Performance Measurement Report

Methamphetamine Watch Media Campaign	Agency/Program #:	4110-18-I7
	Division:	Criminal Investigation
	Program:	Meth Watch

Agency Name:	Department of Justice	
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LFC Contact:	Sen Bales, Sen Gallus	
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Program or Project Description:

Methamphetamine Watch media campaign

Appropriation, Expenditure and Source

	2010		2011		
Fund Name:	**Approp.**	**Expended**	**Approp.**	**Expended**	**Approp & Expenditure numbers are as of October 31, 2009**
General Fund	250,000	0	*250,000*		
State Special					
Federal Funds					
Total:	**$250,000**	**$0**	**$250,000**	**$0**	

Goal(s):

To reduce methamphetamine addiction through public awareness of the damage meth use causes individuals, families, and communities.

Performance Measures :

1. To increase public awareness of the damage meth use causes individuals, families, and communities.

2009 Biennium Significant Milestones:	Completion Dates **Target**	**Actual**
1		
2		
3		
4		
5		

Legislative Fiscal Division

Performance Report:

Legislation in 2005 established the Methamphetamine Watch Program within the Department of Justice.

44-4-1002. Establishment of methamphetamine watch program. The department shall establish a methamphetamine watch program to:
(1) inform retailers of the problems associated with the illicit manufacture and use of methamphetamine in this state;
(2) establish procedures and develop forms for retailers and other persons to use in reporting to law enforcement any incidents of theft, suspicious purchases, or other transactions involving products that may be used in the illicit manufacture of methamphetamine;
(3) increase community awareness of methamphetamine;
(4) encourage retailers, law enforcement, state and local agencies, and other persons to cooperate in efforts to reduce the diversion of legitimate products for use in the illicit manufacture of methamphetamine; and
(5) assist local communities in addressing problems created by the illicit manufacture and use of methamphetamine.
History: En. Sec. 4, Ch. 572, L. 2005.

$1 million was appropriated in FY 2008 & 2009 for the meth media campaign.

The 2009 legislature provided $500,000 general fund for the continuation of the meth media campaign. This public awareness campaign uses internet, television, newspapers, radio, billboards, and movie screens to focus on the damage meth use causes individuals, families, and communities.

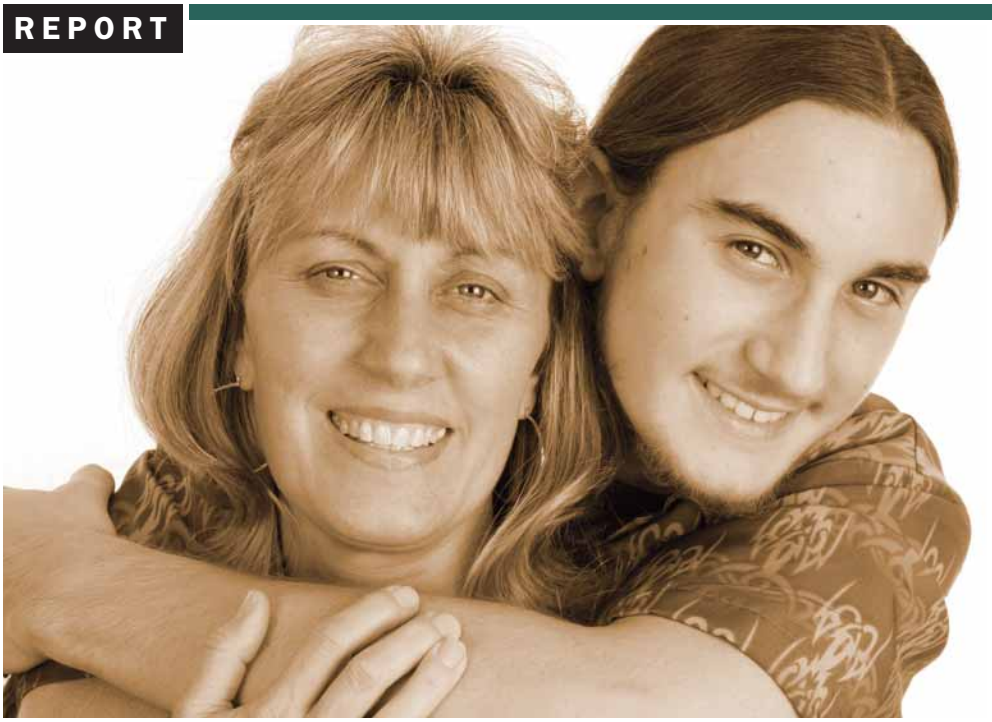
The department is currently researching best practices in an attempt to meet its statutory obligation to increase awareness through new and innovative resources. It is anticipated that the actual granting of dollars to private, nonprofit programs is several months away.

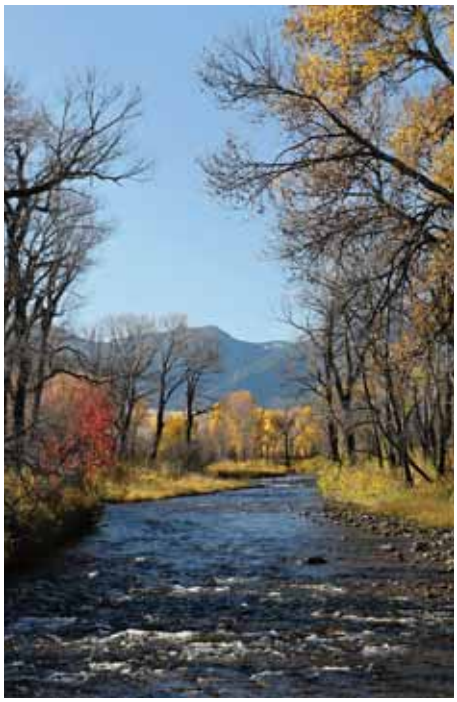
LFD Narrative:

LFD Assessment: Progress Report Needed
Data Relevance: Yes
Appropriation Status: Provided
Comments/Issues: The department provided 2 reports as attachments - Methamphetamine in Montana: A Follow-up Report on Trends and Progress and Montana Meth: Use &Attitudes Survey 2008.
The workgroup may wish to:
- provide input to the department regarding the upcoming request for proposal process related to this funding
- discuss with the department the process for evaluation of effectiveness of efforts supported by this funding
- discuss the ongoing effectiveness of the meth media campaign compared to the ongoing investment
- discuss whether the focus of this funding should be shifted to other drugs such as prescription medications and/or alcohol in future biennia
Options:
-- Change LFD Assessment
-- Release from reporting
-- Specify date for future reporting and discuss specific data that the work group would like reported.

Version	Date	Author	Change Description
D1	10/21/2009	Gervais	Initial report

REPORT





Methamphetamine in Montana:

A Follow-up Report on Trends and Progress

April 2008

Montana Department of Justice
Mike McGrath, Attorney General

MONTANA DEPARTMENT
OF JUSTICE

Methamphetamine in Montana

A Follow-up Report on Trends and Progress
April 2008

Overview

In the January 2007 *Methamphetamine in Montana: A Preliminary Report on Trends and Impact*, the office of Montana Attorney General Mike McGrath looked at the societal and financial costs of meth use in the state, as well as the progress made in combating the drug.

This subsequent report summarizes key methamphetamine indicators and looks to identify continuing trends. As with the preliminary report, this 2008 follow up was prepared by collecting and analyzing available local law enforcement data, drug task force incident reports, crime lab toxicology reports, Montana survey results, national reports, state department records and interviews with participating agencies. Multiple years of data were examined to establish trends where data was available.

Findings

- Teen meth use is declining. The 2007 *Montana Youth Risk Behavior Survey*[1] reports that lifetime meth use by teenagers in Montana has dropped 44.6 percent since 2005. This decline is greater than any other observed across all risk categories measured by the survey.
- Meth-related treatment admissions to state-funded facilities are decreasing. Despite overall treatment populations remaining virtually unchanged in the period between 2005 and 2007, admissions for methamphetamine dropped 42 percent among patients 20 years old and under, and 24.5 percent for all patients.
- Meth-related crime is decreasing. Meth-related crime increased by 21 percent from 2004 to 2005, but dropped by 62 percent in the two-year period that followed through 2007. Additionally, the numbers of meth-positive probation/parolee violations continue a downward trend, indicating a sustained change.
- Progress is being made on meth's devastating social impacts. Meth accounted for 33 percent of all children in foster care, and over 50 percent of children in foster care for drug-related reasons in 2006. In 2007, these rates are both down 11 percent or, roughly, by 100 fewer children.
- Overall meth use appears to be declining. Workplace drug testing shows that the decline in frequency of workers testing positive for meth in Montana is well ahead of the national average. Montana's overall rate of employees testing positive for methamphetamine fell 72 percent between 2005 and 2007, compared to a 44 percent drop nationally.

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[1] Since 1991, the Montana Office of Public Instruction has participated in the survey that was initiated by the Centers for Disease Control and Prevention (CDC) to identify the leading causes of mortality, morbidity and social problems among youth.

Teen Meth Use

The Montana Meth Project's theoretical framework is based upon the prevention principles that individuals who believe that the use of a particular drug involves risk or harm and/or who disapprove of its use are less likely to use that drug.

As seen in last year's report, both the Montana Prevention Needs Assessment and the Meth Use & Attitudes Survey show that Montana teens perceive a much greater risk in trying meth than do their counterparts nationally. In theory, this should translate into reduced usage rates measured in the *Montana Youth Risk Behavior Survey* (YRBS).

According to the YRBS, lifetime meth use by Montana teens decreased 44.6 percent between 2005 and 2007. This represents the largest decrease in teen meth use since the test began measuring this statistic in 1999. The YRBS assists educators and health professionals in determining the prevalence of health-risk behaviors as self-reported by Montana youth.

MT Youth Risk Behavior Survey Lifetime Meth Use Rates		
	Usage	% Change
1999	13.5	-
2001	12.6	-6.7%
2003	9.3	-26.2%
2005	8.3	-10.8%
2007	4.6	-44.6%

Table 1. 2007 Youth Risk Behavior Survey

Attitudes

Two instruments are used to measure how young people view the risks associated with methamphetamine:

- The Prevention Needs Assessment (PNA) administered by the Department of Public Health and Human Services, surveys teens in the 8th, 10th and 12th grades and measures risk and protective factors predictive of drug abuse.
- The Meth Use & Attitude Survey, commissioned by the Montana Meth Project in cooperation with the Montana Department of Justice, measures attitudes and beliefs held by teens, young adults and parents of teens.

In March 2006, the PNA expanded to include four specific questions regarding methamphetamine. The questions measure perceived risk and meth use in the past 30 days, past year and lifetime. The statewide annual survey also measures the age at which meth use begins. When asked about the risks of taking six different drugs, including alcohol, methamphetamine was perceived as the most dangerous; 93 percent of respondents saw using meth as having *great risk*. Montana teens' perception of risk is 10 percent higher than teen perception nationwide.

Great Risk of Use, 2006 Prevention Needs Assessment	
Drug	% Perceiving Great Risk
Daily Marijuana	59%
1 Pack + of Cigarettes	70.50%
Meth	93%

Table 2. 2006 Prevention Needs Assessment

According to the 2007 Montana Meth Use & Attitude Survey, nearly all Montana teens (84 percent), young adults (88 percent) and parents (96 percent) believe there is risk in taking meth just once or twice, and the majority believe there is "great" risk in doing so (65 percent, 70 percent and 94 percent, respectively).

Since 2005, the perception of specific negative effects resulting from meth use has changed. Among teens, risks such as stealing, lack of attention to personal hygiene, and tooth decay increased significantly (11 percent, 7.5 percent, and 19 percent respectively). In this time, societal disapproval of meth use has also greatly increased in the state, with teens (87 percent), young adults (83 percent) and parents (97percent) now voicing "strong" disapproval of trying meth even once or twice. Perhaps most importantly, parent-child discussions about the dangers posed by meth use have increased in number and frequency.

Parent-Child Discussions About Meth Past Year as Reported by Mothers		
	2005	2007
Ever	58%	66%
Once	21%	18%
> Once	36%	49%
Never	42%	34%

Table 3. Parent-Child Discussions About Meth

Supply

Quantitative data and the experience of state and local law enforcement agencies suggest that methamphetamine availability may be shifting. Meth-related seizures, arrests and clandestine labs are declining.

Anecdotal information reported by the state's drug task forces and the Division of Criminal Investigation points to the availability of meth remaining relatively stable. Availability of the meth produced in small domestic labs declined dramatically in recent years, and was replaced by high quality, high potency crystal meth, known as "ice," brought into Montana by interstate and international drug trafficking organizations.

Meth prices have leveled off as well. The increase in price a couple of years ago corresponded to the decrease in local meth labs. With the large quantities of meth being brought into Montana, supply is again catching up with demand and prices have come back down and leveled off at about what they have been for the past 10 years.

The resurgence in cocaine's popularity has continued in recent years. The price of cocaine is about the same as meth and, even though the "high" from coke is significantly less intense than that associated with meth, cocaine is now viewed as a much safer drug. The meth-lab boom of the late 90s destroyed the cocaine business in many states, including Montana. That trend has now reversed.

