

# MONTANA METH PROJECT

PO BOX 1157 | HELENA, MT 59624 | 888-366-6384 PHONE | [info@montanameth.org](mailto:info@montanameth.org) | [www.montanameth.org](http://www.montanameth.org)

Contacts:	Dane Estes	Dan McConnell
	DDB Public Relations	DDB Public Relations
	206-447-1207	206-223-6466
	206-335-0818 (mobile)	206-819-9211 (mobile)
	<a href="mailto:dane.estes@sea.ddb.com">dane.estes@sea.ddb.com</a>	<a href="mailto:dan.mcconnell@sea.ddb.com">dan.mcconnell@sea.ddb.com</a>

## **Montana Meth Project Releases Meth Survey**

### ***New study shows Montana teens are at high risk of exposure and trial with methamphetamine***

Helena, Montana, August 31, 2005 – The Montana Meth Project, a statewide anti-methamphetamine effort, released today the highlights of its *Montana Meth Use and Attitudes Survey*. This research is being conducted with three key groups in the state of Montana to get rich insight into attitudes, behavior and prevalence of the drug with Teens (12-17) + Young Adults (18-24); Parents of Teens; and Adults 25 years and older without Teens.

The goal of this research is to allow the Montana Meth Project to understand what Montana youth think and feel about methamphetamine. This consumer-focused, consumer-based research is the largest-scale meth-related attitudinal tracking study in the state.

The *Montana Meth Use and Attitudes Survey* was conducted statewide in August 2005. The survey incorporates more than 1,200 respondents.

This survey found that one in six teens in the state, ages 12-17, report having close friends who use methamphetamine. Additionally, 45 percent of Montana teens ages 12-17 consider methamphetamine as being easy to get—second only to Marijuana. This study also found that 8 percent of teens and young adults have tried methamphetamine, ranking use in the state is higher than the national average.

The project's research findings also reveal that the problem worsens as Montana teens grow older. Results show that 16 percent of teens ages 12-17 report having been offered methamphetamine in the last year, and that number doubles to 33 percent among young adults ages 18-24.

Almost half of teens report that their parents have never spoken to them in the past year about the risks of methamphetamine and only about one in six report having conversations four or more times in the past year.

Since July 2005, the non-profit project has conducted extensive research—both qualitative and quantitative—that is being used to develop a comprehensive, highly targeted public service advertising campaign that includes hard-hitting anti-methamphetamine public service television, radio, outdoor and print advertising. After extensive research insight and focus group testing by Montana teens, a website has been developed specifically to attract the attention of the teen audience at [www.notevenonce.com](http://www.notevenonce.com). The anti-meth campaign will be launched statewide on September 1, 2005.

“The insights gleaned from this study help us develop advertising designed to un-sell first time use of meth to teens and young adults,” said Siobhan O’Connor, Acting Executive Director of the Montana Meth Project. “In developing media messages to speak effectively and persuasively to our target audiences about meth, we must understand their mindset and their attitudes about drugs. The more we do – the more effective the messages will be.”

The Montana Meth Project conducted this survey in collaboration with the Partnership for Drug-Free America based on their experience developing research-based anti-drug campaigns. Based on the sensitivity of the topic, online surveying was chosen as the recommended methodology for the *Montana Meth Use & Attitudes Survey*.

The campaign was designed to directly target teens across the state of Montana, educating them early and often about the risks and consequences of using methamphetamine. Backed by a significant paid-media placement as well as donated media, this campaign will be the largest cause-marketing effort of its kind in the history of Montana.

**About the Montana Meth Project:**

Formed in February, 2005, the Montana Meth Project is a 501(c) 3 charitable organization based in Helena, Montana. The Montana Meth Project was funded by a grant from the Thomas and Stacey Siebel Foundation.

###