

Preventing Meth Use and Prescription Drug Abuse: Where to Go Next

Adrean Cavener
Cyn Reneau
Alix Hilton

Anti-Objectives

- Think that meth use is “done” in Idaho
- Believe that it’s not YOUR school, YOUR kid, nor YOUR neighborhood

Objectives

- See the Idaho Meth Project as an awesome resource in your life
- Become an advocate for the Idaho Meth Project in your community and schools
- Get wicked excited about the Idaho Meth Project's new venture
- Desperately want to partner with us to do epic things

Idaho Meth Project - A Brief History

- In 2007, Meth was ravaging our state.
 - 1 in 5 Idaho teens saw little or no risk in trying Meth once or twice
 - 63% of Idaho felony drug court participants indicated that Meth was their drug of choice
 - 80% of the child placement by the Idaho Department of Health and Welfare were directly related to drug abuse with Meth being the most prevalent drug of choice
- So we went to work...

**NO ONE THINKS THEY'LL TRY
TO TEAR OFF THEIR OWN SKIN.
METH WILL CHANGE THAT.**



IDAHO METH PROJECT

METH
NOT EVEN ONCE

IdahoMethProject.org



NO ONE EVER THINKS
THEY'LL WAKE UP HERE.
METH WILL CHANGE THAT.

IDAHO METH PROJECT

METH

NOT EVEN ONCE

IdahoMethProject.org

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NO ONE THINKS THEY'LL SPEND
A ROMANTIC EVENING HERE.
METH WILL CHANGE THAT.

IDAHO METH PROJECT

METH

NOT EVEN ONCE

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NO ONE THINKS THEY'LL LOSE
THEIR VIRGINITY HERE.
METH WILL CHANGE THAT.

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METH

NOT EVEN ONCE

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**SCABS, HALLUCINATIONS, AND BODY SORES.
THEN THINGS REALLY GO DOWNHILL.**

METH
NOT EVEN ONCE.

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**ACTUALLY, DOING METH WON'T MAKE
IT EASIER TO HOOK UP.**

METH
NOT EVEN ONCE.

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**YOU'LL NEVER WORRY ABOUT
LIPSTICK ON YOUR TEETH AGAIN.**

METH
NOT EVEN ONCE.

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MY SISTER ALWAYS
LOOKED UP TO ME. EVEN AFTER I MADE HER AN ADDICT.

METH
NOT EVEN ONCE.

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**BEATING AN OLD MAN FOR MONEY ISN'T NORMAL.
BUT ON METH IT IS.**

METH

NOT EVEN ONCE.

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**PICKING FOR BUGS UNDER
YOUR SKIN ISN'T NORMAL.
BUT ON METH IT IS.**

IDAHO METH PROJECT®

METH
NOT EVEN ONCE.

IdahoMethProject.org



LEAVING A FRIEND FOR DEAD ISN'T NORMAL.
BUT ON METH IT IS.

IDAHO METH PROJECT™

METH

NOT EVEN ONCE.

IdahoMethProject.org



**WILL METH
CHANGE WHO I AM?**

ASK

METHPROJECT.ORG™

METH
NOT EVEN ONCE.

WHAT DOES METH DO TO YOUR BRAIN?

ASK

METHPROJECT.ORG™



METH
NOT EVEN ONCE.