> "As a direct result of the public education/awareness efforts regarding meth in the state, I doubt there is a dope addict in Montana who isn't aware of the downsides to meth use."
>
> Division of Criminal Investigation agent

Meth Labs

In July 2005, Montana enacted strict precursor control laws, which put cold medicines containing pseudoephedrine behind pharmacy counters. Better controls on the ingredients needed to make meth have contributed to the steady decline in the number of clandestine meth labs in Montana:

- In federal fiscal year 2002, the number of meth labs that required the removal of hazardous materials by a specialized contractor peaked at 122.
- In FFY 2007, 7 labs were seized in Montana.

Meth Labs Reported by Drug Task Forces, 2001-2007

Year	Total Labs	% Change
2001	86	-
2002	122	41.9%
2003	89	-27.0%
2004	64	-28.1%
2005	25	-60.9%
2006	8	-68.0%
2007	7	-12.5%

Table 4. Meth Lab Trends

Meth Seizures

The Montana Board of Crime Control collects data from local jurisdictions and drug task forces using the Montana Incident Based Report (MTIBR). According to MTIBR data, methamphetamine seizures increased steadily between 2002 and 2005, and then began to drop significantly in 2006. The decrease from 2005 to 2007 represents a 59 percent reduction.

Incidents Where Meth Was Seized in Montana	
Year	Incidents
2002	160
2003	352
2004	488
2005	601
2006	344
2007	245

Table 5. Law Enforcement Meth Seizures

Meth Use

Data measuring meth use supports the positive influence of increased public awareness and dialogue.

Treatment Admissions

The number of addicts who cited meth as their primary drug of choice declined nearly 34 percent in the period between 2006 and 2007. During the same period, overall drug treatment admissions rose slightly. For patients 20 years of age and younger, admissions for those citing meth as their drug choice dropped by an even greater percentage, 42 percent.

Montana Drug Treatment Admissions (unduplicated)			
Year	Meth	Other	% of Total
2005	1,011	5,701	15.06%
2006	1,140	5,900	19.93%
2007	769	5,993	12.83%
% Change 06-07	-32.54%	1.58%	-35.62%

Table 7. Meth Addicts Admitted to State Treatment Programs

Workplace Drug Testing Results for 2005 through 2007

According to the semi-annual Drug Testing Index, Montana outpaced the nation in the declining frequency of workers testing positive for meth.[2] It should be noted that the number of workers tested is relatively small, so it is possible that the trends may be less dramatic than they appear.

- Montana's overall rate of employees testing positive for methamphetamines fell 72 percent between 2005 and 2007.

[2] The Drug Testing Index, published by Quest Diagnostics as a public service for government, media and industry, has been considered a benchmark for national trends since its inception in 1988.

Meth-Positive Tests in the Workplace				
STATE	2005	2007	Change	% Change
Montana	0.71	0.20	0.51	-72%
NATIONAL	0.18	0.10	.08	-44%

Table 6. Meth-Positive Workplace Tests for 2005 to 2007

Crime

In the last two years, local law enforcement agencies report a decline in the number of crime incidents in which meth was involved. Since 2005, methamphetamine seizures by law enforcement agencies have decreased by 59 percent. Meth-positive crime toxicology tests in all categories decreased by 47 percent from 2005 to 2007. Finally, Montana saw a 62 percent reduction in meth-positive arrests from 2005 to 2007. Meth-related crime has decreased remarkably during the last two years in Montana.

According to the Incident Based Crime Report (IBC)[3], overall crime rates have remained relatively steady in recent years. Meanwhile, meth-related crime:

- increased by 17 percent between 2004 and 2005, but
- declined by 62 percent between 2005 and 2007.

IBC also tracks a specific drug offense subcategory, defined as violations of laws prohibiting the production, distribution or use of certain controlled substances and the equipment or devices used in their preparation or use. Crimes in this category in which meth was identified dropped by 62 percent between 2005 and 2007; a figure that mirrors the decrease seen in the broader meth-positive arrests category.

MT Incident Based Reports	
Total Meth-Related Offenses	
2004	1,043
2005	1,259
2006	735
2007	473
Total Meth-Related Drug Offenses	
2004	544
2005	655
2006	311
2007	251

Table 8. Meth-Related Crime Trends

[3] The Incident Based Crime Report (IBC) is compiled by the Montana Board of Crime Control. The arresting officer determines related factors, including whether a crime is associated with drugs, the type of drugs involved and whether the criminal is under the influence.

Forensic Science Division Toxicology and Chemistry Reports

The state crime lab provides scientific and technical support to Montana's law enforcement community. The drug chemistry specialists analyze samples of dangerous drugs discovered at crime scenes. The number of cases in which methamphetamine was found decreased from 70 percent in 2005 to 49 percent in 2006, a 30 percent drop. In 2007, this trend continued with a further 28 percent decrease observed in meth-positive findings.

MT State Crime Lab Chemistry Analysis Cases Identified as Meth				
	2004	2005	2006	2007
% Identified as Meth	65.3%	69.8%	48.8%	37.9%

Table 9. State Crime Lab Cases in which Meth was Identified

Toxicologists analyze biological samples (blood, urine and tissue) to determine the presence of drugs in crimes, the cause of death in autopsies, and to check for evidence of drug use by people on parole and probation. Meth-positive toxicology tests in all categories dropped from 18.5 percent in 2004 to 8.8 percent in 2007, a 52 percent decrease.

Montana State Crime Lab Meth-Positive Percentage of All Toxicology Tests	
Year	Percent
2004	18.5%
2005	16.7%
2006	10.5%
2007	8.8%

Table 10. State Crime Lab Toxicology Tests that Identified Meth Use

Toxicology test data also indicates a substantial decrease in sale of meth and meth use associated with probation/parolee violations in the past two years. Importantly, the number of arrests for meth possession, possession with intent to sell, and sale have dropped convincingly and maintained lower levels.

Montana State Crime Lab Percentage of Meth-Positive Toxicology Tests by Category				
	Possession	Sales	Urinalysis	Ag. Assault
2004	8	8	536	3
2005	23	4	473	1
2006	3	0	354	0
2007	5	0	276	0

Table 11. Toxicology Results for Drug-related Offenses

Impact on Children

In 2005 it was estimated that over half of the children in out-of-home foster care in the state of Montana were there due to meth-related neglect or abuse. Victims of a situation they are most likely too young to understand, these children's worlds are turned upside down. Not only are the emotional impacts devastating, but the costs of the average out-of-home placement are extraordinary as well.

In 2006, progress was seen when meth-related out-of-home placements dropped to under 33 percent of all cases. However, meth was still cited in over half of all drug-related cases. In 2007, this number dropped 19 percent, to 26.4 percent of all cases.

MT Department of Health and Human Services Meth-related Out-of-Home Placements		
	%	% Change
2005	53.0%	-
2006	32.6%	-38.5%
2007	26.4%	-19.0%

Table 12. Meth-related Foster Care Placements

Social and Economic Impact

Despite the positive trends outlined above, meth continues to negatively affect the state, particularly in the direct costs of social and correctional services. The additional secondary social, health care, unemployment and workers' compensation costs, and losses in employee productivity, likely more than double the direct costs to the state's human service providers.

Consider these figures:

- 26 percent of the parents of children in out-of-home foster care have lost custody of their children due to meth-related abuse. Cost to the state: nearly $6 million annually. However, just two years ago this cost was over $12 million dollars.
- 50 percent of Montana's adult inmates are incarcerated due to meth-related crimes. Cost to the state: between $18,000 and $29,000 a year per inmate. The Department of Corrections spends approximately $85 million a year for adult secure custody.
- 11.4 percent of all patients in treatment in Montana report meth as their primary drug of choice. Cost to the state: $5.7 million annually. In 2005, nearly twice this amount was being spent on methamphetamine treatment.

Summary

Data collected in 2007 indicates that programs recently initiated in Montana have built upon success observed in the previous year, and are continuing to have a significant impact on the state's methamphetamine problem. New initiatives to reduce demand for the drug by raising awareness about the negative consequences of methamphetamine use have dramatically changed attitudes toward the drug. Montana's strict precursor control laws, also enacted in 2005, have reduced the number of clandestine labs in the state. Montana's approach – dedicating significant resources to both prevention and enforcement – is making a difference. The state has made dramatic progress in a number of key areas, and has made gains not seen in most other states.

While 2006 data was preliminary, newer evidence available clearly demonstrates that the prevention campaign started in 2005 by the Montana Meth Project has had a positive and sustained impact on Montana. Critical indicators point to reductions in meth use, related crime and to a growing perception of the great risk associated with using this drug.

Combined with other enforcement, treatment and prevention efforts, the Montana Meth Project's education campaign has had dramatically positive results. Virtually all Montana citizens are aware of the dangers posed by meth. Early results show that drug use behavior has been altered in the short term.

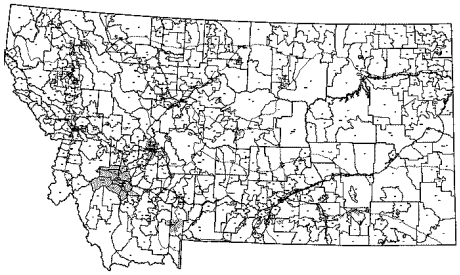
Ongoing efforts on the part of federal, state and local law enforcement to make the drug less available in Montana will continue to be a priority. However, continuing to execute aggressive prevention and education programs is critical to our efforts to eradicate Montana's methamphetamine problem. By systematically focusing on demand reduction, we will continue to set the pace for the rest of the nation in addressing this epidemic.

With the continued educational and prevention efforts of the Montana Meth Project, it is logical to conclude that meth use will continue to decline and, subsequently, countless new users will be diverted from meth addiction.

250 copies of this public document were published at an estimated cost of $1.20 per copy, for a total cost of $300.00, which includes $300.00 for printing and $0.00 for distribution.

GfK Roper Public Affairs & Media

Montana Meth:
Use & Attitudes Survey 2008



Statewide survey measuring attitudes and behaviors towards methamphetamine in Montana

April 1, 2008

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Executive Summary

Findings from the 2008 *Montana Meth Use & Attitudes Survey* clearly demonstrate the durability of the dramatic, positive shifts in attitudes toward meth seen since the 2005 benchmark survey and the subsequent launch of the Montana Meth Project marketing campaign.

Today, Montana teens are quite aware of the dangers of taking meth, likely to disapprove of taking the drug, and likely to have had discussions with their parents on the subject. In fact, teens in Montana today view meth as more dangerous than heroin, and few teens of any age see a benefit in taking meth — more than 80% believe there are substantial risks in taking the drug. There also continues to be widespread stigma associated with using meth — the great majority of Montana teens (84%) voice strong disapproval of meth use. Only heroin matches this level of disapproval.

Moreover, the Montana Meth Project has permeated the consciousness of Montana teens, as nearly all (88%) have heard of the Project, and large numbers recall seeing their ads often.

The messages of The Montana Meth Project's advertising have been effectively conveyed to teens in Montana. A substantial majority say the ads show that meth affects many people's lives other than the user, will make you act in a way you would not want to, will make you look different than normal, is more dangerous than they originally thought, that meth problems could happen in their town or school, and meth is dangerous to try just once.

Perceived Benefits and Risks of Meth Usage

- Most Montana teens (83%) believe there is risk in taking meth just once or twice, and the majority believes there is great risk in doing so (63%). In fact, teens are more likely to see great risk in trying meth than trying heroin once or twice (63% versus 56%, respectively).

- Few teens agree that taking meth has any benefit. This opinion is today at the highest level since the 2005 benchmark survey. Disagreement with a variety of statements about the benefits of meth has been steady or rising since 2005.

- Montana teens continue to be aware of the dangers posed by using meth once or twice.

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- There is also a strong awareness of the severe impact posed by regular meth usage. Eight in ten or more agree that there is great risk in all 14 items asked about — everything from dying to stealing. In fact, nine in ten believe there is a great risk that regular meth usage will have a significant negative effect on people by causing them to become hooked (93%) or turning them into someone they don't want to be (90%).

Social Approval and Parental Discussions

- There is an increasing social stigma against taking meth — the great majority of Montana teens (84%) now voice strong disapproval of trying meth even once or twice.

- 85% of teens now agree their friends would give them a hard time if they themselves tried meth. This represents a 6 point increase in the last year, and the third consecutive year that this social disapproval figure has risen.

- Parent-child discussions about meth are more frequent than in past surveys. A growing majority of teens (65%, up seven percentage points since 2005) say they have discussed the subject with their parents in the past year. Moreover, one in five (22%) say they have had a discussion with their parents in the past month.

Usage and Availability

- Compared to three years ago, Montana teens today believe meth is harder to get. The perception among teens that meth would be at least somewhat easy to get has fallen from 41% in 2005 to 30% today.

- One in eight (12%) say someone has at some time offered them or tried to get them to use meth.

- This year one in ten Montana teens report having friends who use meth; the remains steady since the 2007 measurement (10%) and down five points since 2006 (5%). Of those who have tried meth, the majority say they have done so in the past year and three in ten have done so in the past month.

- Usage appears to be neither higher nor lower than in past surveys. Three percent of teens admit to having tried meth, a number that has remained essentially stable since 2005.

