

# MONTANA METH PROJECT

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## Montana Meth Project Overview

The Montana Meth Project is a large-scale, statewide prevention program aimed at significantly reducing Meth use through public service messaging, public policy, and community outreach. The program is part of the Meth Project, a national organization that oversees individual state programs currently running in Idaho, Montana, Illinois, Wyoming, Arizona, Colorado, Hawaii, and Georgia.

Founded in February 2005 with a grant from the Siebel Foundation, the Montana Meth Project was launched as a response to the state's critical methamphetamine problem. The financial and social consequences of Meth abuse in Montana have been devastating. It is a contributing cause for much of the crime in the state, costs millions of dollars in productivity, contributes to the increasing jail and prison populations, and adversely impacts families and children.

The Project first launched in Montana in September 2005. At the time, the state was overwhelmed by methamphetamine abuse:

- Montana ranked #5 in the nation for Meth abuse<sup>i</sup>
- 50% of inmates were incarcerated for Meth<sup>ii</sup>
- 50% of foster-care admissions were Meth-related<sup>iii</sup>

Officials estimated that the total annual economic burden of methamphetamine to Montana was more than \$300 million per year based on the costs of drug treatment, other health care costs, lost productivity, crime, child endangerment, and Meth production.<sup>iv</sup>

## Strategic Approach

Central to the Montana Meth Project is a research-based marketing campaign that realistically and graphically communicates the risks of Meth use. The campaign's core message, "Not Even Once," speaks directly to the highly addictive nature of Meth.

Since its launch in 2005, the Montana Meth Project has sustained a statewide prevention campaign in Montana spanning TV, radio, billboards, newspapers, and the Internet.

This paid campaign has included:

- 67,000 TV ads
- 58,000 radio ads
- 140,000 print impressions
- 2,000 billboards

The organization is the largest advertiser in the state, with messages reaching 70–90% of Montana teens approximately three to five times per week.

## Recognition for the Program

The Montana Meth Project campaign has received 45 advertising industry awards including:

- 2 Gold Effie Awards
- Grand Effie Award Finalist
- 11 Gold ADDY Awards
- 19 Silver ADDY Awards
- Cannes Lion Award
- 7 AdCritic.com “Top Ten” Awards for the best ads in the U.S.

In 2006, the Meth Project was recognized for its effectiveness by the White House and cited as a model for the nation. Barron’s magazine included The Meth Project Foundation on its 2009 list of “The 25 Best Givers,” recognizing the foundation as the fifth most impactful philanthropy in the world for its creation and support of the Meth Project.

## Research and Measurement

To track and refine the program’s effectiveness, the Montana Meth Project utilizes a comprehensive research program, including both quantitative and qualitative studies, to measure attitudes and behaviors related to methamphetamine use. Results from the most recent statewide and national surveys can be found at <http://www.montanameth.org/research>.

## Program Results

Since the program launched in Montana in late 2005, there have been dramatic shifts in perception of risks associated with Meth use, more frequent parent-child communications, greater social disapproval, and significant declines in Meth use and associated crime.

### Montana Market Results Since 2005

- Teen Meth use has declined by 63%<sup>v</sup>
- Meth-related crimes have decreased by 62%<sup>vi</sup>
- Meth-related treatment admissions to public facilities are down nearly 25%<sup>vii</sup>
- Children placed into foster care due to Meth-related neglect or abuse are down 11%<sup>viii</sup>

## Project Milestones

- **January 2005:** Meth Project founded in Montana
- **January - August 2005:** Market research conducted
- **August 2005:** Benchmark *Montana Meth Use & Attitudes Survey* released
- **September 2005:** Wave 1 messaging campaign launched in Montana
- **Spring 2006:** Second *Montana Meth Use & Attitudes Survey* released, providing initial results on effectiveness of messaging campaign; Wave 2 of messaging campaign launched

