

THE METH PROJECT

First Lady Lori Otter Joins the Meth Project's Board of Directors

Idaho First Lady Contributes to National Methamphetamine Prevention Efforts

BOISE, Idaho—July 1, 2009—The Meth Project announced today the addition of Idaho First Lady Lori Otter to its Board of Directors. The Meth Project is a large-scale prevention program aimed at reducing first-time Meth use through public service messaging, public policy, and community outreach. The program first launched in Montana in 2005, where it has achieved substantial results. Meth use among teens in Montana has declined by 45%,ⁱ Meth-related crime has dropped 62%,ⁱⁱ and workers testing positive for Meth have declined by 72%.ⁱⁱⁱ The Meth Project has since expanded its programs to additional states, including Arizona, Colorado, Hawaii, Idaho, Illinois, and Wyoming.

“When Governor Otter was sworn into office in 2007, Idaho ranked #5 in the nation for Meth use. We faced a devastating problem that threatened the health and wellbeing of our most vulnerable citizens—our young people,” said Lori Otter, First Lady of Idaho. “We partnered with community leaders across the state, raising awareness about Meth addiction and securing funds to bring the Meth Project to Idaho. As a member of the Meth Project’s board, I will share my experiences working on behalf of the Idaho Meth Project with elected officials around the country to raise awareness about the power of this prevention model.”

First Lady Otter has been a vocal supporter of the Meth Project’s efforts to prevent Meth use. She has addressed leaders from county governments, state attorneys general, and congressional delegations on behalf of the Meth Project. On April 2, 2008, First Lady Otter testified on Capitol Hill before the House Appropriations Subcommittee on Commerce, Justice, Science, and Related Agencies to underscore the need for continued funding for methamphetamine prevention.

“Governor and First Lady Otter showed incredible leadership in bringing the Meth Project to Idaho,” said Aruna Gambhir, executive director of the Meth Project. “She has worked tirelessly to raise awareness about Meth throughout the entire state of Idaho with all citizens from young people in schools, to statewide and local leaders. We are honored to have Lori Otter provide her experience and talent to guide the Meth Project’s work.”

The Meth Project focuses its efforts on raising awareness about Meth, creating dialogue, and creating a replicable prevention model to significantly reduce Meth use among young people. After one year of advertising, community engagement and education in Idaho, 63% of teens and 77% of young adults believe there is great risk in trying Meth (up 8 points from 55% and up 9 points from 68%, respectively).^{iv}

About the Meth Project

The Meth Project is a national non-profit organization headquartered in Palo Alto, California, aimed at significantly reducing first-time Meth use through public service messaging, public policy, and community outreach. First implemented in Montana as the Montana Meth Project, the program has demonstrated significant results in changing attitudes and behaviors toward Meth. The Meth Project is funded by a grant from the Thomas and Stacey Siebel Foundation. For more information, visit www.methproject.org.

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ⁱ Montana Office of Public Instruction, *2007 Montana Youth Risk Behavior Survey*. September 2007.

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

ⁱⁱⁱ Office of National Drug Control Policy, *Pushing Back Against Meth: A Progress Report on the Fight Against Methamphetamine in the United States*. 2006.

^{iv} Idaho Meth Project, *2008 Idaho Meth Use & Attitudes Survey*. 2008.