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News

[Survey Finds 1 in 3 Teens See Little Risk in Trying Meth](#)

[Survey: Montana Meth Use Plummetts](#)

[ONDCP Media Campaign Launches New Meth Prevention Initiative](#)

[SAHMSA Awards \\$1.7 Million in Grants to Prevent Methamphetamine Abuse](#)

[Utah Meth Task Force Awareness Campaign to Combat Meth Use](#)

Studies/Reports

[In Our Own Backyard: Methamphetamine Manufacturing, Trafficking and Abuse in Rural America](#)

[Preventing Amphetamine-Type Stimulant Abuse Among Young People](#)

[Results from the 2006 National Survey on Drug Use and Health: National Findings](#)

Funding

[COPS Office Awards \\$49.5 Million to Fight Methamphetamine](#)

Events/Training Opportunities

[2007 Florida Statewide Prevention Conference](#)

[Meth Awareness Conference 2008](#)

[Meth Crisis](#)

NEWS

OCTOBER 2007

Survey Finds 1 in 3 Teens See Little Risk in Trying Meth

A new nationwide survey examining the attitudes and perceptions that teens have about methamphetamine use found that while the majority see some risk in trying meth once or twice, 33 percent see only a slight or no risk in trying the drug.

The 2007 National Meth Use & Attitudes Survey, released this week by The Meth Project, found that teen perceptions of methamphetamine use could put a significant number of them at risk of using the drug. One in three see little danger in trying meth and one in four perceive benefit in using it, including dealing with boredom and weight loss. In addition, 42 percent of respondents said their friends would not give them a hard time if they used the drug.

"These findings show that too many U.S. teens are unaware of the dangers of taking Meth," said Meth Project executive director Nitsa Zuppas. "The reality is that meth is a deadly and debilitating drug. We know if people are well informed that meth use declines dramatically."

The Meth Project periodically conducts statewide research to better understand teen attitudes toward methamphetamine and track trends and changes over time. This is the first survey of its kind to be conducted at the national level.

The survey also asked teens about the availability of the drug, finding that nearly a quarter of teens believe meth is easy to obtain, and one in 10 have been offered the drug before.

The 2007 National Meth Use & Attitudes Survey was executed from March 16, 2007 through June 6, 2007 by GfK Roper Public Affairs & Media. The survey group consisted of 2,602 12-17-year-old junior and senior high school students who attend one of 43 randomly selected schools across the United States. The complete report can be obtained on the Meth Project's Web site at

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www.methproject.org/research (as reported by
www.methreport.org/research).

Survey: Montana Meth Use Plummet

Big Declines Seen Among High School Students and Adults

Methamphetamine use among Montana high school students plunged 66 percent in the past eight years, a new state survey shows, and many leaders attribute the drop to a gritty anti-meth advertising campaign.

Some 4.6 percent of high school students reported using meth at least once in a state survey conducted in late February, down from more than 13 percent in a similar survey conducted in 1999.

"This is such exciting news," Linda McCulloch, superintendent of public schools, said at a news conference Tuesday in Helena to announce the findings.

Meth use also dropped by as much as 70 percent among Montana adults in the past two years, said Montana Meth Project founder Thomas Siebel at a Washington, D.C., news conference with Montana's congressional delegation.

The Montana Meth Project is the two-year-old campaign that features graphic television, radio and billboard ads showing the effects of meth use, including rotten teeth, wasted and pock-marked bodies and losing one's virginity in a dirty bathroom.

Siebel, a computer software mogul and philanthropist who owns a ranch north of Helena, said adult meth use rose by 6 percent in Wyoming and 8 percent in South Dakota during the same time covered by the Montana survey.

Montana dropped from fifth in the nation in per-capita meth use in 2005 to 39th today, he said. Meth-related crime in Montana dropped 53 percent in the past two years.

The results have been "more significant than any prevention effort in history," Siebel said.

The state results are from a survey of Montana high school students every two years, conducted by the state

Office of Public Instruction.

