

## **HRSA/MCHB 2007 FEDERAL/STATE PARTNERSHIP MEETING**

### **Building Blocks for Promising Practice Models**

October 14 - 17, 2007

### **Methamphetamine Epidemic--Partnering to Confront the Issue**

STEPHANIE BRYN: Thank you, Wilbur. You really set up this next portion of the talk.

We at HRSA found the Montana Meth Project. Are there any Montana people here?

This is a state that stepped out early and strong. Thank you -- Oh, my Power Point. I need my Power Point.

I was getting technical help here, I'm sorry.

They really stepped out forward, and we have some PSA's we want to show you. HRSA found them, brought them in and asked the people from Montana Meth Project to brief us and to -- and that would be the Office of Rural Health, the Indian Health Service, and HRSA is Maternal and Child Health, to kind of get a quick briefing from them about what they did, what they are doing, and how others can get involved.

So I've got a short presentation about Montana Meth, and then we have about seven PSA's that are amazing. The reason they are amazing is because they were pitching to use -- they were pitching PSA's to their adolescents and their young people in the State of Montana to -- that they would never use meth. It would be Meth, Not Even Once. And

I think that follows what Wilbur was saying is that we want to really stop the use of methamphetamine.

And we have an epidemic on our hands. We asked you early in the presentation, how many are plugged in? So we want you to leave today with a real fire in your brain and body to at least people in your state who are working on meth to help them find the resources. There are a ton of resources online. We are giving you; I think, quite a few here to jump in with.

So talking now about the Montana Meth Project. They couldn't be here this time to be with us, so I'm going to try to do some information sharing with you.

Montana Meth was overwhelmed -- Montana was overwhelmed with methamphetamine. It ranked five in the nation for use. 50 percent of their inmates were incarcerated. 40 percent of foster care. It was huge.

Their goal was a large scale prevention program aimed significantly reducing first-time users. That was their pitch that was their target audience, through public service messaging, public policy, and community outreach. And they really did it right. They gathered youth to advise them of what the message is so that the target audience participated.

Their online information at Montanameth.org, you can Google it, you can find it anywhere, you can read their story, and you can replicate that story in your own state and community.

The impact of the campaign as they reported to us, they now rank 39th. Teen meth use has declined, you saw the number there, 45 percent. Now, positive meth employee drug testing has declined hugely, and 53 percent meth-related crime. So they feel they've really done well, and I think you would agree.

So, it demonstrates that a project aimed at a message getting through to the target audiences with a lot of community participation, the target audience participating in messaging. And it's now expanding into other states. And there's a little bit of fundraising these other states must do, because it doesn't come with money. It comes with technical expertise and mentoring, and it's just something that I hope you all will investigate, because you see that the meth has come all the way east now. We are all probably living nearby or side by side with people who are making meth and people who are using meth.

The -- We mentioned earlier about Meth 101, because we had to start last year, Judy and I at, "Well, where do we start?" We knew we wanted to pitch this as a child safety issue, and we knew who the users were, and what it looked like, and how devastating it was. We knew that partnerships with SAMHSA for treatment were plugged in, we could refer. And so we have stored away on the MCHCOM.com website the Meth 101

broadcast. So, you and others in your state and community can go ahead and review that webcast, it's Meth 101. It has resources that you can link to, numerous, that can get you started or meet you where you are in your states for programming.

The virtual office, here is how to get to the virtual office, and again, these will be posted for you.

To learn more about the meth project that I'm describing today to you, that's their website.

And now I need Jen, please. We want to play you about seven PSA's. One of them we hope in our tool kit here is going to be one of the Kentucky PSA's that came from Holly's group.

So here is the first one, and I hope that it will be loud.

(End of Segment.)