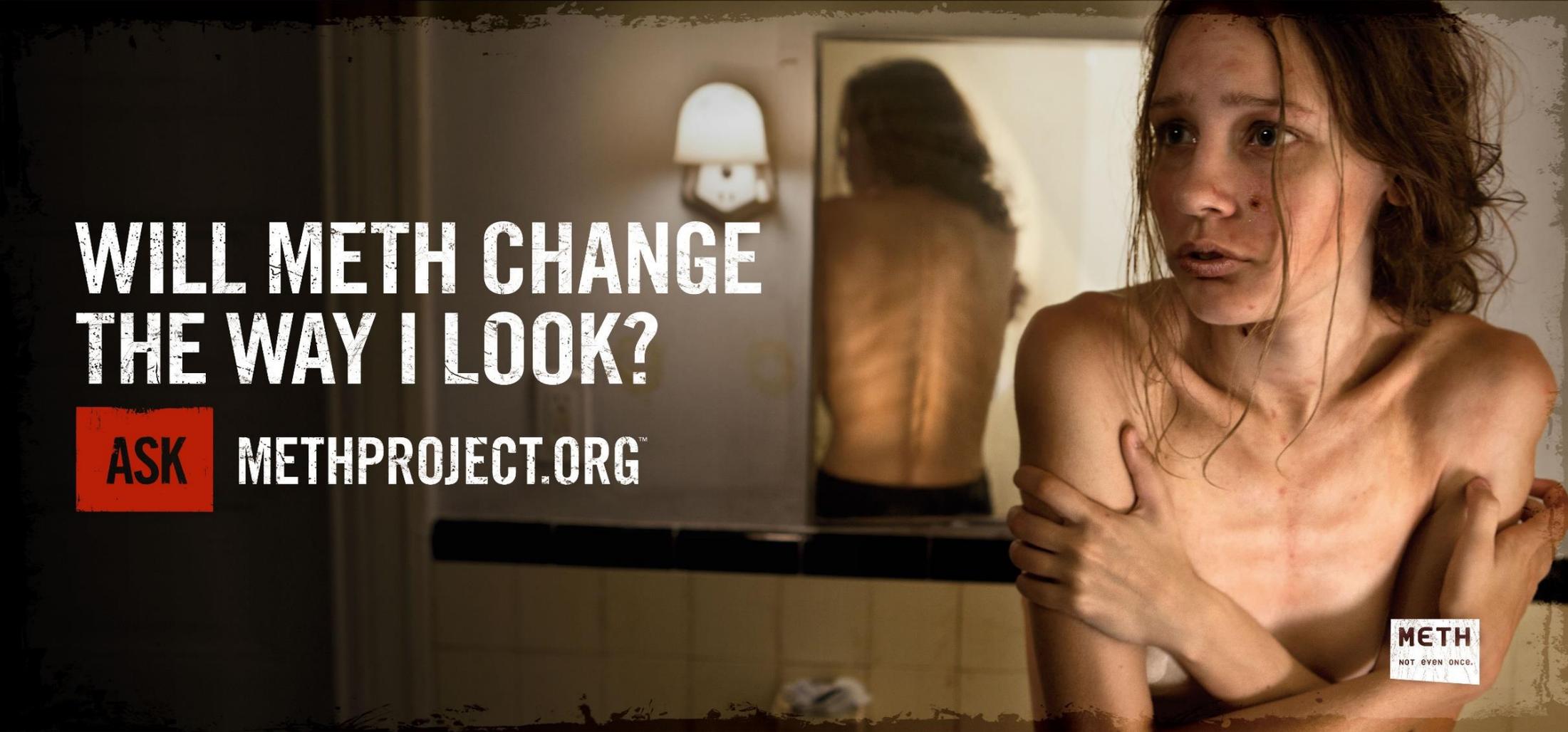
**WILL METH MAKE ME DIG
AT MY OWN SKIN?**

ASK

METHPROJECT.ORG™

METH
NOT EVEN ONCE.



