

COLORADO METH PROJECT®

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Colorado Meth Project Overview

The Colorado 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 Meth Project, a national organization that oversees individual state programs currently running in Idaho, Montana, Illinois, Wyoming, Arizona, and Hawaii.

The Colorado Meth Project was launched as a response to the state's critical methamphetamine problem. Meth use in Colorado is considerably higher than the national average, and according to the U.S. Department of Justice, methamphetamine is a primary drug threat to Colorado.ⁱ Potent, low-cost Meth is readily available and abused throughout the state.

The financial and social consequences of Meth abuse in Colorado are devastating. It is a contributing cause for much of the crime in the state, costs millions of dollars in productivity, contributes to the increasing jail and prison populations, is associated with domestic violence, and adversely impacts families and children:

- The annual cost to the state in direct, indirect, and intangibles is as much as \$1.4 billion.ⁱⁱ
- Colorado ranks #8 in the country for total Meth use in the past year by people aged 12 and older.ⁱⁱⁱ
- Nearly 75% of all Colorado Meth users entering treatment in 2007 reported first using Meth before age 25, including 41% who started at 17 or younger.^{iv}
- Colorado reported one of the highest percentage increases in Meth-related crime in the country, with an increase of 95% between 2000-2005.^v
- Nearly one-third of all drug related offenses in Colorado in 2007 were Meth-related, 56% higher than the national average.^{vi}
- Colorado ranks #6 in the U.S. for per capita identity theft.^{vii}
- Law enforcement sources indicate that methamphetamine addictions are responsible for almost two-thirds of identity theft crimes in Colorado.^{viii}

Strategic Approach

The Colorado Meth Project implements a state-wide 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^{ix}
- Adult Meth use declined 72%^x
- Teen Meth use declined 63%^{xi}
- Meth-related crimes dropped 62%^{xii}

Recognition for the Program

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 Colorado 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.

Colorado Meth Project Leadership

The activities of the Colorado Meth Project are driven by the participation of the Project’s Board of Directors and Advisory Council. These elected officials, business and community leaders, and members of state and local law enforcement agencies play a critical role in communicating goals and activities of the Meth Project in the Colorado community.

- Chairman: Geoff Blue, Deputy Attorney General, State of Colorado
- Dave Baker, COO, FirstBank; Chair, Colorado Bankers Association
- Linda Childears, President & CEO, Daniels Fund
- Meg Collins, President, Colorado Oil & Gas Association
- Jason Dunn, Attorney, Brownstein, Hyatt & Farber
- Chris Howes, President, Colorado Retail Council
- Chris Johnson, Otero County Sheriff; President, Colorado Sheriffs Association
- Lori Moriarty, Executive Director, National Alliance for Drug Endangered Children
- Cindy Parsons, Vice President, Public Relations, Comcast Cable
- Sylvia Peterson, Community Advocate
- Sally Rippey, Executive Director, Adolph Coors Foundation
- Janet Rowland, Mesa County Commissioner
- Janice Sinden, Executive Director, Colorado Concern
- John Suthers, Attorney General, State of Colorado
- Nicolas Taylor, Ph.D., Taylor Behavioral Health
- Patricia Wilson, Sales Manager, KUSA-TV

For more information, please visit www.coloradomethproject.org

ⁱU.S. Department of Justice, “DEA Fact Sheet: Colorado” 2008

ⁱⁱ Estimate based on RAND, The Economic Cost of Methamphetamine Use in the United States, 2005 Cost Model

ⁱⁱⁱ SAMHSA. Office of Applied Studies, National Surveys on Drug Use and Health 2003-2006. 2007.

^{iv} Colorado Division of Behavioral Health, 2007 Age of first use by Meth users, 2008.

^v National Association of Counties, Two Surveys of U.S. Counties: The Criminal Effect of Meth on Communities, The Impact of Meth on Children, 2005

^{vi} ONDCP, Profile of Drug Indicators, State of Colorado, 2008

^{vii} Federal Trade Commission, Identity Theft Victim Complain Data, Identity Theft Clearinghouse, 2007

^{viii} Attorney General Suthers Announces State’s Largest Effort To Combat Methamphetamine Abuse July 25, 2006

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

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

^{xi} Montana Office of Public Instruction. “2009 Montana Youth Risk Behavior Survey.” June 2009.

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