- **Summer 2006:** Public art contest, “Paint the State,” launched, prompting Montana teens to create more than 660 works of anti-Meth art
- **October 2006:** Meth Project awarded White House commendation for most impactful and innovative anti-drug campaign; Montana Meth Project is cited as a model for the nation
- **January 2007:** HBO announces upcoming release of new documentary, “Montana Meth,” produced in collaboration with the Meth Project
- **March 2007:** Wave 3 of messaging campaign launched in Montana, with television spots directed by Darren Aronofsky; Third *Meth Use & Attitudes Survey* released; “Montana Meth” airs on HBO
- **April 2007:** Arizona Meth Project launched with the goal of reducing first time Meth use in the state of Arizona
- **May 2007:** Idaho Meth Project announced
- **September 2007:** First *National Meth Use & Attitudes Survey* released
- **September 2007:** Meth Project ads selected for inclusion in the White House Office of National Drug Control Policy’s national Meth prevention campaign
- **January 2008:** Idaho Meth Project launched by Governor Otter during his “State of the State” address
- **February 2008:** Illinois Meth Project launched
- **March 2008:** Wyoming Meth Project established
- **March 2008:** Montana Attorney General Mike McGrath releases *Methamphetamine in Montana: A Follow-Up Report on Trends and Progress*
- **April 2008:** Wave 4 of messaging campaign launched in Montana, with television spots directed by Alejandro González Iñárritu. Fourth *Meth Use & Attitudes Survey* released.
- **June 2008:** Wyoming Meth Project launched; Second *Arizona Meth Use & Attitudes Survey* released
- **February 2009:** RAND study: *The Economic Cost of Methamphetamine in the United States* released
- **February 2009:** Montana Attorney General: *The Economic Cost of Methamphetamine in the Montana* released
- **February 2009:** In the “March Against Meth,” at the Montana state capitol, thousands of teens rally for legislatures to continue support of the Montana Meth Project
- **May 2009:** Colorado Meth Project launched
- **June 2009:** Hawaii Meth Project launched
- **January 2010:** Wave 5 of messaging campaign launched in Montana, with television spots directed by Wally Pfister
- **March 2010:** Georgia Meth Project launched
- **April 2010:** Paint the State 2010 launched

## **Project Funding**

The Montana Meth Project was initially funded by a grant from the Thomas and Stacey Siebel Foundation.

Some of our partners include: PPL Montana, Blue Cross Blue Shield of Montana, NorthWestern Energy, American Bank, Lee Enterprises, First Interstate Bank, Glacier Bancorp, the Montana Contractors' Association and its membership, the American Foundation for Courtesy & Grooming, Burlington Northern Santa Fe, Martel Construction, the Ruth and Vernon Taylor Foundation, the Gilhousen Family Foundation, Rio Tinto, Montana Tavern Association and its membership, Town Pump, Davidson Companies, and Pacific Steel and Recycling.

## **Project Leadership**

**Chairman**, Mike Gullede, Vice President of Publishing, Lee Enterprises

**Director**, Sherry L. Cladouhos, President and CEO of Blue Cross and Blue Shield of Montana

**Director**, William P. (Bill) Foley II, Chairman of the Board of Directors, Fidelity National Financial

**Director**, Hon. Mike McGrath, Chief Justice of the Montana Supreme Court

**Director**, John W. Parker, Cascade County Attorney

**Director**, Major General (ret) John F. (Gene) Prendergast, Montana National Guard

**Executive Director**, Bill Slaughter

### **Advisory Council:**

Liz Marchi, Fund Coordinator, Frontier Angel Fund, LLC

Linda McCulloch, Montana Secretary of State

**Additional information available at [www.montanameth.org](http://www.montanameth.org)**

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<sup>i</sup> Office of National Drug Control Policy, *Pushing Back Against Meth: A Progress Report on the Fight Against Methamphetamine in the United States*. November 2006.

<sup>ii</sup> Montana Department of Corrections, *Montana Department of Corrections Biennial Report*. 2007.

<sup>iii</sup> Montana Attorney General, Mike McGrath. *Methamphetamine in Montana: A Preliminary Report on Trends and Impact*. January 2007.

<sup>iv</sup> Montana Department of Justice and the Montana Meth Project, *The Economic Cost of Methamphetamine Use in Montana*, 2009.

<sup>v</sup> Montana Office of Public Instruction, *2009 Montana Youth Risk Behavior Survey*. June 2009.

<sup>vi</sup> Montana Attorney General, Mike McGrath. *Methamphetamine in Montana: A Follow-Up Report on Trends and Progress*. March 2008.

<sup>vii</sup> Ibid.

<sup>viii</sup> Ibid.