

**Ad Fax Media**  
**Colorado Meth Project**

August 19, 2009

Colorado Meth Project has launched Wave 1 of "Not Even Once," a campaign to prevent the first-time use of methamphetamine. Planning now for 2010. The Mix will include spot TV, local cable, spot radio, Internet, and outdoor, with limited local newspapers, Kent MacLennan, Executive Director, says.

Colorado is the sixth state, following on the heels of Arizona, Idaho, Illinois, Montana, and Wyoming, to adopt "Not Even Once"; the campaign launched in Hawaii in June, and will launch in Georgia in the near future, MacLennan explains. "The vast majority of our funding is from private foundations," he adds. The Colorado Meth Project has also received some federal support, he notes.

The current recession did not prevent the Colorado Meth Project from doing "what we needed to do to hit the levels of advertising (for a) saturation-level campaign," MacLennan says. However, "regarding the ability to sustain a multi-million dollar campaign over multiple years, it's going to have an effect," he adds. "By no means are we permanently funded," he comments.

The Colorado Meth Project's emphasis is on "starting the conversation about 'meth' within families, and generating that awareness so those conversations happen in the home between parents and teens," MacLennan says. The primary focus of the campaign is on teens and young adults, he notes.

"This is a large-scale project," MacLennan comments. Colorado Meth Project seeks to reach 70-80 percent of the state's teens and young adults an average of three times a week, he notes. Reaching Colorado's population is facilitated by the fact that three-fourths of the state's households are located in the Denver DMA (Designated Market Area); the remainder of the state's households are concentrated primarily in the Colorado Springs/Pueblo and Grand Junction DMAs, he explains.

The Montana Meth Project, the first such "Project," recently launched Wave 5 of "Not Even Once," MacLennan says. The Colorado Meth Project plans to utilize all of the creative, conceived by the San Francisco-based ad agency Venables Bell, Inc., that has been used in Montana and five other states, he adds. In Colorado, each "wave" will run its course in about 10-12 months, he notes.

"Wave 1" is comprised of four television spots, each available for download on the Advertiser's Web site. Two, "Bathtub" and "Laundromat," feature a young woman and man seeing an image of what they will look like and how they will act in the future if they begin using methamphetamine.

Another spot, "Just Once," features a young woman of high-school age who says "I'm going to try 'meth' just once" twice, then "I'm going to steal just once," then "I'm going to sleep with him for 'meth' just once. Her body shows more signs of methamphetamine usage as the commercial progresses. At the end of the spot, her younger sister, who has been observing her behavior, also says that she will try "meth" just once. A fourth spot, "That Guy," is similar in its message except that the main character is a young man.

The Colorado Meth Project, a non-profit organization, was founded in September 2008, MacLennan says. It launched its first ad campaign and outreach efforts in May, he notes. The "Not Even Once" creative was originally developed for Montana in 2005 by the San Francisco-based ad agency, Venables Bell, Inc. Montana's methamphetamine abuse problem has dropped from #5 to #39 in the U.S., with teen use, adult use, and methamphetamine-related crime all declining by more than 60% since 2005. Thomas M. Siebel, a philanthropist and former software executive, conceived and founded the Meth Project, according to the Advertiser's Web site.