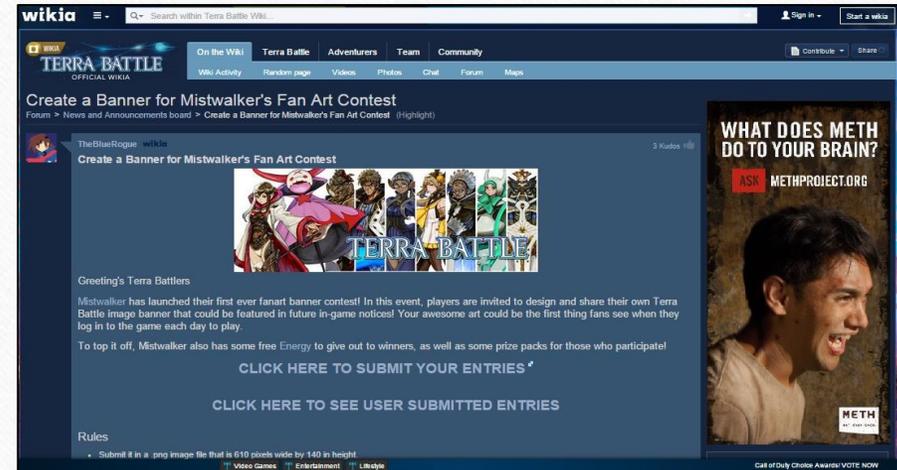
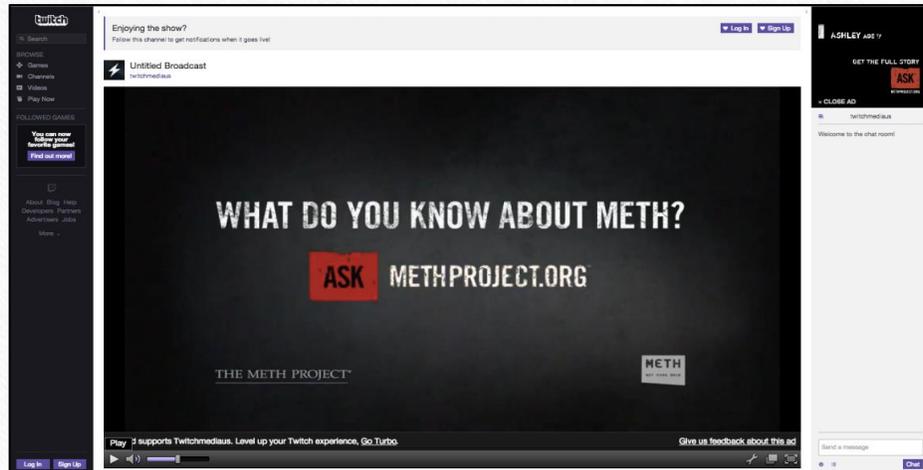
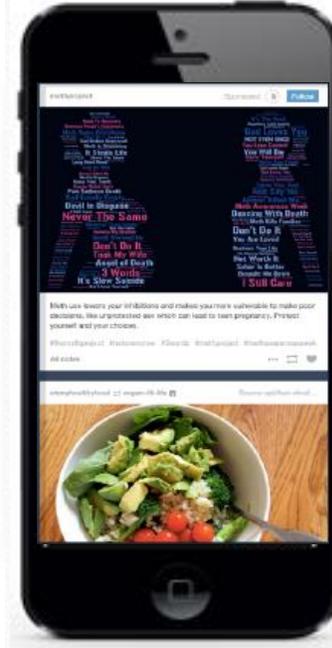
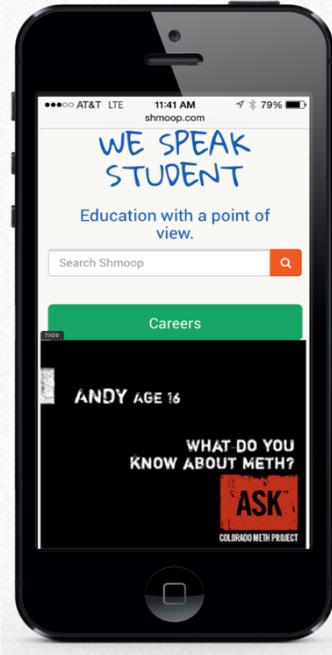