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Key Information Sources

- For teens, the Internet is the most favored source for information about meth (73%), but many would turn to their parents (59%) or school (46%) as well.

- Increasingly, teens have come to favor television (up 10 points to 35%), magazines (up 10 points to 28%), and radio (up eight points to 17%) for information about meth.

- Anti-meth advertising is ubiquitous in Montana, having been seen or heard at least once a week by two-thirds (66%) of teens. Almost all teens (88%) report seeing or hearing an ad in the past month.

- The number of teens exposed to the ads via various media has risen considerably since the 2006 survey, particularly-when it comes to billboards (up 21 points to 83%) and the Internet (up 21 points to 61%).

Awareness of the Montana Meth Project and Its Efforts

- The Montana Meth Project is very well known in the state — most teens (88%) say they had heard of the organization prior to taking the survey.

- The Montana Meth Project ads are widely recognized. Substantial majorities recognize the TV ads “Mother” (70%), “Boyfriend” (61%) and the print ad “Sharing” (78%). Four in ten or more also recognize the radio ads “Kara” (53%) and “Andrew” (46%).

- Montana Meth Project’s advertissing messages are clearly recognized by Montana teens. Nearly seven in ten strongly agree that the ads show meth affects many people’s lives other than the user, will make you act in a way you would not want to, will make you look different than normal, is more dangerous than they originally thought, that meth problems could happen in their town or school, and meth is dangerous to try just once.

- The Montana Meth Project’s Paint the State anti-meth art contest is also well known; about half (49%) of teens have heard of the art contest. Of those aware of the contest, most feel it the contest has been very or somewhat effective in making people aware of the dangers of meth (86%).

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Background and Objectives

Background

This report summarizes findings from the 2008 *Montana Meth Use & Attitudes Survey*, the fourth such survey in as many years.

The Montana Meth Project was established in January 2005 to significantly reduce meth use in Montana. The integrated program consists of an ongoing, research-based messaging campaign, supported by community outreach, and public policy initiatives that realistically and graphically communicates the realities of methamphetamine.

The Montana Meth Project sustains a campaign of public service messaging — including advertising, public relations, and Web sites — to effect attitudinal changes regarding methamphetamine use among Montana youth.

At the core of the Montana Meth Project effort is an ongoing, research-based marketing campaign that provides hard-hitting television, radio, print, billboard, and Internet advertising. In September 2005, the Montana Meth Project initiated a large-scale prevention advertising campaign targeting young people ages 12-17, reaching an estimated 70 to 90% of teens 3 to 5 times a week with meth prevention messaging.

The goal of the Montana Meth Project advertising is to "unsell" meth, equipping youth with the facts about methamphetamine so they can make better-informed consumption decisions.

The Montana Meth Project approaches methamphetamine as a consumer products marketing problem. Meth is a consumer product. It is readily available. It is affordably priced. It is distributed through an effective, although alternative, distribution channel. It has product attributes that are perceived as attractive. Initial meth consumption decisions are made — similar to other consumer product decisions — after an evaluation (perhaps subconscious) of benefit, risk, social acceptance, price, and availability. The goal of the Montana Meth Project is to educate potential consumers of the realities of meth use.

The Montana Meth Project conducts periodic statewide surveys and focus group research to more thoroughly understand attitudes and behaviors related to methamphetamine. This research provides the foundation for the Meth Project's messaging and communications programs.

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Research Objectives

The Montana Meth Project conducts the *Montana Meth Use & Attitudes Survey* to track attitudes and behaviors related to methamphetamine across the state. The document reports findings from a study conducted from December 2007 to February 2008, and is the fourth such survey conducted in the state thus far.

The survey was conducted among teens ages 12 to 17 in a random sample of schools across the state of Montana.

The goal of this research is to help understand how the target audience thinks and feels about meth. The insights gleaned from this study help develop advertising and other meth prevention messaging directed at teens and young adults.

Theoretical Frameworks

The primary measures for understanding the target audience are based on prevention principles of perceived risk and social disapproval. Two important sets of attitudes and beliefs are: (a) adolescents' beliefs about how harmful drug use is for the user, and (b) the degree to which adolescents personally disapprove of various kinds of drug use. According to the University of Michigan's Monitoring the Future study, two critical drug-related attitudes — perception of risk (how risky adolescents view a particular drug) and perception of social disapproval (adolescent appeal and acceptance of a particular drug) — are directly correlated with consumption. Individuals who believe that the use of a particular drug involves risk of harm and/or who disapprove of its use are less likely to use that drug.

The work of renowned prevention researchers Catalano and Hawkins focuses on understanding and preventing adolescent behavior problems, including drug use. They identified specific risk and protective factors that predict the likelihood of teens to resist drug use. Risk factors are characteristics of teens that are known to predict increased likelihood of drug use.

The Montana Meth Project has initiated a sustained campaign of public service messaging to achieve significant, positive, and measurable results to reduce the frequency and prevalence of methamphetamine use. To do so, the Project's messaging targets key risk factors, including favorable attitudes toward drug use, friends' use of drugs, perception of benefit, perceived risk, and perceived availability.

The objective of the *Montana Meth Use & Attitudes Survey* is to track attitudes and behaviors related to meth in the state. The Montana Meth Project will continue to refine and revise messaging content and direction based upon this ongoing research.

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Survey Method

Sample

A total of 2,334 12-to-17 year-old junior and senior high school students were interviewed for the study. Each respondent attends one of 49 randomly selected junior and senior high schools in the state of Montana.

All junior and senior high schools in Montana (public, private, and parochial) were eligible for selection for the study and were sampled using a four-stage probability sampling technique. In most schools, three classes of different grades were randomly selected to receive the survey.

Interviewing dates, method, and timing

The questionnaire, an eight-page printed booklet, was filled in by each student (see Appendix 5) at their school in their classrooms. All surveys were administered during class time, in the presence of the class teacher, by a representative of GfK Roper Public Affairs & Media and took approximately 20 minutes, on average, to complete. All responses to the survey are confidential – no respondent is identified in any way on any of the questionnaires.

The GfK Roper representative explained the survey procedure to the students, and then distributed the questionnaires, which were filled out by the students at their own pace. After students completed the survey, they turned it in to the representative, who collected them and sent them to Roper's New York headquarters for data processing.

All interviews were conducted from December 2007 to February 2008.

Weighting

Completed interviews were weighted by age within gender to match regional norms and to help ensure a reliable and accurate representation of the target population.

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Sampling Error

All samples are subject to some degree of sampling error — that is, statistical results obtained from a sample can be expected to differ somewhat from results that would be obtained if every member of the target population were interviewed. At the 95% confidence level, the margin of error for the total sample is, on average, +/- 2 percentage points.

Reading Notes

- For tabulation purposes, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total significantly more than 100%, depending on the number of different responses offered by each respondent.

- Similarly, when only selected responses are shown, percentages may total less than 100%.

- Asterisks (*) are used when percentages fall below 0.5%. A dash (-) indicates 0%.

- Statistically significant differences are noted in the tables with an “a” or a “b” following proportions that are significantly higher than the number in the adjacent “a” or “b” column.

Trend data

Surveys conducted prior to the 2007 wave used an online methodology that recruited respondents via banner ads in various online media. To aid in comparisons between the in-school and online surveys (i.e., the 2005 benchmark and 2006 follow-up), we conducted, in 2007, a “bridge” study that replicated the online method used in the prior surveys concurrently with the in-school survey.

In an effort to control for design and modal effects between the online method and current probability-based methods, data from the online survey were first weighted to match the demographics of the 2007 probability-sample based survey. The findings from the different methods were then compared in the 2007 surveys. Ratios between the probability-based and online surveys were calculated and applied to the prior surveys. The recalculated data from the 2005 benchmark survey and 2006 survey are therefore estimates of what the findings would have been if the prior surveys had been conducted using the 2007 and 2008 methods.

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1. Perceptions of Meth

1.1. Perceived Availability

Perceived ease of acquiring various illicit drugs

Compared to three years ago, prior to the launch of the Montana Meth project, teens today believe meth is harder to get — i.e., the perception among teens that meth would be at least somewhat easy to acquire has fallen from 41% in 2005 to 30% today.

Still, teens today say acquiring meth would be easier to acquire than heroin (19%), and no harder to get than cocaine (29%). Of the four drugs included in the study, only marijuana would be easier to acquire (62%).

As observed in 2007, teens have an easier time acquiring meth, like other drugs, as they get older (e.g., 38% of 17 year-olds say they could get it at least somewhat easily compared to 19% of 12 year-olds).

About one in ten (12%) says someone has at some time offered them or tried to get them to use meth. Boys and girls in equal measure say someone has approached them on the topic. Older teens, perhaps not surprisingly, are more likely to have experienced such an encounter (e.g., 14% of 17-year-olds versus 8% of 12 year-olds).

Perceived Ease of Acquiring Various Illicit Drugs
- % who say very or somewhat easy -

Base: Total respondents.

		Sex	
	Total	**Male**	**Female**
(Unweighted base)	(2,344)	(1,138)	(1,205)
	a	b	c
	%	%	%
Marijuana	62	61	62
Meth	30	30	31
Cocaine	29	27	30
Heroin	19	17	20

How difficult, or easy, do you think it would be for you to get each of the following types of drugs? (Q13)

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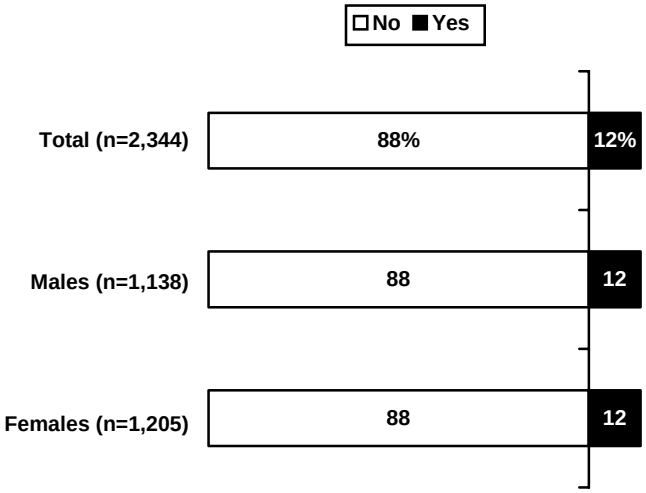
Whether or Not Have Been Personally Offered Meth

Base: Total respondents.



Has anyone ever offered you or tried to get you to use meth? (Q17)

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1.2. Perceived Risks and Benefits of Meth Use

Perceived benefits of taking meth

Few Montana teens believe that taking meth has any benefit, and this belief today reflects the sustained, positive shift in attitudes observed since the 2005 benchmark study, conducted just prior to the launch of the Montana Meth Project.

Indeed, at least eight in ten *disagree* that the drug makes you intelligent, helps you study, makes you more popular, or helps you escape your problems. Disagreement with these statements has been stable since the 2007 survey.

Yet, on virtually all items, it is the youngest teens who disagree the drug provides such benefits (e.g., 74% of 12 year-olds versus 62% of 17 year-olds disagree the drug helps you deal with boredom).

Perceived Benefits of Taking Meth
- % who strongly or somewhat disagree with statement -

Base: Total respondents.

		Sex	
	Total	**Male**	**Female**
(Unweighted base)	(2,344)	(1,138)	(1,205)
	a	b	c
	%	%	%
Makes you intelligent	90	88	92[b]
Helps you study	88	86	91[b]
Makes you more popular	84	82	87[b]
Helps you escape your problems	81	79	83[b]
Makes you feel attractive	79	77	82[b]
Helps you deal with boredom	67	65	69[b]
Gives you energy	66	65	67
Makes you feel euphoric or very happy	61	59	63
Helps you lose weight	53	52	54

Whether or not you or someone you know uses meth, we would like your ideas. Please indicate how much you agree or disagree with the following statements about meth... (Q9)

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Perceived general risks of taking various illicit drugs

Solid majorities of Montana teens believe there is great risk in taking meth regularly (86%) or even just once or twice (63%). Neither heroin, cocaine, nor marijuana is thought to be as risky by as many teens.

However, 16% say there is only a slight or no risk to trying meth once or twice and 9% agree there is slight or no risk in taking the drug *regularly*. It should be noted that the proportions are substantially lower than those observed in the National Meth Project survey of 12-to-17 year-olds conducted in Spring 2007 (33% and 15%, respectively), as well as in other, more recent studies conducted in Idaho, Illinois, and California.

Findings are fairly consistent across age and sex.

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Perceived Risks of Taking Various Illicit Drugs

Base: Total respondents.