Meth is a stimulant made from certain cold medicines, an array of common and sometimes dangerous chemicals like camp stove fuel and brake cleaner. The drug gained a foothold in Montana in the early 1990s.

About 50 percent of the people in Montana's correctional system are there for meth-related crimes, statistics show, and more than half of the children in Montana's foster care system were removed from their homes because their parents used meth and abused or neglected them.

Attorney General Mike McGrath, who also spoke at the Helena news conference, said it's significant that the rate of meth use has fallen below 10 percent, a drop he attributes to the Meth Project and its ads.

Typically, drug- and alcohol-prevention programs run by school boards, government and adults lose their effect among the bottom 10 percent of dedicated drug-using teens. "What we're doing now is drilling into that hard-core group of at-risk kids," he said. Since the ads began airing, teenage meth use has dropped 45 percent, McCulloch said.

Siebel also announced the results of a national survey that compared attitudes about meth among Montana teens with those of the rest of the nation. The survey, which was paid for by the Montana Meth Project and ran from March to June this year, interviewed 2,600 teenagers in 43 randomly selected schools across the country.

The survey found that while Montana teens were about as likely as their national counterparts to say meth is somewhat or very easy to get, Montana teens believe the drug is more dangerous. Montana teens were also more likely to believe that their friends would give them a hard time for using meth. "Most importantly, what's going on in Montana is the drug use is being stigmatized," he said.

Initially, Siebel paid the tab for the Meth Project. However, the group is trying to create a budget without the sole support of its benefactor, said Peg Shea, executive director of the group.

Siebel is matching every private donation to the group up to \$5 million. The group is hoping to receive \$500,000 in

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federal money, which has been set aside in the upcoming, although not final, federal budget.

Siebel said the Montana Meth Project will continue through 2008 and 2009 at the same pace it has been going, with a new ad campaign out in the spring.

"It's hard to believe that we'll see the results can be as significant next year as they were last year," he said. "We're really making progress."

Arizona, Idaho and Illinois will be replicating the Montana program, he said.

Sen. Max Baucus, D-Mont., Sen. Jon Tester, D-Mont., and Rep. Denny Rehberg, R-Mont., joined Siebel at the Washington press conference with Julie Gerberding of the Centers for Disease Control and Prevention.

"We're going to stamp out meth in Montana. We're going to do it," Baucus said.

Siebel also testified at a Senate Finance Committee hearing on meth called by Baucus, the committee's chairman. Siebel said \$40 million in federal funding would allow 10 more states to have their own meth programs (as reported in the [Billings Gazette](#) on September 12, 2007).

Office of National Drug Control Policy (ONDCP) Media Campaign Launches New Meth Prevention Initiative

The National Youth Anti-Drug Media Campaign launched its Anti-Meth Campaign this week in conjunction with National Alcohol & Drug Addiction Recovery Month. The new campaign highlights the dangers associated with meth use for the individual, families, and communities and delivers a message of hope, with stories from people in recovery and community leaders who are making progress in the fight against meth. The effort includes advertising, news media outreach, and online resources.

Research shows that while teen meth use is down significantly in recent years and past month use is less than one percent, young adults continue to use the drug. In fact, among young adults age 18 to 25, there are nearly 200,000 current meth users. Thanks in large part to the efforts of community groups and law enforcement

over the last several years, there has been great progress in fighting meth—data show that the number of domestic meth labs continue to decline and results from workplace drug testing show meth use is down—but there is more to do. New ONDCP resources can help you prevent meth use in your community and get help for those in need.

The Campaign is designed to raise awareness about the dangers of meth while providing a message of hope that communities and individuals can recover from the effects of this devastating drug. The Campaign's messages focus on the availability and efficacy of treatment for meth and the importance of community involvement. The Campaign includes three "Open Letter" print advertisements. The letters highlight the effectiveness of meth treatment and community involvement, while dispelling myths about the drug and who is using it. ONDCP has partnered with key law enforcement, treatment, and prevention organizations to co-sign the letters.

