

WYOMING METH PROJECT

Wyoming Meth Project Overview

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

The Wyoming Meth Project was launched as a response to the state's critical methamphetamine problem. Meth use in Wyoming is considerably higher than the national average, and according to the U.S. Department of Justice, methamphetamine is the primary drug threat to Wyoming.ⁱ

The financial and social consequences of methamphetamine abuse in Wyoming are devastating. Meth use increases crime, costs millions of dollars in lost productivity, contributes to jail and prison populations, and is directly correlated to domestic violence and child abuse, adversely impacting families and children.ⁱⁱ

- Wyoming ranks #2 in the U.S. for Meth use by teens ages 12 to 17ⁱⁱⁱ
- Wyoming ranks #1 in the U.S. for Meth use by young adults ages 18 to 25^{iv}
- Wyoming ranks #1 in the U.S. for Meth use by those 12 and older, up from #13 in 2005^v
- In 2007, 94% of Wyoming District Court drug offenders were convicted of Meth related crimes, up from 68% in 2005^{vi}

Strategic Approach

The Wyoming Meth Project has implemented a statewide, integrated prevention campaign that includes public service messaging, community outreach, and public policy initiatives. The centerpiece of the program is research-based advertising that graphically communicates the risks of Meth use.

The program is based on the Meth Project model, which was first implemented in Montana in 2005. Since its inception in Montana, the Meth Project's prevention program has demonstrated significant results in reducing Meth use.

- When the program first launched, Montana ranked #5 in the country for Meth abuse; after two years, the state ranked #39^{vii}
- Adult Meth use declined 72%^{viii}
- Teen Meth use declined 63%^{ix}
- Meth-related crimes dropped 62%^x

Recognition for the Program

The Wyoming Meth Project began airing advertisements in the state in June 2008. The ads, created by the Meth Project, have 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

Research and Measurement

To track and refine the program's effectiveness, the Wyoming Meth Project utilizes a comprehensive research program, including both quantitative and qualitative studies, to measure attitudes and behaviors related to methamphetamine use. This research guides the program's messaging and outreach initiatives.

Advisory Council

The activities of the Wyoming Meth Project are driven by the participation of the Project's Advisory Council. The Advisory Council meets periodically to review the activities, plans, and budget of the Wyoming Meth Project and provide advice and direction. The Advisory Board members play a critical role, as recognized state leaders, in communicating goals and activities of the Meth Project in the Wyoming community.

Chairman: Bill McDowell, *Member, Tate Foundation Board of Directors*

- **Nathan Bekke**, *Publisher, Casper Star-Tribune Communications and Group Publisher, Lee Enterprises*
- **George Gault**, *President, Wyoming Community Foundation*
- **Trudi McMurry Holthouse**, *Director, McMurry Foundation*
- **Thomas Pagel**, *Chief of Police, Casper Police Department*
- **Bill Sullivan**, *General Manager, KCWY, NBC affiliate*

For more information, please visit www.wyomingmethproject.org

ⁱ Department of Justice. "DEA Fact Sheet: Wyoming." 2008.

ⁱⁱ Ibid.

ⁱⁱⁱ SAMHSA. National Survey on Drug Use and Health. 2006.

^{iv} Ibid.

^v Ibid.

^{vi} U.S. Attorney's Office. District of Wyoming FY07 Annual Report. 2007.

^{vii} Office of National Drug Control Policy. "Pushing Back Against Meth: A Progress Report on the Fight Against Methamphetamine in the United States." November 2006.

^{viii} Montana Attorney General, Mike McGrath. Methamphetamine in Montana: A Follow-up Report on Trends and Progress. April 2008.

^{ix} Montana Office of Public Instruction. "2009 Montana Youth Risk Behavior Survey." June 2009.

^x Montana Attorney General, Mike McGrath. Methamphetamine in Montana: A Follow-up Report on Trends and Progress. April 2008.