		Sex	
	Total	**Male**	**Female**
(Unweighted base)	(2,344)	(1,138)	(1,205)
	a	b	c
	%	%	%
Meth			
Once or twice			
Great risk	63	63	64
Great/moderate risk	83	82	84
Only slight/no risk	16	17	15
Regularly			
Great risk	86	84	88[b]
Great/moderate risk	89	87	91[b]
Only slight/no risk	9	11[c]	8
Heroin			
Once or twice			
Great risk	56	56	57
Great/moderate risk	82	81	82
Only slight/no risk	16	17	16
Regularly			
Great risk	81	79	82
Great/moderate risk	87	86	89
Only slight/no risk	10	11	9
Cocaine			
Once or twice			
Great risk	54	53	55
Great/moderate risk	79	77	81[b]
Only slight/no risk	19	21[c]	17
Regularly			
Great risk	79	76	81[b]
Great/moderate risk	88	86	89[b]
Only slight/no risk	11	12[c]	9
Marijuana			
Once or twice			
Great risk	37	36	38
Great/moderate risk	58	55	61[b]
Only slight/no risk	41	43	38
Regularly			
Great risk	55	52	57[b]
Great/moderate risk	72	69	76[b]
Only slight/no risk	26	29[c]	22

Please indicate how much risk, if any, you think there is involved in each of the following activities. (Q10)

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Perceived specific risks of taking meth

Montana teens — especially girls — are well educated about the specific risks posed by taking meth regularly. In fact, nine in ten say there is great risk that regular meth users will be hooked, lose control of themselves, turn into someone they don't want to be, be a negative influence on a younger sibling, make their problems worse, and/or suffer brain damage.

An understanding of these risks appears to grow with age, with older teens being particularly aware of the risks of insomnia, brain damage, paranoia, tooth decay, and becoming a bad influence to siblings.

Perceived Risks of Taking Meth Regularly
- % say great risk -

Base: Total respondents.

		Sex	
	Total	**Male**	**Female**
(Unweighted base)	(2,344)	(1,138)	(1,205)
	a	b	c
	%	%	%
Getting hooked on meth	93	92	95[b]
Turning into someone they don't want to be	90	89	91
Suffering brain damage	89	88	90
Losing control of themselves	89	87	92[b]
Being a negative influence on a younger brother/sister	89	87	91[b]
Making their problems worse	89	87	91[b]
Suffering tooth decay	86	83	88[b]
Dying	85	85	86
Becoming violent	85	84	86
Stealing	84	83	86
Having sex with someone they don't want to	84	80	88[b]
Stop taking care of their hygiene	83	81	85
Getting insomnia or not being able to sleep	82	81	83
Becoming paranoid	82	80	84[b]

Please indicate how much risk you think there is that each of the following would happen to someone who uses meth regularly. (Q11b)

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1.3. Social Approval of Meth Use

Theres predominant and increasing social stigma against taking meth — most Montana teens (84%) voice strong disapproval of trying meth even once or twice. Only heroin matches this level of approbation. Disapproval of meth usage has remained stable across sex and age since the benchmark.

Moreover, there is clearly a *growing* perception among Montana teens of peer disapproval of meth use. In the current survey, 85% say their friends would give them a hard time if they themselves should ever use it. Last year, this sentiment was shared by fewer teens (79%), and the year prior to that (2006) it was voiced by only 72% of teens. On this critical goal — instilling in Montana teens the feeling that they personally would feel negative peer pressure should they use meth — the Meth Project seems to be making significant strides.

Among teens, the stigma grows as they get older. For example, 17 year-olds are somewhat more likely than 12 year-olds to say their friends would give them a hard time for taking meth (88% versus 81%, respectively).

Two in three teens (65%) also say they have told their friends not to use meth. Girls are particularly likely to do this (69% versus 61% of boys).

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Social Approval of Using Various Illicit Drugs
- % say strongly disapprove -

Base: Total respondents.

		Sex	
	Total	**Male**	**Female**
(Unweighted base)	(2,344)	(1,138)	(1,205)
	a	b	c
	%	%	%
Meth			
Once or twice	84	83	86
Regularly	91	89	93[b]
Heroin			
Once or twice	82	80	84[b]
Regularly	89	87	91[b]
Cocaine			
Once or twice	78	75	81[b]
Regularly	85	82	89[b]
Marijuana			
Once or twice	55	53	57[b]
Regularly	64	61	68[b]

How much do you approve or disapprove of the following activities? (Q12)

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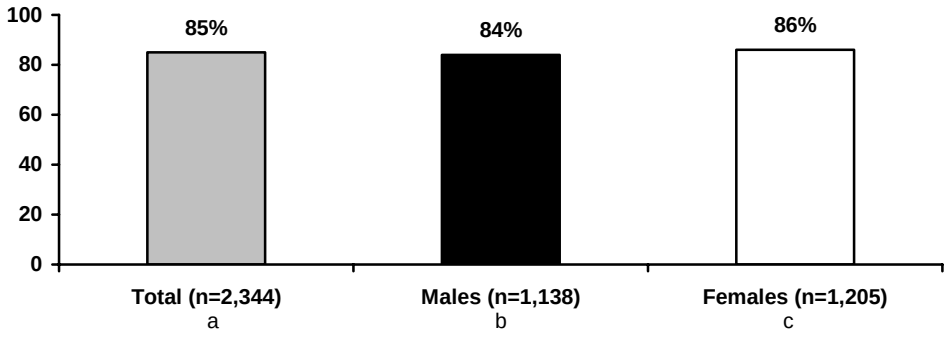
My Friends Would Give Me a Hard Time for Using Meth
- % who agree with statement -

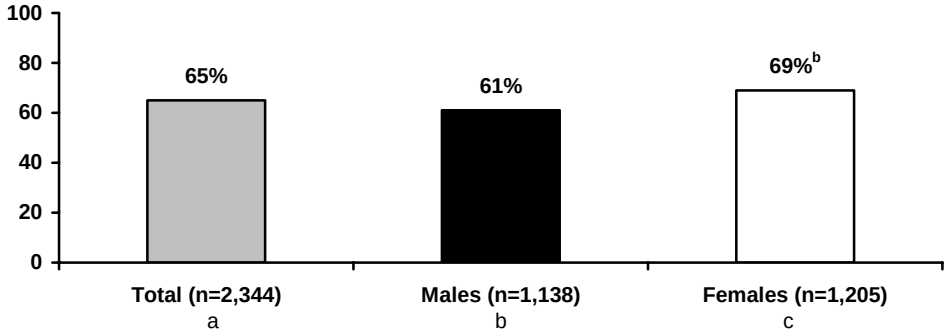
Base: Total respondents.



Would your friends give you a hard time for using meth? (Q16)

I Have Told My Friends Not to Use Meth
- % who agree with statement -

Base: Total respondents.



Have you told your friends not to use meth? (Q18)

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2. Meth Use

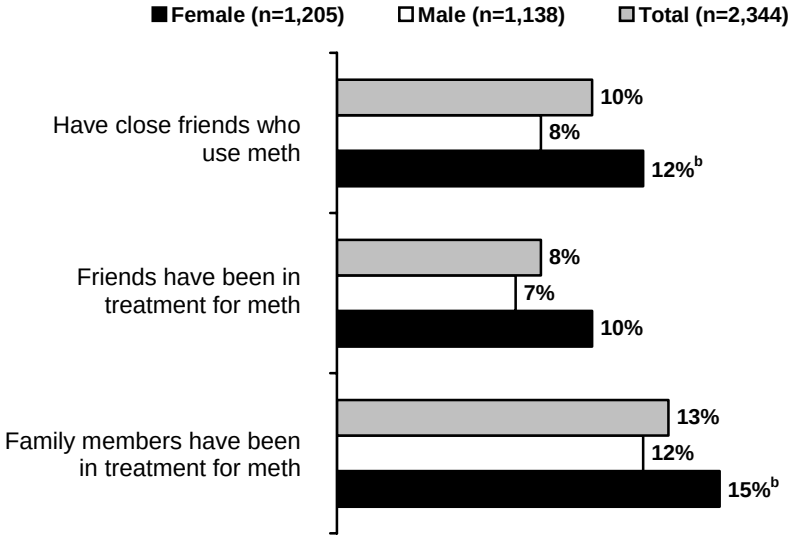
2.1. Peer and Family Use

This year, one in ten teens says he or she has close friends who use meth (10%, down 5 points since 2006) and/or have friends who been in treatment for meth usage (8%). Those most likely to have friends who use meth are girls (12%), 17 year-olds (14%), and those whose parents are not married (12%).

More than one in ten teens (13%) has a family member who has been in treatment for meth; this has remained stable since 2007. Girls (15%) and those whose parents are not married (19%) are particularly likely to report this.

Use/Treatment Among Friends and Family

Base: Total respondents.



Do you have any close friends who use meth? (Q14)
Have any of your friends been in treatment for using meth? (Q15)
Have any members of your family been in treatment for using meth? (Q21)

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2.2. Personal Use of Meth

In the 2008, 3% of Montana teens admit to having tried meth, a number that has remained essentially stable since 2005.

Montana teens, on average, first try meth when they are 13 years old, and the majority (68%) say they first used it when they were age 15 or younger.

Meth Use Among Teens/Young Adults

Base: Total respondents.

		Sex	
	Total	**Male**	**Female**
(Unweighted base)	(2,344)	(1,138)	(1,205)
	a	b	c
	%	%	%
Have ever tried meth	**3**	**3**	**2**
Have used meth in past year	1	2	1
Have used meth in past month	1	1	1
Mean age when first tried meth (Base: have tried meth)	13	13	13

In your lifetime, have you ever tried meth? (Q23a)
How old were you when you first tried meth? (Q23b)
In the past year, have you used meth? (Q24a)
In the past month, have you used meth? (Q24b)

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3. Information Sources and Advertising Awareness

3.1. Parental Discussions

Frequency of parent/child discussions about meth

The number of teens who say they have discussed the subject of meth with their parents in the prior year has consistently increased since the start of the program (65%, up 7 percentage points since 2005 and stable since 2007). Moreover, the number of teens who say they have *never* discussed the subject of meth with their parents in the prior year hasw consistently decreased since the 2005 benchmark survey (35%, down 7 points).

Younger teens are more likely to report having had such conversations than older teens (e.g., 79% of 12 year-olds versus 49% of 17 year-olds), as was observed in the 2007 findings as well.

Frequency of Parent/Child Discussions About Meth

Base: Total respondents.

		Sex	
	Total	**Male**	**Female**
(Unweighted base)	(2,344)	(1,138)	(1,205)
	a	b	c
	%	%	%
In past year, my parents talked to me about meth…			
At least once	65	65	65
Once	18	17	19
More than once	47	48	47
Never	35	35	35
Last talked to my parents about meth…			
Within past month	22	22	21
1-6 months ago	23	23	22
6-12 months ago	15	14	16
More than a year ago	12	13	11
Never	28	28	29

In the past year, how often have your parents talked to you about meth? (Q19)
When was the last time your parents talked to you about meth? (Q20)

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3.2. Key Information Sources

Sources of information about meth

As in 2007, Montana teens are most likely to turn to the Internet to learn about meth (73%), but many would also turn to their parents as well (59%). School remains a favored resource for half of teens (46%). These numbers remain essentially stable since 2007.

Though media sources have declined in favorability since the 2007 study, teens remain more likely to turn to these sources than they were prior to the launch of the Meth Project — television (35%, up 10 percentage points since 2005), magazines (28%, up 10 points), and radio (17%, up 8 points).

Some favored information sources change substantially as teens get older. For example, 12 year-olds are somewhat more likely to go to their parents (69%) than to the Internet (59%). By the time they reach age 17, however, they are far more likely to consult the Internet (79%) than with their parents (45%). Seventeen year-olds are also more likely than 123 year-olds to say they would turn to friends (38% versus 29%, respectively).

Sources of Information About Meth

Base: Total respondents.

		Sex	
	Total	**Male**	**Female**
(Unweighted base)	(2,344)	(1,138)	(1,205)
	a	b	c
	%	%	%
The Internet, web sites	73	71	74
Parents	59	58	59
School	46	46	47
Friends	38	35	42[b]
Television	35	35	35
Magazines	28	27	30
Radio	17	16	18
Other	34	36[c]	31
Don't know	10	10	9

Which of the following sources, if any, would you go to in order to find information about meth? (Q22).

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The Internet is also seen by teens as one of the most *valuable* meth information resources (50% give it a top two rating on a five point scale). Tying with the Internet is outside billboards (50%). About half (48% — particularly boys, 51% versus 45% of girls) also rate “athletes I respect” relatively highly.

Most sources have garnered fairly stable value ratings since the benchmark, with the exception of two that have increased in perceived value — billboards (50%, up 17 points) and posters on buses, bus stops and/or subways (40%, up 17 points) — and two that have decreased — TV commercials (38%, down 6 points) and TV shows/news/movies (36%, down 9 points). The decline in perceived value of TV-based messaging may be due to some habituation to the Meth TV advertising program, as well as the fact that its messages have been absorbed and transmitted by other information sources, such as the schools, parents, friends, etc. Moreover, in 2008, fewer teens say they have seen Meth advertising (of any kind) at least weekly than they did in 2007.

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Perceived Value of Various Meth Information Sources Among Teens and Young Adults
- % say 1 or 2 on a 5-point scale -

Base: Total respondents.

