten in recent months.

Baucus Seeks Federal Funding

In July, Senator Baucus requested \$4 million to fund the Montana Meth Project advertising as part of the 2007 spending bill. Baucus emphasized how important the Project has been to anti-Meth awareness. "The Montana Meth Project is getting the message out to our kids that Meth is not a casual drug for experimentation, but rather a destructive habit," affirmed Baucus. "These ads are a powerful deterrent for our kids and more work is desperately needed."

Public funding would ensure sustainability of the Meth Project into the future. Baucus urged colleagues to fund this critical effort, "The Montana Meth Project is helping us fight the spread of Meth before more of our young people are taken away by this drug. This request is an investment in our children's future. We've come a long way in the fight against Meth in Montana. We can't afford to give up the ground we've gained now."

Teen Editorial: For Our Sake, Scare Us

"Any Montana TV-watcher worth his salt knows when the Montana Meth Project has struck. 'Those meth ads,' as they're called are scary, blunt and downright remarkable. Beginning in April of this year, it began to unveil new, similarly graphic meth ads.

You need to scare the hell out of us. We don't respond to orders. We don't respond to threats. But we respond to our senses better than any

other age group. And if issue groups similar to the Montana Meth Project want to make an impact, which they should, they can't expect us to suddenly become more rational. They should work around us – which, more often than not, means jolting us out of blissful ignorance. In this case, the ends justify the means."

– *Brendan Work, Hellgate High School
Missoula, May 5, 2006*

Fundraising in Your Community

The fight against Meth begins in the community. In Montana, groups and individuals all around the state are getting involved and making a difference.

- In Helena, the weekly Alive at Five event hosted by Downtown Helena has been selling "Not Even Once" wristbands, raising over \$2,500 for the Project so far.
- Last spring, Marilyn Humphrey of Polson began a fund drive, placing donation containers at area businesses and contacting business leaders for contributions. To date, Marilyn has raised more than \$1,000.
- Across the state in Plentywood, the Montana Sports Guide and Alternatives Magazine have teamed up to host the Montana Duathlon Challenge race series. These sports events will serve as

a positive and healthy outlet for teens and adults, while raising money for the Montana Meth Project.

- Other community-led projects have included the sale of anti-Meth shirts by Bink Print-It of Great Falls at the Cascade County Fair and an antique fair in Butte, with proceeds going directly towards our prevention work in the state.

Do your part by contributing to one of these programs, or start a fundraising drive in your own community. The Montana Meth Project is only funded through the end of 2006. We need your support to continue our campaign in the coming years.

Your invaluable tax-deductible contribution will be put to work in direct support of Meth prevention programs.

Support the Montana Meth Project

You can make a difference in the fight against methamphetamine in your community.

Ways to donate:

By phone: 1-888-366-6384

By mail:
The Montana Meth Project
PO Box 8944
Missoula, MT 59807

Make your check payable to:
The Meth Project Foundation

Your generosity will help save the children of Montana from the dangers of methamphetamine.

Recognition

The Montana Meth Project would like to thank the following organizations for their financial support:

- Bank of the Rockies
- Bitterroot Valley Bank
- Blue Cross Blue Shield of Montana
- Butte-Silverbow Co. Attorney's Office
- Downtown Helena, Inc.
- Dringman & Redmon, P.C.
- First Community Bank of Glasgow
- Flint Creek Valley Bank
- Galusha, Higgins & Galusha
- Gift in the Memory of Casey M. Hunter
- Helena Orthopedic Clinic
- Holman Aviation
- Lane Ranch Company
- Moore, O'Connell & Refling
- NorthWestern Energy
- Pacific Recycling and Steel
- PPL of Montana
- Rumney Ranch
- Ski Lift, Inc.
- Student Assistance Foundation
- Valley Bank of Helena
- Whitepine Ranch

Upcoming Events

In the coming months, we will be presenting at a variety of events throughout the state. Please contact us for more information.

September 14

State Bar of Montana's 2006 Annual Meeting, 6:00 pm, The GranTree Inn, Bozeman

September 19

Montana Housing Conference, 1:30 pm, Kwa Tuq Nuk Resort, Polson

September 20

Montana Health Care Providers Association, 1:30 pm, Holiday Inn Grand, Billings

September 21

Montana Dental Hygienists' Association, 1:00 pm, Hilton Garden Inn, Bozeman

October 5

Family and Community Health Bureau, 1:00 pm, Sanders Building, Helena

October 9

Institute of Medicine and Humanities, 7:00 pm, St. Patrick Hospital Conference Center, Missoula

October 12

Child Abuse and Neglect Annual Conference, 6:00 pm, Billings Hotel, Billings

October 20

Saint Patrick Hospital Foundation Table Talk, 5:30 pm, Double Tree Hotel, Missoula

November 2

Meth Summit 2006, 2:45 pm, Miles City Veterans' Administration Hospital

Recent Events

NIDA Summit in Washington D.C.

The National Institute on Drug Abuse (NIDA), a branch of the National Institutes of Health, has been assisting the Montana Meth Project in improving its anti-Meth campaign. In June, NIDA called together the world's foremost prevention researchers for a full day summit to provide expert guidance on the Montana Meth Project's program.

Recommendations were made for improvement of future campaigns, enhanced research methodologies, as well as for expansion of the campaign into other states. The Montana Meth Project is grateful to NIDA for its partnership and continued support.

Wheeler Conference

In May, over 500 business and community leaders, legislators, and public officials came together on behalf of the Wheeler Center for Public Policy at Montana State University for a two day conference on the Meth epidemic in Montana. Meth Project founder Tom Siebel gave an update on our progress and future plans for the Project. Governor Schweitzer, Crow Tribal Chairman Carl Venne, and Attorney General McGrath also discussed the progress of the campaign and the overwhelming community response to the Montana Meth Project's program, as well as the importance of a multi-faceted approach to the Meth epidemic, including law enforcement, increased treatment, and financial support for prevention efforts like the Montana Meth Project.

Volunteer Spotlight: Ralph Stever

Ralph Stever, a prevention specialist with Flathead Valley Chemical Dependency Services, has been an unsung hero of the Montana Meth Project. Over the last year, he has worked tirelessly to bring our messages to teens in north-western Montana.

This summer, Ralph helped rally nearly a quarter of the teens in both Lincoln and Sanders counties to enter the Paint the State contest. He was instrumental in assisting several groups of teens in organizing their Paint the State art projects and even sponsored a fundraising car wash with local students to defray the costs of art materials. With his support, these local teams won second and third place awards in Lincoln County. As an active volunteer over the past year, Ralph has also presented the Montana Meth Project's messaging to more than 500 middle school students, as well as a dozen civic groups. The Montana Meth Project would like to thank Ralph for his hard work and dedication.

MONTANA METH PROJECT

P.O. Box 8944
Missoula, MT 59807
406-721-2538

www.montanameth.org
www.notevenonce.com
www.paintthestate.org

Non Profit
Organization
U.S. Postage
PAID
Helena, MT
Permit No. 221