

HAWAII METH PROJECT

Hawaii Meth Project Overview

The Hawaii Meth Project is a large-scale, statewide prevention program aimed at significantly reducing first-time Meth use through public service messaging, public policy, and community outreach. The program is part of the Meth Project, a national organization that oversees individual state programs currently running in Montana, Arizona, Illinois, Idaho, Wyoming, and Colorado.

The Hawaii Meth Project was launched as a response to the state's critical methamphetamine problem. Meth use in Hawaii is considerably higher than the national average, and according to the U.S. Department of Justice, Meth is the primary drug threat to Hawaiiⁱ. More drug-related crimes, including violent crimes and property crimes, are attributed to Meth trafficking and abuse than to any other illicit drug in Hawaii.ⁱⁱ

The widespread use of methamphetamine has had a devastating impact on the Hawaiian economy and family structure.ⁱⁱⁱ It is a contributing cause for much of the crime in the state, costs millions of dollars in productivity, burdens jails and prisons, is associated with domestic violence, and adversely impacts families and children.

- Hawaii ranks #5 in the nation for Meth use by people age 12 and older^{iv}
- 7.3% of 10th grade students have used Meth, according to the *2007 Youth Risk Behavior Survey*, up 87% from 2005^v
- 25% of total treatment admissions are Meth-related—only California has a greater percentage of Meth-related treatment^{vi}
- 43% of Federal convictions in Hawaii involved methamphetamine^{vii}

Strategic Approach

The Hawaii Meth Project implements 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.

The program is based on the Meth Project model, which was first implemented in Montana in 2005. Since its inception, the Meth Project's prevention program has demonstrated significant results in reducing Meth use.

- When the program launched, Montana ranked #5 in the country for Meth abuse; after two years, the state now ranks #39^{viii}
- Adult Meth use in the state declined by 72%^{ix}
- Teen Meth use declined by 63%^x
- Meth-related crimes declined 62%^{xi}

Recognition for the Program

The ads created by the Meth project have received 45 advertising industry awards including:

- 2 Gold Effie Awards
- Grand Effie Award Finalist
- 11 Gold ADDY Awards
- 19 Silver ADDY Awards
- Cannes Lion Award
- 7 AdCritic.com “Top Ten” Awards for the best ads in the U.S.

Research and Measurement

To track and refine the program’s effectiveness, the Hawaii Meth Project will utilize a comprehensive research program, including both quantitative and qualitative studies, to measure attitudes and behaviors related to Meth use. This research will guide the program’s messaging and outreach initiatives.

Hawaii Meth Project Leadership

The activities of the Hawaii Meth Project are led by the participation of the Project’s Advisory Council. These elected officials and business and community leaders play a critical role in supporting the efforts of the Hawaii Meth Project statewide. Members include:

- **Mark de Reus**, President, de Reus Architects, Waimea, Hawaii
- **Everett Dowling**, President of Dowling Company, Inc., a Maui-based real estate development company
- **Jennifer Goto-Sabas**, Chief of Staff for U.S. Senator Daniel Inouye
- **Richard "Dick" Gushman**, Chief Executive Officer, DGM Group, a Honolulu-based real estate development firm
- **Warren H. Haruki**, President and Chief Executive Officer of Grove Farm, a Kauai-based land development company
- **Micah Kane**, Chairman, Hawaiian Homes Commission and Department of Hawaiian Home Lands
- **Mayor William Punapaia’alaikahala “Billy” Kenoi**, Mayor, Hawaii County
- **Bert A. Kobayashi**, Founder, Kobayashi Group and the Chairman of Kobayashi Development Group
- **Nick Ng Pack**, President and Chief Executive Officer, Milici Valenti Ng Pack
- **Charles Schwab**, Founder and Chairman, The Charles Schwab Corporation
- **Jeff Watanabe**, Founding Partner, Watanabe Ing LLP and Non-executive Chairman of Hawaiian Electric Industries, Inc.

For more information, please visit www.hawaiimethproject.org.

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- ⁱ U.S. Department of Justice. “DEA Fact Sheet: Hawaii.” 2008.
- ⁱⁱ U.S. Department of Justice, National Drug Intelligence Center, Hawaii High Intensity Drug Trafficking Area: Drug Market Analysis, 2008.
- ⁱⁱⁱ Office of National Drug Control Policy, Hawaii: Profile of Drug Indicators, August 2008.
- ^{iv} SAMHSA. Office of Applied Studies, National Surveys on Drug Use and Health 2002-2006. 2007. Data cited for “past year” Meth use.
- ^v Center for Disease Control, Youth Risk Behavioral Surveillance System, 2007.
- ^{vi} SAMHSA, Treatment Episode Data Set, 2008.
- ^{vii} Office of National Drug Control Policy, Hawaii: Profile of Drug Indicators, August 2008.
- ^{viii} Office of National Drug Control Policy. “Pushing Back Against Meth: A Progress Report on the Fight Against Methamphetamine in the United States.” November 2006.
- ^{ix} Montana Attorney General, Mike McGrath. Methamphetamine in Montana: A Follow-up Report on Trends and Progress. April 2008.
- ^x Montana Office of Public Instruction. “2009 Montana Youth Risk Behavior Survey.” June 2009.
- ^{xi} Montana Attorney General, Mike McGrath. Methamphetamine in Montana: A Follow-up Report on Trends and Progress. April 2008.