



## **Methamphetamine Demand Reduction Program** **Meth360<sup>®</sup>** **Program Overview**

**Background** -- Methamphetamine is a drug with unique impact beyond the individual user. The manufacture and distribution of meth has been shown to cause significant damage to the environment, innocent children, the economy and infrastructure of communities, and to be a drain on vital resources. This "second hand" impact of meth is a significant threat to everyone in the community.

Users of meth are prone to violence and neglectful behavior, and so inflict physical and psychological harm not only on themselves but on their children, families, and members of their community including, law enforcement and emergency services personnel.

Although younger teens are not currently in the prime user demographic group, attitudinal factors indicate they are vulnerable to increased usage. We must not allow meth to enter the mainstream teen culture.

**Strategy** – To deal with the multiple effects of meth, the Partnership is employing a four-part "surround" strategy aimed at: a) Community – concerned citizens, leaders, parents – to foster a climate of intolerance for meth in their community; b) Young Adults/Older Teens – the demographic group most likely to try or have started use; c) Parents of Teens – to educate themselves and their children about the dangers of meth; and d) Family and friends of those struggling with meth addiction, encouraging them to help loved ones seek treatment.

### **Program Components**

- **Public Service Advertising** – In 2005 the Partnership launched a new campaign on methamphetamine that delivers prevention messages via television, radio, print, outdoor, and the Internet. The public service campaign is ongoing with new campaign messages distributed every six months, including meth treatment messages, added in 2007.
- **Internet** – Online components include an interactive Meth360 Online Learning program ([drugfree.org/meth360](http://drugfree.org/meth360)), as well as social networking and resources to support communities implementing Meth360. The Partnership offers a new Meth Resources and Information site, ([drugfree.org/meth](http://drugfree.org/meth)), to anyone who wants to learn about the dangers of meth and its effects through articles, links and videos. Additionally, Life After, a new site designed to celebrate stories of addiction recovery, has been launched in 2008. It serves as a social network where visitors can share stories of hope, celebrate their recovery and find encouragement from friends and family.

- **Community Activity** – The centerpiece of the program is Meth360™—community presentations designed to mobilize and motivate communities to take action against meth.

### **Meth360® Overview**

This program is funded by grants from the U.S. Department of Justice through its Office of Community Oriented Policing Services (COPS). A key objective is to enhance the ability of state and local law enforcement agencies to deal with methamphetamine in their communities through increased awareness and community education.

Meth360, ([drugfree.org/meth360](http://drugfree.org/meth360)), is a program of meth prevention presentations that are co-delivered by teams of local law enforcement and substance abuse treatment and prevention professionals to parent groups, schools, workplace, healthcare, civic and other organizations. The audience learns about all aspects of meth from experts with diverse perspectives on the issue—a true “360-degree” view.

The Meth360 presentation is divided into six topic areas; Meth Facts; How Meth Affects Users; Impact on Communities; Families and Prevention; Intervention and Treatment and Communities and Prevention. Supplemented with video features, including Partnership public service messages and real-life testimony from former meth users, the presentation is designed to be customized by the presenters to reflect local issues and needs. All audience members receive a meth information kit and list of local and national meth information resources.

Meth360 was pilot-tested in four states (NY, OK, VA, WA), and presentations to the public began in July 2006. 170 law enforcement, treatment and prevention professionals were trained by the Partnership to present the program within their communities and within nine months, 192 presentations were delivered, reaching more than 7,500 people.

In March 2007, the program expanded into 10 more states: CO, FL, IL, IN, IO, MO, NE, NV, NC and TX. A lead law enforcement agency has been recruited in each state to gain initial experience with presentations in the community and assist the Partnership in spreading word about the program statewide.

Currently, the Partnership is implementing a third expansion of the program into 10 more states, (AL, AK, AZ, CA, HI, KY, MD, NM, WV, WI), for a total of 24.

Response to the Meth360 program has been extremely positive. When surveyed, audience members, community coordinators, and presenters all agree that the Meth360 program is a powerful tool that enhances a community's ability to raise awareness of the dangers associated with meth use. After viewing Meth360, 94% of audience members said that the program taught them more than they already knew. 87% felt inspired to take action as a result of the facts they learned.

Based on presenters' feedback, ***One-hundred percent of those who responded to a survey stated that they would recommend the Meth360 program to other communities interested in raising meth awareness.*** Ninety-eight percent stated that the training adequately prepared them for the community presentation. And, again, 98% stated that the multi-disciplinary approach—law enforcement, prevention and treatment presentations teams—enhanced the credibility of the program.