		Sex	
	Total	**Male**	**Female**
(Unweighted base)	(2,344)	(1,138)	(1,205)
	a	b	c
	%	%	%
Internet sites	50	49	51
Billboards outside	50	48	52
Athletes I respect	48	51[c]	45
Posters on buses, bus stops or subways	40	39	40
Print ads in newspapers or magazines	39	39	38
TV commercials	38	38	38
TV shows, news or movies	36	36	37
Movie actors I respect	30	31	29
Radio	30	28	32
Musicians I listen to	23	24	22

Besides school, friends and family, there are other sources where one can go to get advice or opinions. How much do you value the advice and/or opinions from each of the following on a scale of 1 to 5, where 1 is highly valuable and 5 is not at all valuable. (Q26)

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General awareness of meth public service advertising

The Meth Project anti-meth advertising is very well recognized in Montana and is seen or heard at least once a week by 66% of teens. Virtually all have seen or heard such an ad in the past month. The ads seem to be reaching teens fairly equally across age and sex.

These ads are most commonly seen or heard on television (84%), on outside billboards (83%), in school (74%), on the radio (66% especially by girls — 71% versus 61% of boys), on the Internet (61%), and in newspapers and magazines (59%). Generally speaking, older teens are more likely to cite these sources than younger teens.

It is interesting to note that recall of meth advertising — while still quite high and still significantly up since the 2005 benchmark — has declined somewhat since the 2007 survey in terms of frequency (those who have seen or heard an ad at least once a week is down eight percentage points) and source — television (down six points), print ads (down six points), and billboards (down five points).

Frequency See/Hear Meth Public Service Advertising

Base: Total respondents.

		Sex	
	Total	**Male**	**Female**
(Unweighted base)	(2,344)	(1,138)	(1,205)
	a	b	c
	%	%	%
Not at all	4	5[c]	3
Less than once a month	8	9	7
1-3 times a month	22	22	22
1-3 times a week	29	30	28
Every day or almost every day	26	23	29[b]
More than once a day	11	11	12
Don't know	1	1[c]	*

How frequently do you see or hear commercials or ads telling you about the risks of meth? (Q27)

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Where See/Hear Meth Public Service Advertising

Base: Total respondents.

		Sex	
	Total	**Male**	**Female**
(Unweighted base)	(2,344)	(1,138)	(1,205)
	a	b	c
	%	%	%
TV commercials	84	83	85
Billboards outside	83	81	86[b]
School	74	73	75
Radio	66	61	71[b]
Internet, web sites	61	60	62
Print ads in newspapers or magazines	59	59	59
Posters on buses, bus stops, or subways	32	33	30
Movie theaters	26	28	25
Video rentals viewed at home	16	17	16

Thinking about anti-drug campaigns, please think about all the different places you may have seen, heard or read anti-drug information RECENTLY, including all the different kinds of advertising, sponsorship and other activities that promote them. Have you seen or heard anti-meth advertisements RECENTLY in any of the following? (Q28a)

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4. Montana Meth Project Awareness and Perceptions

4.1. Awareness of Television Advertising

Advertisement 1: Boyfriend

This ad, as described below in the survey instrument, is recognized by 61% of teens (27% say they have seen it often).

A young, strung-out teenager is sitting on a bed looking ashamed, with a shady-looking older man buttoning his pants. A female voice says, "I love my boyfriend. We've been together since like 8th grade. He's my best friend. He takes care of me." As the man smirks and leaves the room, he hands a bag of meth to a strung-out teenage boy on his way out of the motel room. The boy then takes the meth into the motel room and offers some to the crying girl.

Advertisement 2: Mother

"Mother" is recognized by 70% of teens (34% say they have seen it often).

A strung-out looking young man rifles through a purse on the kitchen counter, looking over his shoulder. An older-looking woman – obviously his mother – enters and sees her son stealing from her. A male voice says, "I'm really close with my mom, I always have been. She's just always been there for me. I don't know… She's my mom." As the mother tries to stop her son, he hits her and knocks her to the ground. As he tries to leave, the mother grabs his leg, pleading with him, but the young man kicks her away and goes out the door.

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Frequency Saw Montana Meth Project TV Ads

Base: Total respondents.

		Sex	
	Total	**Male**	**Female**
(Unweighted base)	(2,344)	(1,138)	(1,205)
	a	b	c
	%	%	%
TV ad 1: Boyfriend			
Have seen	61	61	61
Often	27	25	30[b]
A few times	34	36[c]	31
Have not seen	38	38	38
TV ad 2: Mother			
Have seen	70	71	68
Often	34	34	34
A few times	36	37	35
Have not seen	29	28	31

Have you seen or heard the above ad... (Q29a, b)

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4.2. Awareness of Print Advertising

Sharing

"Sharing," as shown below in the survey instrument, is recognized by 78% of teens (43% say they have seen it often), making it the most recognized of all tested ads in 2008.

Nearly half of girls say they have seen it often (48% versus 38% of boys).

Frequency Saw "Sharing" Print Ad

Base: Total respondents.

		Sex	
	Total	**Male**	**Female**
(Unweighted base)	(2,344)	(1,138)	(1,205)
	a	b	c
	%	%	%
Have seen	78	75	80[b]
Often	43	38	48[b]
A few times	35	38[c]	32
Have not seen	22	25[c]	19

Have you seen the above ad...? (Q29c)

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4.3. Awareness of Radio Advertising

Advertisement 1: Andrew

This radio ad (text below) is recognized by 46% of Montana teens (15% say they have heard it often). Girls are more likely to recall it than boys (49% versus 43%). Older teens are more likely to have heard this ad (e.g., 49% of 17 year-olds versus 37% of 12 year-olds).

"Yeah, after I got out of jail everything was catching up with me, and I just kept using Meth…I ended up hanging myself… My name is Andrew. I'm 19 years old. I'm from Polson, Montana…My dad found me, and I guess he cut the rope. I just remember waking up seeing him and my mom crying…I just remember waking up and just being pissed off that I was still alive, because I knew that I would have to go back to using again."

Advertisement 2: Kara

"Kara" is recognized by 53% of teens (19% say they have heard it often). Girls are more likely to recall it than boys (57% versus 50%).

"I remember one time I was sitting at my friend's house and we had been smoking for about four days straight and I stood up and I blacked out…My name is Kara, I'm 14-years-old, I'm from Missoula, Montana and I started doing Meth when I was 11. My really good friend was like checked my heart and he was like freaking out…and he's like, "I thought you were going to die, 'cause your heart stopped twice." And they never took me to the hospital…And I think, what if I did die…I wouldn't get this second chance. I wouldn't get to turn things around… And I regret it a lot."

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Frequency Heard Montana Meth Project Radio Ads

Base: Total respondents.

		Sex	
	Total	**Male**	**Female**
(Unweighted base)	(2,344)	(1,138)	(1,205)
	a	b	c
	%	%	%
Radio ad 1: Andrew			
Have heard	46	43	49[b]
Often	15	12	17[b]
A few times	31	31	32
Have not seen	54	56[c]	51
Radio ad 2: Kara			
Have heard	53	50	57[b]
Often	19	16	23[b]
A few times	34	34	34
Have not seen	46	50[c]	42

Have you seen or heard the above ad... (Q30a, b)

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4.4. Impressions and Effectiveness of Montana Meth Project Advertisements

Most effective ad

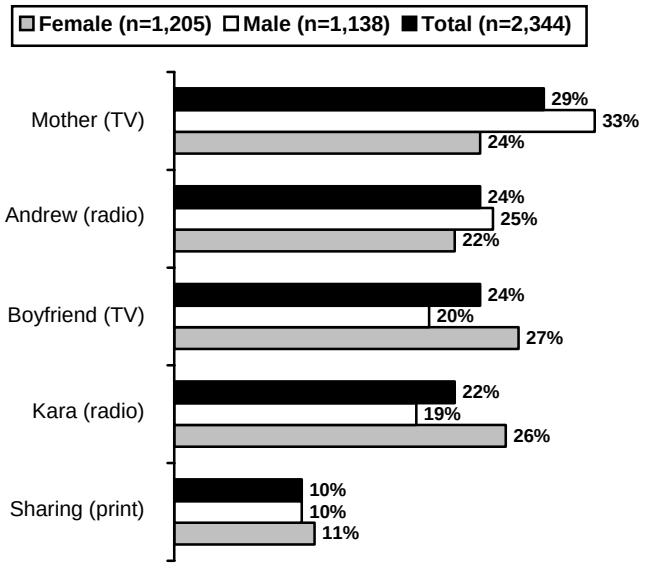
Of the five tested TV, radio, and print ads sponsored by the Montana Meth Project, which ones would teens most like their siblings and best friends to see or hear, to warn them of the dangers of the drug?

Though there is no clear consensus, “Mother” (TV) is cited most often (29%), followed by “Andrew” (radio; 24%), “Boyfriend” (TV; 24%), and “Kara” (radio; 20%). “Sharing” (print), received the fewest votes (10%).

The ads do seem to strike different chords in boys and girls — girls, unlike boys, prefer “Mother” (33%) over the other ads by at least an 8-point margin. Boys, however, prefer “Boyfriend” (27% versus 20% of girls) and Kara (26% versus 19%, respectively). There are few differences in preferences across age, however.

Ad Would Most Want Sibling or Friend to See/Hear

Base: Total respondents.



If your brother, sister or best friend were thinking about trying meth, and they could only watch or listen to one ad, which one of the 6 ads that were just described in questions 29a-c and 30a-c would you want them to see or hear? (Q31a)

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Messages conveyed by the Montana Meth Project ads

Montana Meth Project's intended messages come through clearly among Montana teens. At least seven in ten strongly agree the ads show that meth is dangerous to try just once, will make you look different than normal, will make you act in a way you would not want to, is more dangerous than they originally thought, affects many people's lives besides the user, and that meth problems could happen in their town or school.

Messages Conveyed by the Montana Meth Project Advertisements
- who strongly agree with statement -

Base: Total respondents.

		Sex	
	Total	**Male**	**Female**
(Unweighted base)	(2,344)	(1,138)	(1,205)
	a	b	c
	%	%	%
The ads show that meth affects many people's lives other than the user	81	80	82
The ads show that meth will make you act in a way you would not want to act	80	78	81
The ads show that meth will make you look different than you usually do	72	72	72
The ads show that meth is more dangerous to try than you originally thought	72	70	73
The ads show that meth is dangerous to try just one time	68	69	67
The ads show that problems with meth could happen in your town or school	68	66	70

Please indicate how strongly you agree or disagree that the anti-meth ads or commercials described in questions... (Q32)

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Effectiveness of the Montana Meth Project ads

Based on teens' assessments of the Meth Project's ads, it seems clear that changing attitudes about meth in Montana are driven at least in part by Meth Projects ads.

Over half of teens strongly agree that the ads make them less likely to use to try or use meth (69%), helped them understand that you can't try meth even once (60%), and made them more aware of the risks of using meth (55%). Younger teens — who have had less chance, due to age, to have learned about meth — are particularly likely to cite such learnings.

Relatively few (28%) strongly agree the ads exaggerate the dangers of meth. The ads are less inclined to impart new knowledge of the drug, or to inspire viewers to talk to others about meth's dangers.

Effectiveness of the Montana Meth Project Advertisements
- % who somewhat or strongly agree with statement -

Base: Total respondents.

		Sex	
	Total	**Male**	**Female**
(Unweighted base)	(2,344)	(1,138)	(1,205)
	a	b	c
	%	%	%
Made me less likely to try or use meth	69	66	73[b]
Helped me understand that you can't try meth even once	60	58	62[b]
Made me more aware of the risks of using meth	55	52	58[b]
Gave me new information or told you things you didn't know about meth	33	36[c]	31
Exaggerated the risks of using meth	28	29	28
Made me want to talk to someone else about the risks of meth	26	27	24

Please indicate how strongly you agree or disagree with the following statements about that the anti-meth ads or commercials described in questions... (Q33)

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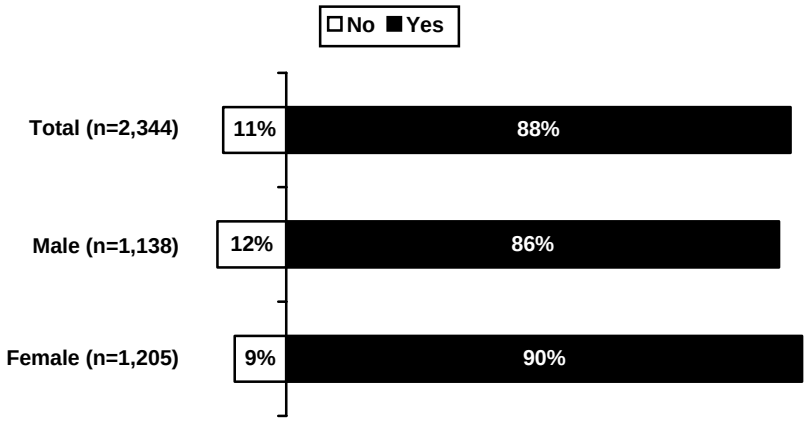
4.5. Awareness of the Montana Meth Project

The Montana Meth Project is very well known in the state — most teens (88%, up 3 points since 2007) say they had heard of the organization prior to taking the survey.

Awareness is high across age and sex, as in 2007.

Awareness of Montana Meth Project Prior to Taking Survey

Base: Total respondents.