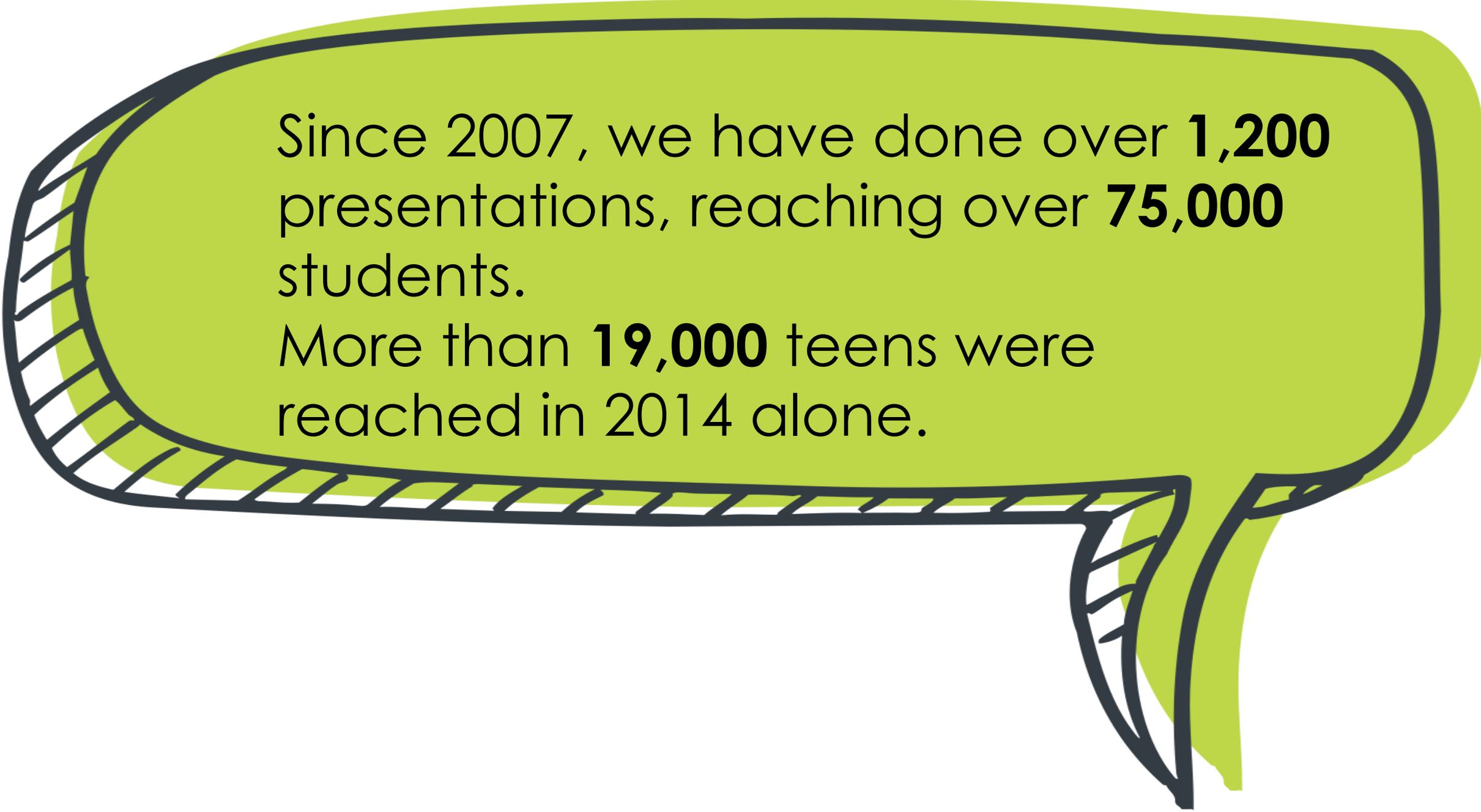
**WILL METH CHANGE
THE WAY I LOOK?**

ASK

METHPROJECT.ORG™

METH
NOT EVEN ONCE.





Since 2007, we have done over **1,200** presentations, reaching over **75,000** students.

More than **19,000** teens were reached in 2014 alone.

Our Impact

- Teen Meth use in Idaho dropped 56% between 2007 and 2014, **the largest decline in the nation.**
- 86% of teens now believe there is risk in taking Meth just once or twice
- 94% of teens say our “Not Even Once” anti-Meth ads say they make them less likely to try or use Meth.
- Additionally, 66% of Idaho teens who’ve heard of the Idaho Meth Project say it has helped them *understand* you can’t try meth – even once.
- Nearly one-quarter of all Idaho teens have visited our website.

But We're Not Done!!

- Idaho teens don't believe most of the common effects of using meth. But some effects are more believable than others:
 - 34% of Idaho teens believe meth helps you lose weight.
 - 28% of Idaho teens believe meth makes you feel euphoric or very happy.
 - 28% of Idaho teens believe meth gives you energy
 - 22% of Idaho teens believe meth helps you deal with boredom
 - 14% of Idaho teens believe meth helps you escape your problem
- Over half (54%) of Idaho teens know where to go to get Meth if they wanted it. And 24% think they can get it from a friend.