Signatories for Open Letter ads include: National Narcotics Officers' Associations' Coalition (NNOAC), Association for Addiction Professionals (NAADAC), National Association of Addiction Treatment Providers (NAATP), State Association of Addiction Services (SAAS), American Society of Addiction Medicine (ASAM), National Drug Enforcement Officers Association (NDEOA), National Association of Counties (NACO), Major Cities Chiefs Association (MCA), National Council of State Legislators (NCSL), and National Association of Social Workers (NASW). The first of these Open Letter ads, "Teresa," is available for download and customization by local organizations at www.methresources.gov, with additional Open Letter ads following in October and November.

Another key element of the Anti-Meth Campaign is a powerful photo exhibit titled "Life After Meth," featuring a collection of moving testimonials and portraits of former meth users, law enforcement officials, and treatment providers. These photo testimonials will be available as downloadable posters at www.methresources.gov. New resources for community-level use also include banner and radio ads available for use by local organizations, with some restrictions.

The paid portion of the Anti-Meth Campaign includes

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television, radio, print, and Web advertisements that will be launched in eight States where meth prevalence and treatment admissions rates are high (Alaska, Washington, California, Oregon, Iowa, Indiana, Illinois, and Kentucky). The Campaign is expected to run through March 2008 in those markets. The Campaign will extend to four additional States through limited print advertising in Minnesota, Wyoming, Alabama, and Utah; and nationally through earned media outreach and online resources (as reported by www.methresources.gov).

SAMHSA Awards \$1.7 Million in Grants to Prevent Methamphetamine Abuse

The Substance Abuse and Mental Health Services Administration today announced the award of two grants, totaling \$1,764,000 over three years. The awards will help communities, where there are signs of methamphetamine use, intervene with evidence-based prevention strategies.

"Methamphetamine is a uniquely destructive drug," said Terry Cline, Ph.D., SAMHSA administrator. "These grants can help local communities continue to drive down the use of methamphetamine and, in some cases, prevent it from being used."

Grant recipients are using these awards in a number of ways, such as implementing evidence-based community prevention programs that target populations at greatest risk for methamphetamine abuse; training and education of professionals, educators, law enforcement personnel, families and others about the signs of methamphetamine abuse and prevention options; and testing and evaluating pilot programs focused on drug-endangered children.

One award is up to \$350,000 in the first year and the second award is up to \$238,000 in its first year and both are renewable for up to three years in all. Continuation of these awards is subject to availability of funds and progress achieved by the awardees. Total funding for year one is \$588,000.

Grants were awarded to:

California Recovery Clinics, Corona, California-- \$238,000 in the first year to implement an effective, evidence-based prevention program that combines direct prevention services with critical infrastructure development. CRC's Methamphetamine Prevention Project will cover a multicultural target population, and their families in the areas of Corona/Norco in the Riverside County. The program will be conducted through professionally led workshops at the schools using hands-on activities and youth speakers to show the effects of methamphetamine abuse and addiction.

Association for the Advancement of Mexican Americans, Inc., (Proyecto Ganadores), San Antonio, Texas-- \$350,000 in the first year to AAMA, a multifaceted, fast-growing social services agency involved in education, social service and community development. AAMA serves primarily Mexican American youth residing in the lower Rio Grande Valley. Proyecto Ganadores will serve as the infrastructure for the proposed methamphetamine prevention project. Two strategic categories will be addressed: culturally advanced infrastructure progress and the provision of an innovative culturally tailored strategy to decrease the use of methamphetamine in the Lower Rio Grande Valley. For more information, visit www.samhsa.gov (as reported by SAMHSA Press on September 19, 2007).

Utah Meth Task Force Awareness Campaign to Combat Meth Use

Gov. Jon Huntsman Jr., the Utah Association of Counties and the Utah Methamphetamine Joint Task Force today announced the launch of a new statewide awareness campaign designed to educate Utah citizens about the effects of methamphetamine abuse, its impact on Utah families, and the services available to citizens seeking help for themselves or for someone they love.