Before this survey, had you ever heard of the Montana Meth Project? (Q36)

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Appendix 1: Focus on Subgroups

At-Risk Teens

In order to better understand the demography and attitudes of teens who are in social situations that make them more at-risk than their peers, we profiled teens who have never tried meth but who answered yes to one or more of the following:

- Have a close friend who uses meth
- Have a friend who has been in treatment for meth
- Have a family member who has been in treatment for meth

This sub-group comprises 20% of all teens, more than six times as many as those who say they have tried meth at some point.

Demography

- At-risk teens are more likely to be female (59%), between the ages of 15 and 17 (64%), Native American (19%), and living in a home without both natural parents (56%).

- Over half (59%) say a family member has been treated for meth, and over one-third say a friend uses it (41%) and/or has been treated for it (36%).

Availability

- At-risk teens are twice as likely as their peers to say meth would be easy for them to acquire (45% versus 25%).

- One in four at-risk teens (27%) say someone has at some time offered them meth — compared to only 6% of those not at risk.

Perceived Benefits and Risks of Meth Use

- At-risk teens are consistently more likely than other teens to agree there are benefits to taking meth. For example: helps you lose weight (40 vs. 23%), gives you energy (26% versus 13%), makes you feel euphoric or very happy (22% versus 16%, respectively), helps you deal with boredom (20% versus 12%), and helps you escape your problems (12% versus 5%).

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- They are less likely than teens who are not at risk to believe there is great or moderate risk in trying meth just once or twice (75% versus 86%, respectively).

Use

- Though they have never tried meth, about one in twenty at-risk teens (5%) say they are very or somewhat likely to try it in the future – nearly twice the average among teens in general (3%).

Social Approval and Parental Discussions

- At-risk teens are less likely than their peers to say they would strongly disapprove of trying meth either once/twice (80% versus 88%, respectively) or regularly (89% versus 93%).

- At-risk teens are far less likely than their peers to say they have told their friends *not* to use the drug (76% and 62%, respectively).

- Moreover, at-risk teens are more likely than others to say they have talked with their parents about meth four or more times in that past year — 24% versus 18%, respectively.

Key Information Sources

- Generally speaking, at-risk teens are as likely as other teens to turn to and value various information sources regarding meth, indicating advertising is as likely to reach them as teens less in danger of trying the drug. However, at-risk teens are more likely than their counterparts to turn to friends for information about meth (45% versus 36%, respectively).

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Focus on Teens Who Have Tried Meth

In order to better understand the demography and attitudes of teens who have tried meth, we profile below teens who have tried meth. This sub-group comprises 3% of all teens.

Demography

- Three in ten teens (29%) who have tried meth are Native Americans compared to one in ten (10%) of teens who have not tried meth.
- Teens who have tried meth are more likely to have parents that are not married (65% versus 42% teens who have never tried meth).
- Over four in ten (44%) say a family member has been treated for meth, six in ten say a friend uses it (62%), and one in three have a friend who has been treated for it (30%).

Availability

- Teens who have tried meth are nearly three times as likely as their peers to say meth would be easy for them to acquire (67% versus 29%).

Perceived Benefits and Risks of Meth Use

- Teens who have tried meth are far more likely than other teens to strongly agree there are benefits to taking meth. For example: makes you feel euphoric or very happy (43% versus 5%, respectively), helps you deal with boredom (39% versus 3%), and helps you escape your problems (17% versus 2%).
- They are less likely than teens who have not tried meth to believe there is great or moderate risk in trying meth just once or twice (63% versus 84%, respectively) or regularly (74% versus 90%).
- Furthermore, they are less likely than those who have not tried meth to believe there is great or moderate risk in 13 out of the 14 risks associated with trying meth once or twice. For example: making their problems worse (62% versus 89%), losing control of themselves (62% versus 88%) and becoming violent (63% versus 84%).

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Use

- Though all have tried meth, about seven in ten (51%) have used meth in the past year and more than half (30%) have used meth in the past month.

- Nearly half (43%) report that they are very or somewhat likely to use meth in the future — compared to 2% of those who have not tried meth.

- One-third (32%) of those who have tried meth did so for the first time before they turned 13 years old, and two thirds (68%) tried meth for the first time before the age of 16.

Social Approval and Parental Discussions

- Teens who have tried meth are less likely than their peers to say they would strongly disapprove of trying meth either once/twice (27% versus 86%, respectively) or regularly (48% versus 92%).

- And yet, teens who have tried meth are just as likely as their peers to say they have told their friends *not* to use the drug (60% and 65%, respectively).

Key Information Sources

- The Internet (68%) and friends (47%) are the top sources for information about meth among teens who have tried meth.

- Overall, teens who have tried meth are more likely than teens who have not tried meth to value the advice or opinions of musicians that they listen to (38% versus 23%, respectively).

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Focus on Those Who See Slight or No Risk in Trying Meth Once

In order to better understand the demography and attitudes of teens who believe trying meth once or twice is risky or not, we compare teens who feel trying meth once or twice has slight or no risk to those who feel it has great or moderate risk.

Demography

- Teens who feel there is slight or no risk in trying meth once or twice have similar demographic characteristics to those who feel there is moderate or great risk. However, teens who see slight or no risk in trying meth once or twice are more likely to be Native American (20% versus 9%, respectively).

- One in five teens (19%) who perceive little or no risk in trying meth once or twice say a family member has been treated for meth, compared to 12% of those who recognize this risk.

- Teens who perceive trying meth once or twice as slightly or not risky are twice as likely as those who feel it has moderate or great risk to have friends who have been in treatment for using meth (14% vs. 7%).

Availability

- One in seven teens who perceive little or no risk in trying meth once or twice (19%) say they have close friends who use meth — compared to only 8% of those who perceive great or moderate risk in trying meth once or twice.

- One in five (20%) teens who perceive little or no risk in trying meth once or twice, say they have been offered or had someone try to get them to use meth — compared to 10% of those who perceive great or moderate risk in trying meth once or twice.

Perceived Benefits and Risks of Meth Use

- Teens who feel there is little or no risk involved in trying meth once or twice are consistently more likely than their counterparts to agree there are benefits to taking meth. For example: gives you energy (26% versus 16%), makes you feel euphoric or very happy (24% versus 18%, respectively), helps you deal with boredom (23% versus 13%), and helps you escape your problems (14% versus 7%).

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- These teens are also consistently less likely than teens who feel trying meth once or twice is risky to feel trying meth once puts people at great risk of various unpleasant situations. For example: getting hooked on meth (84% versus 47%), making their problems worse (76% versus 46%), and losing control of themselves (74% versus 48%, respectively).

Use

- About one in twenty teens who believe there is little or no risk in trying meth once (7%) have tried it in their lifetime — compared to 2% of teens who recognize the risks.

Social Approval and Parental Discussions

- Teens who see slight or no risk in trying meth once or twice are less likely than those who see great or moderate risk to say they would strongly disapprove of trying meth either once/twice (65% versus 89%, respectively) or regularly (79% versus 94%).

- Teens who recognize trying meth has great or moderate risks are far more likely than those who feel it has slight or no risk to say their friends would give them a hard time for using meth (88% versus 72%).

- Teens who recognize the risks of trying meth once or twice are more likely to have ever told friends not to use meth compared to those who do not recognize the risks (66% versus 58%).

- Moreover, these groups of teens are equally as likely to have at some time discussed meth with their parents — 34% of those who see great/moderate risk in trying meth once or twice have not discussed meth with their parents in the past year versus 39% of those who do not.

Key Information Sources

- Teens who do not realize the risks of trying meth once or twice are less likely than teens who do realize the risks to value the advice and opinions of TV commercials (32% versus 39%), print ads (32% versus 40%), athletes they respect (38% versus 50%), posters on buses, bus stops or subways (31% versus 41%) and billboards outside (42% versus 51%).

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Focus on Race/Ethnicity

In order to better understand the extent to which race/ethnicity plays in perceptions of and attitudes toward meth, we compared the three largest ethnic groups in Montana – Caucasians, Native Americans, and Hispanics.

Demography

- Generally speaking, the three ethnic groups are fairly similar across the measured demographics – i.e., gender, age, and grade – but Native American and Hispanic teens are far less likely to say both parents are married than are Caucasian teens (34% and 43% versus 61%, respectively).

Availability

- One in four Caucasian (27%) and Hispanic (28%) teens say it would be very difficult for them to acquire meth. Native American teens are less likely to say this (17%).

- Native American and Hispanic teens are the most likely to say they have been offered or had someone try to get them to use meth (24% and 20%) — compared to 10% of Caucasian teens.

Perceived Benefits and Risks of Meth Use

- Caucasian teens are more likely than Native American teens to see risk in taking meth once or twice (85% versus 69%), while Caucasian teens are more likely than both Native American and Hispanic teens to see risk in taking meth regularly (91% versus 74% and 79%).

- In fact, 29% of Native American and 21% of Hispanic teens believe there is only a *slight* or *no* risk in using the drug once or twice — compared to 14% of Caucasian teens. One in four (24%) Native American and nearly one in five (17%) Hispanic teens believe there is little risk in taking the drug regularly, while 7% of Caucasian teens believe this.

Use

- Native American teens are the most likely to say they have a close friend who uses meth (23% versus 8% of Caucasian and 11% of Hispanic teens).

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Social Approval and Parental Discussions

- The stigma against taking meth seems to be lowest among Native American teens, with 79% disapproving of someone taking it once or twice (compared to 91% of Caucasian and 81% of Hispanic teens) or regularly (81% versus 94% and 90%, respectively).

- Indeed, Native Americans are by far the least likely to say their friends would give them a hard time for using meth (70% versus 87% of Caucasian and 81% of Hispanic teens).

- Surprisingly, there are not differences by race/ethnicity in the likelihood to have told friends not to use meth (64% of Caucasian, 67% of Native American and 65% of Hispanic teens).

- Parent-teen discussions about meth are more likely to take place among Caucasians (48% have had a discussion in the past year 2 or more times) than Native Americans (39%) and Hispanics (39%) teens.

Key Information Sources

- Teens across ethnicities value have similar preferences for information sources regarding meth and also value similar sources or advice or opinions.

Native American and Hispanic teens are more likely than Caucasian teens to say they see or hear anti-meth ads more than once a day (21% and 16% versus 10%).

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Appendix 2: Respondent Demography

	12-17 Year-Olds	
(Unweighted base)	**100%**	**(2,344)**
	Weighted %	Unweighted N
Sex		
Male	51	1138
Female	49	1205
Age		
12-14	44	1064
15-17	56	1280
Education		
In 7th - 8th grade	36	950
In 9th - 10 grade	39	780
In 11th -12 grade	25	614
Ethnicity		
White	87	1952
African-American	1	42
Asian	1	41
American Indian/Native American	11	166
Other	3	120
Rather not say/Refused	1	79
Hispanic origin	5	162

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Appendix 3: Trend Data: Teens (12-17)

Perceived Ease of Acquiring Various Illicit Drugs
- % who say very or somewhat easy -

Base: Total respondents.

	2005 Bench-mark	2006	2007	2008
(Unweighted base)	(329)	(419)	(2,335)	(2,344)
	%	%	%	%
Marijuana	70	71	66	62
Meth	41	35	33	30
Cocaine	33	33	29	29
Heroin	23	21	18	19

How difficult, or easy, do you think it would be for you to get each of the following types of drugs? (Q13)

Whether or Not Have Personally Been Offered Meth

Base: Total respondents.

	2005 Bench-mark	2006	2007	2008
(Unweighted base)	(329)	(419)	(2,335)	(2,344)
	%	%	%	%
Yes	11	12	13	12
No	89	88	87	88

Has anyone ever offered you or tried to get you to use meth? (Q17)

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Perceived Benefits of Taking Meth
- % who strongly or somewhat disagree with statement -

Base: Total respondents.

	2005 Bench-mark	2006	2007	2008
(Unweighted base)	(329)	(419)	(2,335)	(2,344)
	%	%	%	%
Makes you intelligent	83	90	91	90
Helps you study	77	87	90	88
Makes you more popular	67	88	87	84
Helps you escape your problems	56	79	83	81
Makes you feel attractive	56	76	81	79
Helps you deal with boredom	52	70	68	67
Gives you energy	44	66	68	66
Makes you feel euphoric or very happy	41	65	63	61
Helps you lose weight	39	56	52	53

Whether or not you or someone you know uses meth, we would like your ideas. Please indicate how much you agree or disagree with the following statements about meth... (Q9)

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Perceived Risks of Taking Various Illicit Drugs
- % who say great risk -

Base: Total respondents.

	2005 Bench-mark	2006	2007	2008
(Unweighted base)	(329)	(419)	(2,335)	(2,344)
	%	%	%	%
Meth				
Once or twice	65	63	65	63
Regularly	87	84	87	86
Heroin				
Once or twice	56	58	56	56
Regularly	83	81	82	81
Cocaine				
Once or twice	56	55	54	54
Regularly	86	77	78	79
Marijuana				
Once or twice	24	28	31	37
Regularly	44	45	49	55

Please indicate how much risk, if any, you think there is involved in each of the following activities. (Q10)

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Social Approval of Regularly Using Various Illicit Drugs
- % say strongly disapprove -

Base: Total respondents.