We Have Resources For You!

- Rack cards
- Posters
- Speakers
- Meth Prevention Lesson



The Meth Prevention Lesson is posted on Dept of Education's website as an approved resource for the Drug Abuse core standards for grades 7-12.

It is designed to be highly engaging with the students, and utilizes our methproject.org website materials. *(Highly interactive content: videos, questions, terms, and statistics)*

Students will learn the components of Meth, its short- and long-term effects on the body, and how its abuse affects family and other personal relationships.

Speaker Video URL:

[https://www.youtube.com/watch?v= 2b9
ETx8qFI](https://www.youtube.com/watch?v=2b9ETx8qFI)

Full video is located on the front page of idahomethproject.org

But there's a
new kid in
town....



Non-Medical Use of Prescription Drug by State

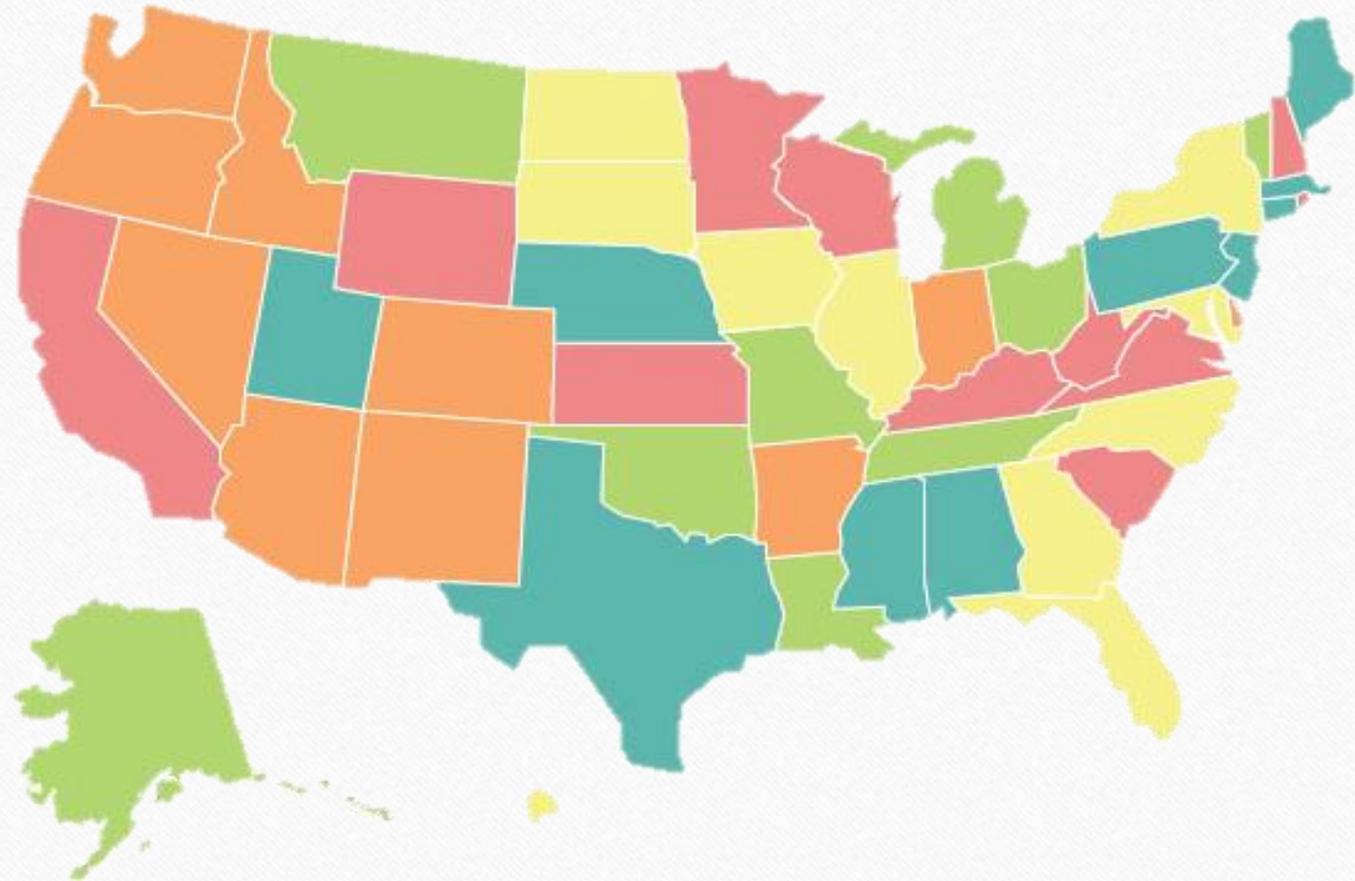
3.62-4.07%

4.08-4.45%

4.46-4.79%

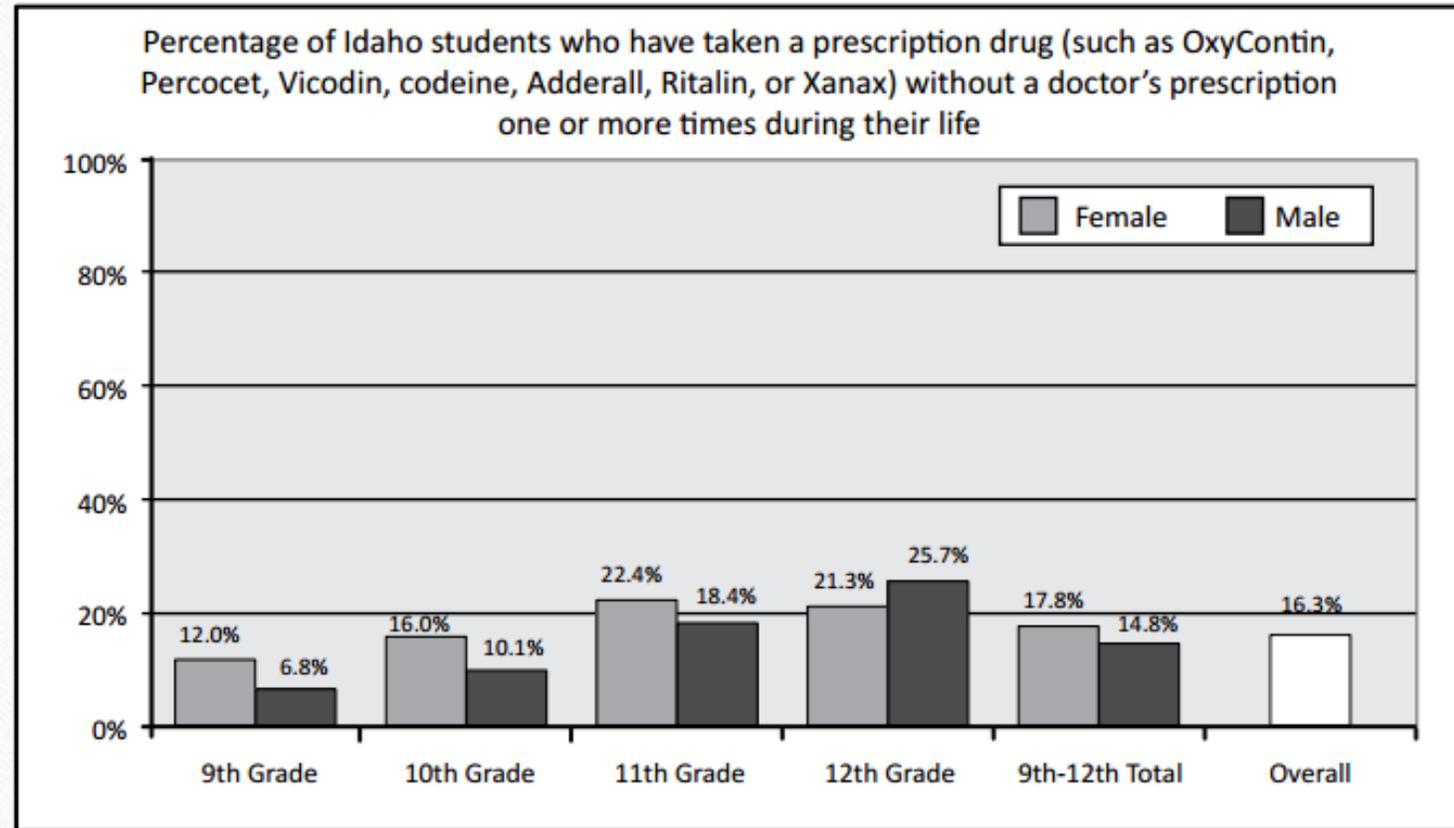
4.80-5.32%

5.33-6.37%



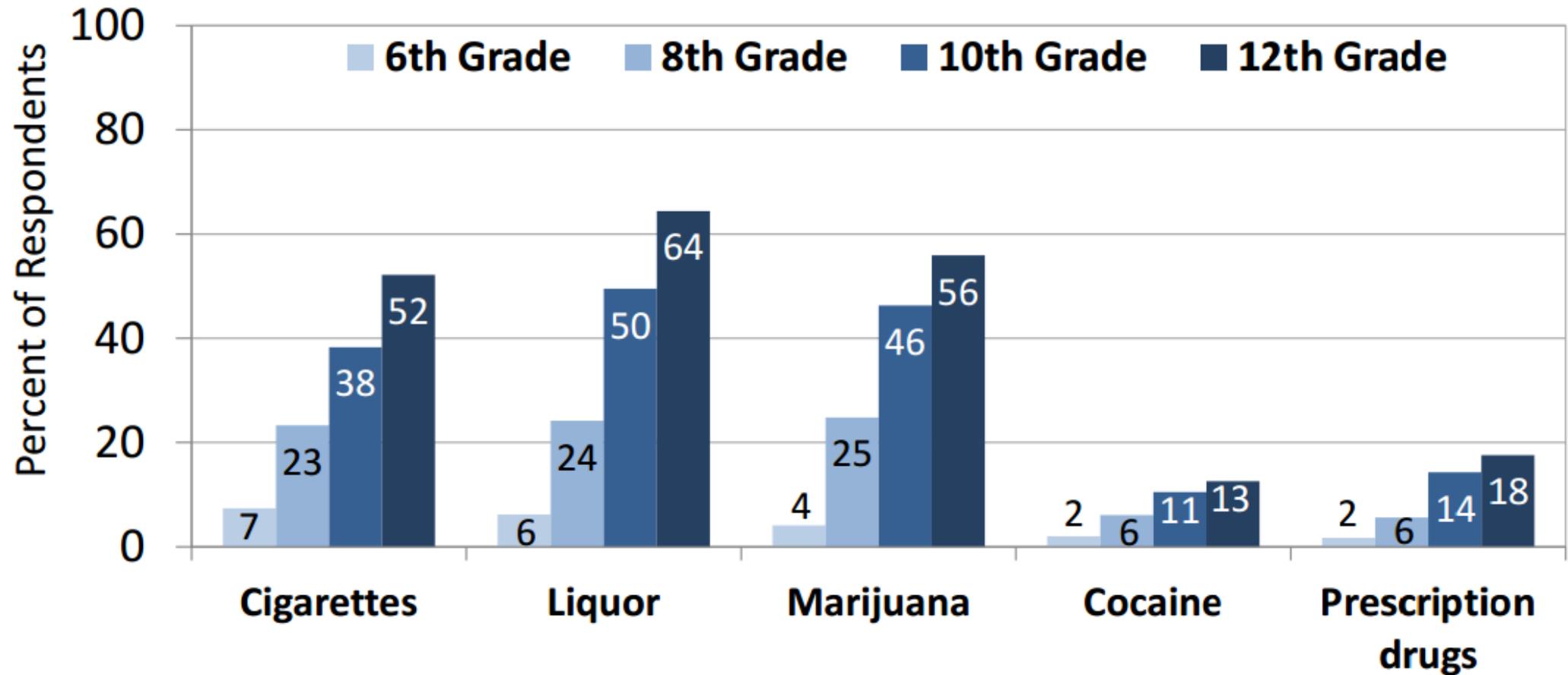
2013 YRBS:
Among Idaho
high school
students, 16%
report having
taken a
prescription drug
without a
doctor's
prescription at
least once during
their lifetimes.

