

# THE METH PROJECT

## **Project Overview**

The Meth Project is a large-scale prevention program aimed at significantly reducing first-time Meth use through public service messaging, public policy, and community outreach. The Montana Meth Project, Arizona Meth Project, Idaho Meth Project, Illinois Meth Project, Wyoming Meth Project, Colorado Meth Project, Hawaii Meth Project, and other state affiliates implement the Meth Project prevention programs in their respective states. The Meth Project is funded by a grant from the Siebel Foundation.

The Meth 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>

## **Strategic Approach**

The central component of the Meth Project prevention program is research-based advertising that 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 the launch in 2005, the Meth Project has sustained a large-scale, statewide prevention campaign in Montana, spanning TV, radio, billboards, newspapers, and the Internet. This campaign included:

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

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

## **Recognition for the Program**

The Meth Project was rated #5 among foundations worldwide for its innovation and impact by *Barron's* magazine and Global Philanthropy Group, who considered scores of philanthropists and organizations from around the world. The Meth Project was selected for its results in alleviating the Meth problem and replicating the program in eight states. The Stanford Graduate School of Business Center for Social Innovation also highlighted the Meth Project as exemplary of "catalytic philanthropy," an emerging, high-impact approach to solving social problems.

The Meth Project campaign has received 45 advertising industry awards to date, including:

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

## Research and Measurement

To track and refine the program’s effectiveness, the Meth Project has developed a comprehensive research program, including both quantitative and qualitative studies, to measure young people’s attitudes and behaviors related to methamphetamine use. The Project executes the *Meth Use & Attitudes Survey* nationally and in states that have implemented the Meth Project. Results from the most recent statewide and national surveys can be found at [www.methproject.org/research](http://www.methproject.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

- Montana ranks #39 in the nation for Meth abuse (down from #5)<sup>iv</sup>
- Teen Meth use has declined by 63%<sup>v</sup>
- Adult Meth use has declined 72%<sup>vi</sup>
- Meth-related crimes have decreased by 62%<sup>vii</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 prevention campaign and cited as a model for the nation
- **January 2007:** HBO documentary, “Montana Meth,” announced
- **March 2007:** Wave 3 of messaging campaign launched in Montana, with television spots directed by Darren Aronofsky; third *Montana 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
- **June 2007:** Benchmark *Arizona Meth Use & Attitudes Survey* released
- **September 2007:** First *National Meth Use & Attitudes Survey* released
- **January 2008:** Idaho Meth Project launched by Idaho Governor Otter during his “State of the State” address; benchmark *Idaho Meth Use & Attitudes Survey* released
- **February 2008:** Illinois Meth Project launched
- **March 2008:** Wyoming Meth Project established
- **April 2008:** Wave 4 of messaging campaign launched in Montana, with television spots directed by Alejandro González Iñárritu; fourth *Montana Meth Use & Attitudes Survey* released
- **June 2008:** Wyoming Meth Project launched; second *Arizona Meth Use & Attitudes Survey* released
- **July 2008:** Benchmark *Wyoming Meth Use & Attitudes Survey* released
- **January 2009:** Illinois Meth Project launches Wave 2 of messaging campaign in Springfield, Decatur, and Champaign regions and Wave 1 of messaging campaign in Terre Haute and Evansville; second *Illinois Meth Use & Attitudes Survey* released
- **January 2009:** Idaho Meth Project launches Wave 2 of messaging campaign and releases second *Idaho Meth Use & Attitudes Survey*
- **February 2009:** RAND study: *The Economic Cost of Methamphetamine Use in the United States* released
- **February 2009:** Montana Attorney General: *The Economic Cost of Methamphetamine Use in 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; benchmark *Colorado Meth Use & Attitudes Survey* released
- **June 2009:** Wyoming Meth Project launches Wave 2 of messaging campaign; Hawaii Meth Project launched and benchmark *Hawaii Meth Use & Attitudes Survey* released
- **July 2009:** Second *Wyoming Meth Use & Attitudes Survey* released
- **January 2010:** Wave 5 of messaging campaign launched in Montana, with television spots directed by Wally Pfister; Idaho Meth Project launches Wave 3 of messaging campaign and releases third *Idaho Meth Use & Attitudes Survey*
- **March 2010:** Georgia Meth Project launched; benchmark *Georgia Meth Use & Attitudes Survey* released

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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> 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>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*.