	2005 Bench-mark	2006	2007	2008
(Unweighted base)	(329)	(419)	(2,335)	(2,344)
	%	%	%	%
Meth				
Once or twice	88	89	87	84
Regularly	98	94	93	91
Heroin				
Once or twice	67	87	84	82
Regularly	97	93	91	89
Cocaine				
Once or twice	85	79	79	78
Regularly	96	88	88	85
Marijuana				
Once or twice	51	54	53	55
Regularly	62	58	62	64

Please indicate how much do you approve or disapprove of the following activities. (Q12)

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Peer Approval of Using Meth

Base: Total respondents.

	2005 Bench-mark	2006	2007	2008
(Unweighted base)	(329)	(419)	(2,335)	(2,344)
	%	%	%	%
My friends would give me a hard time for using meth	NA	72	79	85
I have told friends not to use meth	NA	65	65	65

Would your friends give you a hard time for using meth? (Q16)

Have you told your friends not to use meth? (Q18)

Use/Treatment Among Friends and Family

Base: Total respondents.

	2005 Bench-mark	2006	2007	2008
(Unweighted base)	(329)	(419)	(2,335)	(2,344)
	%	%	%	%
Have close friends who use meth	13	15	10	10
Friends have been in treatment for meth	NA	NA	9	8
Family members have been in treatment for meth	NA	NA	13	13

Do you have any close friends who use meth? (Q14)
Have any of your friends been in treatment for using meth? (Q15)
Have any members of your family been in treatment for using meth? (Q21)

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Meth Usage Among Teens/Young Adults

Base: Total respondents.

	2005 Bench-mark	2006	2007	2008
(Unweighted base)	(329)	(419)	(2,335)	(2,344)
	%	%	%	%
Have ever tried meth	**2**	**6**	**4**	**3**
Have used meth in past year	1	5	2	1
Have used meth in past month	*	1	1	1

In your lifetime, have you ever tried meth? (Q23a)
In the past year, have you used meth? (Q24a)
In the past month, have you used meth? (Q24b)

Frequency of Parent/Child Discussions About Meth

Base: Total respondents.

	2005 Bench-mark	2006	2007	2008
(Unweighted base)	(329)	(419)	(2,335)	(2,344)
	%	%	%	%
In past year, talked to my parents about meth…				
Ever	58	69	66	65
Once	21	18	18	18
More than once	36	51	49	47
Never	42	33	34	35

In the past year, how often have your parents talked to you about meth? (Q19)

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Sources of Information About Meth

Base: Total respondents.

	2005 Bench-mark	2006	2007	2008
(Unweighted base)	(329)	(419)	(2,335)	(2,344)
	%	%	%	%
The Internet, web sites	70	70	75	73
Parents	58	68	59	59
School	40	49	49	46
Friends	36	44	41	38
Television	25	40	44	35
Magazines	18	33	35	28
Radio	9	18	21	17
Other	32	34	34	34
Don't know	18	14	8	10

Which of the following sources, if any, would you go to in order to find information about meth? (Q22)

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Perceived Value of Various Meth Information Sources Among Teens and Young Adults
- % say 1 or 2 on a 5-point scale -

Base: Total respondents.

	2005 Bench-mark	2006	2007	2008
(Unweighted base)	(329)	(419)	(2,335)	(2,344)
	%	%	%	%
Internet sites	48	43	52	50
Billboards outside	33	46	51	50
Athletes I respect	51	51	50	48
Posters on buses, bus stops or subways	23	35	41	40
Print ads in newspapers or magazines	36	36	42	39
TV commercials	43	45	44	38
TV shows, news or movies	45	39	41	36
Movie actors I respect	35	37	34	30
Radio	27	30	32	30
Musicians I listen to	25	24	24	23

Besides school, friends and family, there are other sources where one can go to get advice or opinions. How much do you value the advice and/or opinions from each of the following on a scale of 1 to 5, where 1 is highly valuable and 5 is not at all valuable. (Q26)

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Frequency See/Hear Meth Public Service Advertising

Base: Total respondents.

	2005 Bench-mark	2006	2007	2008
(Unweighted base)	(329)	(419)	(2,335)	(2,344)
	%	%	%	%
Not at all	NA	NA	2	4
Less than once a month	NA	NA	5	8
1-3 times a month	NA	NA	19	22
1-3 times a week	NA	NA	31	29
Every day or almost every day	NA	NA	29	26
More than once a day	NA	NA	14	11

How frequently do you see or hear commercials or ads telling you about the risks of meth? (Q27)

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Where See/Hear Meth Public Service Advertising

Base: Total respondents.

	2005 Bench-mark	2006	2007	2008
(Unweighted base)	(329)	(419)	(2,335)	(2,344)
	%	%	%	%
TV commercials	NA	99	90	84
Billboards outside	NA	62	88	83
School	NA	82	78	74
Radio	NA	66	67	66
Internet, websites	NA	46	66	61
Print ads in newspapers or magazines	NA	53	65	59
Posters on buses, bus stops or subways	NA	23	31	32
Movie theaters	NA	19	25	26
Video rentals viewed at home	NA	15	15	16

Thinking about anti-drug campaigns, please think about all the different places you may have seen, heard or read anti-drug information RECENTLY, including all the different kinds of advertising, sponsorship and other activities that promote them. Have you seen or heard anti-meth advertisements RECENTLY in any of the following? (Q28a)

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Appendix 4: About The Meth Project

What is the Meth Project?

The Meth Project is a large-scale prevention program aimed at significantly reducing first-time Meth use through public service messaging, public policy, and community outreach. The Montana Meth Project, Arizona Meth Project, Idaho Meth Project and other state affiliates implement the Meth Project prevention programs in their respective states. The Meth Project is funded by a grant from the Siebel Foundation.

Public Service Messaging

The Meth Project is active in three areas: 1) public service messaging, 2) public policy, and 3) community action. It sustains a campaign of research-based paid public service messaging — including advertising, public relations, and Web sites — to effect attitudinal changes regarding methamphetamine use among youth.

At the core of the Meth Project's effort is research-validated, nationally recognized, high-impact advertising that graphically communicates the risks of meth use. Targeting youth ages 12-17; the Project reaches 70-90% of that target audience three to five times a week with hard-hitting messaging.

The Meth Project conducts extensive surveys and focus group research to more thoroughly understand attitudes and behaviors related to methamphetamine. This research provides the foundation for their messaging programs.

Public Policy and Community Action

The Meth Project activities significantly increase awareness of the critical nature of the meth problem, influencing an escalating public dialogue to find solutions.

The Meth Project coordinates closely with local, state, and federal agencies, including the White House, U.S. Congress, office of the Governor, the Attorney General, law enforcement, the Federal Drug Enforcement Agency, and the Department of Health and Human Services. In October 2006, the Meth Project was cited by the White House as a model prevention program for the nation.

The Meth Project organizes a broad range of community outreach programs to mobilize communities to assist in meth awareness and prevention activities. Through its Paint the State art contest in Montana, the Meth Project prompted thousands of

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teens and their families to take action in the fight against meth use by creating highly visible public art with a strong anti-meth message. The contest drew more than 660 submissions statewide.

The Meth Project also collaborated with HBO to develop a one-hour documentary film — entitled Montana Meth — as part of the organization's mission to raise awareness of the dangers of methamphetamine use. The film shows, first-hand the impact of the meth problem in an effort to raise the level of public discourse.

The Meth Project Strategy

The Meth Project employs a three-pronged strategy to achieve a significant reduction in methamphetamine abuse statewide:

- Sustain a large-scale public service advertising campaign targeted at each state's most meth vulnerable group — youth ages 12-17
- Maintain ongoing community outreach to raise the levels of awareness of the critical nature of the meth problem
- Mobilize community groups across the state in meth education and prevention efforts

Consumer Marketing Problem

Every day, young people are making product consumption decisions regarding meth. Many perceive benefits in using meth. Many perceive little risk in using meth. Unfortunately, many are making the decision to give meth a try. This is the root of the meth problem.

The goal of the Meth Project is to arm the youth, ages 12-17, with the facts about methamphetamine so that they can make a better informed product consumption decision.

For more information about the Meth Project, visit www.methproject.org or contact:

The Meth Project
270 University Ave.
Palo Alto, CA 94301
650-752-1000
info@methproject.org

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Appendix 5: About The Montana Meth Project

Project Overview

The Montana Meth Project is a large-scale, statewide program engaged in a range of prevention efforts to reduce first-time methamphetamine use. The program is part of the Meth Project, a national organization that oversees individual state programs currently running in Montana, Idaho, Arizona, and Illinois. Montana is the first state to adopt the Meth Project's prevention campaign.

The Montana Meth Project was launched as a response to the state's critical methamphetamine problem. Meth use in Montana is considerably higher than the national average, and according to law enforcement officials is the states leading drug problem. Potent, low-cost Meth is readily available and abused throughout the state.

The financial and social consequences of Meth abuse in Montana 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 and adversely impacts families and children.

Strategic Approach

The Montana Meth Project has implemented a statewide-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.

Since its inception, the Montana Meth Project has demonstrated significant results.

- Teen Meth use has declined by 45%
- Meth positive workplace drug tests have decreased 72%, compared to a 44% drop nationally.
- Meth-related crimes have decreased by 62%

Recognition for the Program

Meth Project ads have received 40 advertising industry awards including:

- 2 Gold Effie Awards
- Grand Effie Award Finalist
- 7 Gold Addy Awards

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Appendix 6: About GfK Roper Public Affairs & Media

GfK Roper Public Affairs & Media traces its roots back to the 1930s, when it, along with rivals Gallup and Crossley, pioneered the polling and marketing research techniques in use today.

Today GfK Roper services a wide range of clients who require research — in America and around the world — on topics ranging from public policy to communications effectiveness to brand strategy. Roper clients include government agencies, NGOs, universities, think tanks, Fortune 500 companies, and major media outlets, among many others.

In addition to GfK Roper's custom research capabilities, it owns the world's longest-running public opinion and consumer research databases: GfK Roper Reports US, tracking American citizen and consumer opinion since 1973; and GfK Roper Reports Worldwide, since 1995 measuring multicultural similarities and differences in over 30 countries on six continents, and Roper Polls on current issues.

GfK Roper Public Affairs & Media is a division of GfK Custom Research North America. Headquartered in New York, GfK Custom Research North America is part of the GfK Group, the world's fourth-largest market research organization. It comprises approximately 130 companies located in more than 70 countries and over 7,700 employees worldwide.

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Appendix 7: Survey Instrument

Directions

This is not a test. We want to know what you think. Just put an **"X"** next to whatever answer is right for you. If you don't find an answer that fits exactly, use the one which comes closest. If you are uncomfortable answering any question or feel you cannot answer it honestly, just leave it blank.

Your answers are completely confidential. Please **do not write your name anywhere** on the questionnaire. All questionnaires will therefore be completely anonymous, and it will be impossible to identify who filled out which one. Moreover, no one from your school will look at any of the questionnaires.

When you have finished the questionnaire, put it in the box that will be passed around, so that it will be mixed together with all the other questionnaires.

1. Are you male or female?
   - Male ..... -1
   - Female ..... -2

2. What is your age? _____

3. What grade are you in?
   - 7th ..... -1
   - 8th ..... -2
   - 9th ..... -3
   - 10th ..... -4
   - 11th ..... -5
   - 12th ..... -6

4. What is your race?
   - White ..... -1
   - Black/African-American..... -2
   - Asian/Asian-American..... -3
   - American Indian/Native American .... -4
   - Other ..... -5
   - Rather Not Say ..... - 6

5. Are you Latino, Hispanic or Spanish?
   - Yes ..... -1
   - No..... -2

6. What is your 5-digit zip code? _____

7. Are your parents…? ("X" all that apply)
   - Married to each other ..... -1
   - Divorced or separated - neither has married again ..... -2
   - Divorced - one or both has married again..... -3
   - My parents were never married to each other ..... -4
   - One or both of my parents has died..... -5

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8. Before this survey, which of the following drugs had you heard of? ("X" ALL THAT YOU HAVE HEARD OF)

Cocaine	-1
Ecstasy	-2
Heroin	-3
LSD	-4
Marijuana, also known as pot or weed	-5
Methamphetamines, also known as meth, crank, crystal, glass, ice, or tina	-6
Amphetamines, also known as speed or white cross	-7
None of the above	-8

Many of the remaining questions ask about "meth," also known as methamphetamine, crank, crystal, glass, ice, or tina.

