

# HAWAII METH PROJECT

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## THE HAWAII METH PROJECT AND HMSA OPEN NEW CATEGORY IN 2010 TEEN VIDEO AWARD CONTEST

### *Special Prizes for Winning Entries that Deliver “Not Even Once” Anti-Meth Message*

**HONOLULU—Jan. 19, 2010**—To increase awareness of the dangers of methamphetamine, also called “ice,” the Hawaii Meth Project is joining with HMSA to add a special “Not Even Once” category to HMSA’s 2010 Teen Video Awards Contest, as well as additional prizes. The Hawaii Meth Project will award Flip personal video cameras to contest winners whose public service announcements (PSAs) communicate the anti-Meth message “Not Even Once.”

“Meth use in the state of Hawaii is a significant problem and the Hawaii Meth Project’s ‘Not Even Once’ category is an important addition to this year’s contest,” said Bob Hiam, HMSA President and Chief Executive Officer. “We want teens to get their peers talking about the Hawaii Meth Project’s critical message of prevention.”

The annual competition challenges Hawaii’s middle and high school students to create an original PSA about an important teen health issue. In the “Not Even Once” special category, students are encouraged to create their own video to deliver an impactful message preventing Meth use. The Hawaii Meth Project’s research-based messaging campaign includes hard-hitting television, radio, Internet and print ads that realistically portray the devastating effects of methamphetamine use. The ads can be viewed on the Hawaii Meth Project website, [www.hawaiimethproject.org](http://www.hawaiimethproject.org).

“We appreciate the opportunity to be part of the HMSA contest, which encourages teens to use their creativity to promote healthy choices,” said Cindy Adams, Executive Director of the Hawaii Meth Project. “In our outreach to schools and communities, many teens have shared personal stories of the devastating effects of Meth addiction. They can help us reach other teens and we want to urge them to participate in the Not Even Once category.”

Winners will be selected based on content, effectiveness, creativity and videography. Deadline for submissions is March 1, 2010. Finalists will be notified in early April and winners will be announced at a gala awards ceremony on May 13, 2010 at Ward Consolidated Theatres in Honolulu. For general contest information and entry materials, visit <http://www.hmsa.com/community/awards/teenvideo/default.aspx>

### **About the Hawaii Meth Project**

The Hawaii Meth Project is a non-profit organization that implements a range of advertising and community action programs to reduce methamphetamine use in the state. Launched in June 2009, the Hawaii Meth Project leverages a proven model that combines extensive research with a hard-hitting, integrated media campaign. The Hawaii Meth Project is affiliated with the Meth Project, a national non-profit organization headquartered in Palo Alto, California, aimed at significantly reducing first-time Meth use through public service messaging, public policy, and community outreach. For more information, visit [www.hawaiimethproject.org](http://www.hawaiimethproject.org).

**About HMSA**

HMSA is a nonprofit, mutual benefit association founded in Hawaii in 1938. It is governed by a community board of directors that includes representatives from health care, business, labor, government, education, clergy, and the community at large. HMSA is a member of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield plans. Nationally, HMSA and 38 other Blue Cross and Blue Shield plans provide worldwide coverage to more than 100 million members. For more information, visit [hmsa.com](http://hmsa.com).

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