"The first step to overcoming this devastating drug is for citizens to become aware of the increasing toll methamphetamine is taking on life in Utah," Gov. Huntsman said. "Meth use harms all Utah citizens regardless of whether they have fallen prey to addiction or if they fall within the circle of influence of someone who is using. Families, children, parents, businesses, neighborhoods and indeed entire communities are impacted."

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Particularly devastating is the growing impact meth use has on Utah women of childbearing age - and the children who often face unhealthy home environments due to a parent's addiction to the drug. According to a 2006 report from the Utah Department of Human Services, Division of Substance Abuse and Mental Health, women in Utah and their children are increasingly suffering from the devastating impact of meth addiction. For example, the 2006 report discovered:

- The vast majority of women seeking substance abuse treatment overwhelmingly name methamphetamine as their primary "substance of abuse"
- Statewide, more than 58 percent of women seeking substance abuse treatment have dependent children at home
- A majority of all children placed in the Utah foster care system were removed from their homes due to parental methamphetamine abuse
- One year of foster care for a child costs the state of Utah \$33,000 and one year of incarceration of the mother in the state prison costs the state \$25,700

"These numbers indicate strongly that meth use and addiction are not just problems relegated to the small minority most citizens think of as 'drug users,'" said Lisa-Michele Church, Executive Director of Human Services and co-chairperson of the Utah Methamphetamine Joint Task Force. "On the contrary, meth use cuts across a wide segment of Utah society. This campaign is designed to reveal the true face of meth addiction in Utah - and to educate citizens on what they can do to take action as part of the solution."

The \$2 million campaign, End Meth Now, will include television, radio and print advertisements and a comprehensive Web site (www.endmethnow.org), as well as a media outreach effort focusing on educating citizens on the facts of meth use and addiction, helping them to identify the warning signs of meth use and informing them how they can obtain help for themselves, their loved ones or their families.

In addition, the campaign effort will provide materials and assistance to county administrators and treatment professionals across Utah that will allow them to take the

campaign message directly to the citizens in their local communities.

"The outreach to our local county administrators and treatment professionals is critical," Gov. Huntsman said. "Because these are the resources citizens need in order to play an active role in helping their family members, friends, neighbors and communities impacted by meth use and addiction."

The End Meth Now campaign is the latest initiative in the state's ongoing effort to combat the growing use of methamphetamine in Utah. Recognizing the growing threat of meth use to Utah's lifestyle and vitality, Gov. Huntsman and the Utah Association of Counties established the Utah Methamphetamine Joint Task Force in January 2006. The current campaign is part of a five-phase action plan established by the group to fight the methamphetamine epidemic statewide.

About the Utah Methamphetamine Joint Task Force

The Utah Methamphetamine Joint Task Force was established in January 2006 as a collaborative effort of the Governor, state agencies, and the Utah Association of Counties. The Task Force includes five subcommittees focusing on Law Enforcement, Prevention, Public Awareness, Public Health and Treatment. The goals of the Task Force are to educate Utah's citizens about the devastating impact of methamphetamine, especially on the state's women and children; to support legislative initiatives to expand treatment resources, enhance protections for drug endangered children, control chemicals used in meth manufacturing, establish standards for cleanup of contaminated properties, and sustain law enforcement efforts; to promote interagency partnerships and increase coordination; and to send a message of hope that recovery from meth dependency is possible and together we can end meth in Utah.

About the Utah Association of Counties

The Utah Association of Counties (UAC) is a voluntary, state-wide organization operated by the 29 counties of Utah. UAC was formed in 1924 to help counties provide effective county governance to the people of Utah. UAC offers a broad range of management and intergovernmental relations services to county

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commissioners and other county officials. UAC's purpose is to improve the operation of Utah's county governments and thereby, the services counties provide to their residents (as reported by www.endmethnow.org on September 24, 2007).