9. Whether or not you or someone you know uses **meth**, we would like your ideas. Please indicate how much you agree or disagree with the following statements about **meth**: ("X" ONE ANSWER FOR EACH ITEM)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
Helps you escape your problems	-1	-2	-3	-4	-5
Helps you study	-1	-2	-3	-4	-5
Gives you energy	-1	-2	-3	-4	-5
Helps you deal with boredom	-1	-2	-3	-4	-5
Makes you feel euphoric or very happy	-1	-2	-3	-4	-5
Helps you lose weight	-1	-2	-3	-4	-5
Makes you intelligent	-1	-2	-3	-4	-5
Makes you more popular	-1	-2	-3	-4	-5
Makes you feel attractive	-1	-2	-3	-4	-5

10. Please indicate how much risk, if any, you think there is involved in each of the following activities. ("X" ONE ANSWER FOR EACH ITEM)

	Great Risk	Moderate Risk	Slight Risk	No Risk
Trying meth, once or twice	-1	-2	-3	-4
Using meth regularly	-1	-2	-3	-4
Trying heroin, once or twice	-1	-2	-3	-4
Using heroin regularly	-1	-2	-3	-4
Trying marijuana once or twice	-1	-2	-3	-4
Using marijuana regularly	-1	-2	-3	-4
Trying cocaine once or twice	-1	-2	-3	-4
Using cocaine regularly	-1	-2	-3	-4

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11a. Please indicate how much risk you think there is that each of the following would happen to **someone who tries meth once**. ("X" ONE ANSWER FOR EACH ITEM)

	Great Risk	Moderate Risk	Slight Risk	No Risk
Getting hooked on meth	-1	-2	-3	-4
Becoming violent	-1	-2	-3	-4
Dying	-1	-2	-3	-4
Becoming paranoid	-1	-2	-3	-4
Suffering brain damage	-1	-2	-3	-4
Suffering tooth decay	-1	-2	-3	-4
Getting Insomnia or not being able to sleep	-1	-2	-3	-4
Making their problems worse	-1	-2	-3	-4
Losing control of themselves	-1	-2	-3	-4
Having sex with someone they don't want to	-1	-2	-3	-4
Being a negative influence on a younger brother/sister	-1	-2	-3	-4
Stealing	-1	-2	-3	-4
Stop taking care of their hygiene	-1	-2	-3	-4
Turning into someone they don't want to be	-1	-2	-3	-4

11b. Please indicate how much risk you think there is that each of the following would happen to **someone who uses meth regularly**. ("X" ONE ANSWER FOR EACH ITEM)

	Great Risk	Moderate Risk	Slight Risk	No Risk
Getting hooked on meth	-1	-2	-3	-4
Becoming violent	-1	-2	-3	-4
Dying	-1	-2	-3	-4
Becoming paranoid	-1	-2	-3	-4
Suffering brain damage	-1	-2	-3	-4
Suffering tooth decay	-1	-2	-3	-4
Getting Insomnia or not being able to sleep	-1	-2	-3	-4
Making their problems worse	-1	-2	-3	-4
Losing control of themselves	-1	-2	-3	-4
Having sex with someone they don't want to	-1	-2	-3	-4
Being a negative influence on a younger brother/sister	-1	-2	-3	-4
Stealing	-1	-2	-3	-4
Stop taking care of their hygiene	-1	-2	-3	-4
Turning into someone they don't want to be	-1	-2	-3	-4

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12. Please indicate how much do you approve or disapprove of the following activities.

	Strongly Approve	Somewhat Approve	Neither Approve Nor Disapprove	Somewhat Disapprove	Strongly Disapprove
Trying meth once or twice	-1	-2	-3	-4	-5
Using meth regularly	-1	-2	-3	-4	-5
Trying heroin once or twice	-1	-2	-3	-4	-5
Using heroin regularly	-1	-2	-3	-4	-5
Trying marijuana once or twice	-1	-2	-3	-4	-5
Using marijuana regularly	-1	-2	-3	-4	-5
Trying cocaine once or twice	-1	-2	-3	-4	-5
Using cocaine regularly	-1	-2	-3	-4	-5

13. How difficult, or easy, do you think it would be for **you** to get each of the following types of drugs?

	Very Difficult	Somewhat Difficult	Somewhat Easy	Very Easy	Not Sure
Meth	-1	-2	-3	-4	-5
Heroin	-1	-2	-3	-4	-5
Marijuana	-1	-2	-3	-4	-5
Cocaine	-1	-2	-3	-4	-5

14. Do you have any **close friends who use meth**?

Yes ..... -1
No ..... -2
Not sure ..... -3

15. Have any of your friends been in treatment for using **meth**?

Yes ..... -1
No ..... -2
Not sure ..... -3

16. Would your friends give you a hard time for using **meth**?

Yes ..... -1
No ..... -2

17. Has anyone **ever offered you** or tried to get you to use **meth**?

Yes ..... -1
No ..... -2

18. Have you told your friends **not** to use **meth**?

Yes ..... -1
No ..... -2

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19. In the past year, how often have your **parents** talked to you about **meth**?

Never ..... -1
Once ..... -2
Two or three times ..... -3
Four or more times ..... -4

20. When was the **last time** your **parents** talked to you about **meth**?

Within the past 7 days ..... -1
More than 1 week to one month ago ..... -2
More than 1 month to 6 months ago ..... -3
More than 6 months ago, but in the past year ..... -4
More than a year ago ..... -5
Never ..... -6

21. Have any members of your family been in treatment for using **meth**?

Yes ..... -1
No ..... -2

22. Which of the following sources, if any, would you go to in order to find information about **meth**? ("X" all that apply)

Parents ..... -1
Friends ..... -2
The Internet, websites ..... -3
Television ..... -4
School ..... -5
Radio ..... -6
Magazines ..... -7
Other ..... -8
Don't know ..... -9

23a. In your lifetime, have you **ever tried meth**?

Yes ..... -1
No ..... -2

If you answered **"Yes"** to question 23a, answer questions 23b. Otherwise, skip to question 24a.

23b. How old were you when you first tried **meth**? ("X" ONE ONLY)

Under 10 years old ..... -1
11 years old ..... -2
12 years old ..... -3
13 years old ..... -4
14 years old ..... -5
15 years old ..... -6
16 years old ..... -7
17 years old ..... -8
18 years old ..... -9
19 years old ..... -0
20 years old ..... -1

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24a. In the **past year**, have you used **meth**?

Yes ..... -1
No ..... -2

24b. In the **past month**, have you used **meth**?

Yes ..... -1
No ..... -2

25. How likely are you to try **meth** in the future?

Very likely ..... -1
Somewhat likely ..... -2
Not too likely ..... -3
Not at all likely ..... -4

26. Besides school, friends and family, there are other sources where one can go to get advice or opinions. How much do you value the advice and/or opinions from each of the following on a scale of 1 to 5, where 1 is highly valuable and 5 is not at all valuable. ("X" ONE ANSWER FOR EACH ITEM)

	1	2	3	4	5
	Highly valuable				Not at all valuable
TV commercials	-1	-2	-3	-4	-5
TV shows, news or movies	-1	-2	-3	-4	-5
Radio	-1	-2	-3	-4	-5
Print ads in newspapers or magazines	-1	-2	-3	-4	-5
Musicians I listen to	-1	-2	-3	-4	-5
Billboards outside	-1	-2	-3	-4	-5
Posters on buses, bus stops or subways	-1	-2	-3	-4	-5
Athletes I respect	-1	-2	-3	-4	-5
Internet sites	-1	-2	-3	-4	-5
Movie actors I respect	-1	-2	-3	-4	-5

27. How frequently do you see or hear commercials or ads telling you about the risks of **meth**?

Not at all ..... -1
Less than once a month ..... -2
1-3 times a month ..... -3
1-3 times a week ..... -4
Every day or almost every day ..... -5
More than once a day ..... -6

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28a. Thinking about anti-drug campaigns, please think about all the different places you may have seen, heard or read anti-drug information RECENTLY, including all the different kinds of advertising, sponsorship and other activities that promote them. Have you seen or heard ***anti-meth*** *advertisements* RECENTLY in any of the following? (Please select either Yes or No for each)

TV commercials	-1	-2
Movie theaters	-1	-2
Radio	-1	-2
Print ads in newspapers or magazines	-1	-2
Billboards outside	-1	-2
Posters on buses, bus stops or subways	-1	-2
Video rentals viewed at home	-1	-2
Internet, websites	-1	-2
School	-1	-2
Have seen or heard information, but not sure where	-1	-2
Other place	-1	-2

If you said **"Other place"** in question 28a, answer 28b. Otherwise, skip to question 29a.

28b. You said "Other place" in question 28a, please specify below the other place it was that you saw that anti-meth advertisement. _____

Below are descriptions of anti-meth television and radio commercials that may or may not have appeared in your area recently. Please look at the photos, read each description, and tell us whether you have seen or heard the commercial often, a few times, or not at all. ("X" ONE ANSWER FOR EACH ITEM)

29a. TV Ad 1

A young, strung-out teenager is sitting on a bed looking ashamed, with a shady-looking older man buttoning his pants. A female voice says, "I love my boyfriend. We've been together since like 8th grade. He's my best friend. He takes care of me." As the man smirks and leaves the room, he hands a bag of meth to a strung-out teenage boy on his way out of the motel room. The boy then takes the meth into the motel room and offers some to the crying girl.

Have you seen or heard the above ad…

Often..... -1 A few times ..... -2 Not at all..... -3

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29b. TV Ad 2

A strung-out looking young man rifles through a purse on the kitchen counter, looking over his shoulder. An older-looking woman – obviously his mother – enters and sees her son stealing from her. A male voice says, "I'm really close with my mom, I always have been. She's just always been there for me. I don't know… She's my mom." As the mother tries to stop her son, he hits her and knocks her to the ground. As he tries to leave, the mother grabs his leg, pleading with him, but the young man kicks her away and goes out the door.

Have you seen or heard the above ad…
Often..... -1 A few times ..... -2 Not at all..... -3

29c. Print Ad

Have you seen the above ad…
Often..... -1 A few times ..... -2 Not at all..... -3

30a. Radio Ad 1

"Yeah, after I got out of jail everything was catching up with me, and I just kept using Meth…I ended up hanging myself... My name is Andrew. I'm 19 years old. I'm from Polson, Montana…My dad found me, and I guess he cut the rope. I just remember waking up seeing him and my mom crying…I just remember waking up and just being pissed off that I was still alive, because I knew that I would have to go back to using again."

Have you heard the above ad…
Often..... -1 A few times ..... -2 Not at all..... -3

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30b. Radio Ad 2

"I remember one time I was sitting at my friend's house and we had been smoking for about four days straight and I stood up and I blacked out…My name is Kara, I'm 14-years-old, I'm from Missoula, Montana and I started doing Meth when I was 11. My really good friend was like checked my heart and he was like freaking out…and he's like, "I thought you were going to die, 'cause your heart stopped twice." And they never took me to the hospital…And I think, what if I did die…I wouldn't get this second chance. I wouldn't get to turn things around… And I regret it a lot."

Have you heard the above ad…

Often..... -1 A few times ..... -2 Not at all..... -3

31a. If your brother, sister or best friend were thinking about trying meth, and they could only watch or listen to one ad, which one of the 6 ads that were just described in questions 29a-c and 30a-c would you want them to see or hear?

TV Ad 1 (pg. 6) ..... -1 TV Ad 2 (pg. 6) ..... -2 Print Ad (pg. 6)..... -3

Radio Ad 1 (pg. 7).... -4 Radio Ad 2 (pg. 7).... -5

31b. Why did you select that ad?

_____

_____

_____

32. Please indicate how strongly you agree or disagree that the anti-meth ads or commercials described in questions 29a-c and 30a-c gave you the following impressions. ("X" ONE ANSWER FOR EACH ITEM)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
a. The ads show that meth is dangerous to try just one time?	-1	-2	-3	-4	-5
b. The ads show that meth will make you act in a way you would not want to act?.	-1	-2	-3	-4	-5
c. The ads show that meth will make you look different than you usually do?.....	-1	-2	-3	-4	-5
d. The ads show that meth affects many people's lives other than the user?.....	-1	-2	-3	-4	-5
e. The ads show that meth is more dangerous to try than you originally thought?.....	-1	-2	-3	-4	-5
f. The ads show that problems with meth could happen in your town or school?....	-1	-2	-3	-4	-5

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33. Please indicate how strongly you agree or disagree with the following statements about that the anti-meth ads or commercials described in questions 29a-c and 30a-c. ("X" ONE ANSWER FOR EACH ITEM)

	Strongly Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Strongly Disagree
a. Gave you new information or told you things you didn't know about meth .	-1	-2	-3	-4	-5
b. Made you more aware of the risks of using meth.....	-1	-2	-3	-4	-5
c. Helped you understand that you can't try meth even once.....	-1	-2	-3	-4	-5
d. Made you less likely to try or use meth .	-1	-2	-3	-4	-5
e. Exaggerated the risks of using meth	-1	-2	-3	-4	-5
f. Made you want to talk to someone else about the risks of meth.....	-1	-2	-3	-4	-5

34. Are you aware of the "Paint the State" anti-meth art contest in Montana?

Yes ..... -1
No..... -2

35. How would you rate the "Paint the State" contest in terms of making people aware of the dangers of meth?

Very effective ..... -1
Somewhat effective..... -2
Not too effective ..... -3
Not at all effective..... -4

36. Before this survey, had you ever heard of the Montana Meth Project?

Yes ..... -1
No..... -2

37. Have you ever visited the website "NotEvenOnce.com?"

No, never..... -1
Yes, only once..... -2
Yes, more than once ..... -3

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38. If you have visited the website, did the website…? ("X" ONE ANSWER FOR EACH ITEM)

	Yes	No
Make you more aware of the risks of using meth	-1	-2
Help you understand that you can't try meth even once	-1	-2
Make you less likely to try or use meth	-1	-2
Exaggerate the risks of using meth	-1	-2
Make you want to talk to someone else about the risks of meth	-1	-2

40. In what year were you born? _____

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