STUDIES/REPORTS

In Our Own Backyard: Methamphetamine Manufacturing, Trafficking and Abuse in Rural America

Rural Sociological Society

The Situation:

- The illegal manufacture of methamphetamine shifted from the "super labs" located in large West Coast cities to makeshift and clandestine small-scale operations situated in cities and hamlets across the rural U.S. during the 1990s.
- Meth seizures increased by 562 percent over the 1990-2005 period in the U.S.
- Expanded law enforcement efforts have resulted in the decreased production of meth in small-scale labs, resulting in the re-emergence of "super labs" in larger population centers found in California and Mexico, with smaller production and distribution shops located in rural areas of the country.
- Rates of methamphetamine use in rural areas rival or surpass urban rates when comparing usage among youth living in metropolitan and nonmetropolitan counties. Methamphetamine represents the most frequently used illicit hard drug in rural America today.
- Meth use contributes to a series of major problems for users, their families, and communities. These include poor health, family/child neglect, poor work performance, criminal activity, disengagement from the community, and environmental fallout.

Policy Options:

- Scientifically proven education programs should be adopted that address the dangers of highly addictive drugs such as methamphetamine.
- Community-based first time responders must be better trained to deal with possible meth

production sites, including the use of proper protection and equipment needed to tackle the clean up of soil and water.

- Given the limited health resources available in rural areas, federal and state health officials should invest in drug treatment services that are readily accessible to rural residents who are dealing with drug abuse problems in their localities.
- As an alternative to incarceration, both urban and rural communities should consider drug courts as one important avenue to deal with drug users. Evidence suggests that such drug courts help reduce recidivism, work to reunite families, and promote abstinence from methamphetamine.
- Expanded efforts should be undertaken to educate and train farmers and ranchers about clandestine labs in rural areas, and to immediately report suspected sites to local law enforcement officials.

(View the full study on the [Rural Sociological Society Website](#)).

Preventing Amphetamine-Type Stimulant Abuse Among Young People

United Nations Office on Drugs and Crime (UNODC)

This [policy and programming guide](#) concentrates on providing essential information on the reasons why it is crucial to work to prevent ATS abuse and the most important principles to do so effectively.

Results from the 2006 National Survey on Drug Use and Health: National Findings

Substance Abuse and Mental Health Services Administration (SAMHSA), September 2007.

This [survey](#) is the primary source of information on the use of illicit drugs, alcohol, and tobacco in the civilian, non-institutionalized population of the United States aged 12 years old or older.

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FUNDING

COPS Office Awards \$49.5 Million to Fight Methamphetamine

Office of Community Oriented Policing Services (COPS), September 14, 2007.

This [press release](#) highlights the awarding of \$43.6 million to 117 law enforcement agencies in 38 states under the COPS Methamphetamine Initiative and \$5.9 million to 14 training organizations in 11 states under the COPS Methamphetamine Training and Technical Assistance program.

The purpose of this monthly electronic newsletter is to provide county officials, administrators, criminal justice and mental health professionals, and other interested parties relevant information on the nation's methamphetamine problem. Information is gathered from many sources each month through a grant from the Bureau of Justice Assistance.

If you have questions or comments regarding the content of this newsletter, please send a message to jcarmody@naco.org.

EVENTS/TRAINING OPPORTUNITIES

2007 Florida Statewide Prevention Conference

Date: October 3-5, 2007. Location: Orlando, Florida.

This [conference](#) includes sessions on methamphetamine and drug endangered children (DEC).

Meth Awareness Conference 2008

Date: January 9-11, 2008. Location: Casper, Wyoming.

This [conference](#) will include presentations on methamphetamine prevention and treatment.

Meth Crisis

National Indian Justice Center. Date: December 5-7, 2007. Location: Las Vegas, Nevada.

This [training session](#) is designed to deliver the most up to date intervention, treatment and sentencing information to Tribal law enforcement, Tribal Courts, and Tribal policymakers.

The National Association of Counties (NACo) is the only national organization that represents county governments in the United States. Founded in 1935, NACo provides essential services to the nation's 3,066 counties. NACo advances issues with a unified voice before the federal government, improves the public's understanding of county government, assists counties in finding and sharing innovative solutions through education and research, and provides value-added services to save counties and taxpayers money. For more information about NACo, visit www.naco.org.