Alcohol and Other Drug Use



2014 Youth Prevention Survey

Figure 41. Percent of students indicating substance use among their closest friends



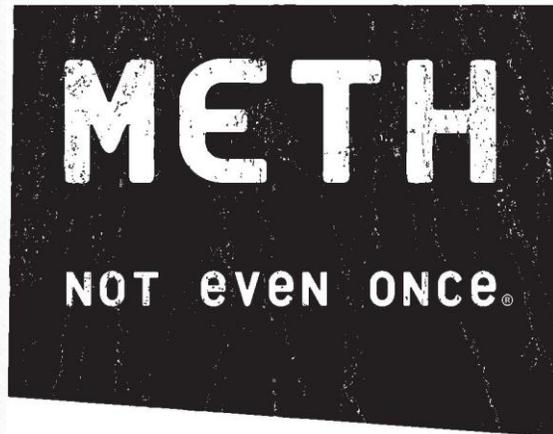
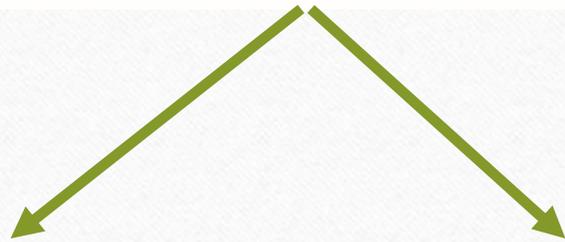
Wakefield Study

- 40% of Idaho teens think it's easy to get prescription drugs without a prescription.
- 29% of Idaho teens say their friends have taken prescription drugs without a prescription.
- 54% of parents have talked to them about the risks of taking prescription pills without a prescription. These may seem like a substantial number, but it simply isn't big enough.

Introducing...

[LOGO]

IDAHO PREVENTION PROJECT



IdahoMethProject.org

[LOGO]

[TAGLINE]



Prescription for Danger

The stats, myths, and risks of prescription drug abuse and addiction

What is Drug Addiction

- Addiction is compulsive drug seeking and use, despite harmful consequences to the addicted individual and to those around him/her.
 - National Institute on Drug Abuse
- Although the initial decision to take drugs is voluntary for most people, the brain changes that occur over time challenge an addicted person's self-control and hamper his/her ability to resist intense impulses to take drugs.

Cough Suppressants

- Medications such as Dextromethorphan (DMX) and Corcodin (Triple C)
 - Same class of drugs as PCP and Ketamine
 - Decreases respiration and oxygen to the brain
- Often causes extreme agitation
- Abusing suppressants can result in:
 - Increased blood pressure and heart rate
 - Nausea and vomiting
 - Build up of bodily fluids
 - Increased body temperature
 - Liver failure

Stimulants

- Medications such as *Ritalin* and *Adderal*
 - Same class of drugs as cocaine and methamphetamine
 - Increase mental alertness and the dopamine levels in the brain
- Teens mistakenly believe they are safer alternative to illegal drugs
- Abusing stimulants can result in:
 - Increased blood pressure and heart rate
 - Nausea and headaches
 - Psychosis
 - Seizures or strokes
 - Heart failure

Prescription Pain Meds

- Medications such as Vicodin and OxyContin
 - Opioid classification – just like heroin
 - Mimic the body's natural pain-relieving endorphins, but are more powerful and longer-lasting
- Nearly 1 in 10 high school seniors report non-medical use in the past year
- Abuse can lead to:
 - Constipation
 - Drowsiness or confusion
 - Loss of consciousness, coma or death

Which pill is an 'Oxy'?
(oxycodone tablet)



Even if You Know the Names, Do You Know the Intended Usage for Each Pill?



Buspirone



Furosemide



Oxycodone



Fluconazole



Epitol

How Would Your Body React to Each of These Medications?



Buspirone
Anti-Anxiety



Oxycodone
Pain Management



Furosemide
Diuretic



Fluconazole
Anti-Fungal



Epitol
Anti-Convulsant



MONDAY, APRIL 6

FREE PARENT FORUM

Priest River High School
596 Highway 57

Pizza 5:30pm — Forum 6pm — Raffle Prizes

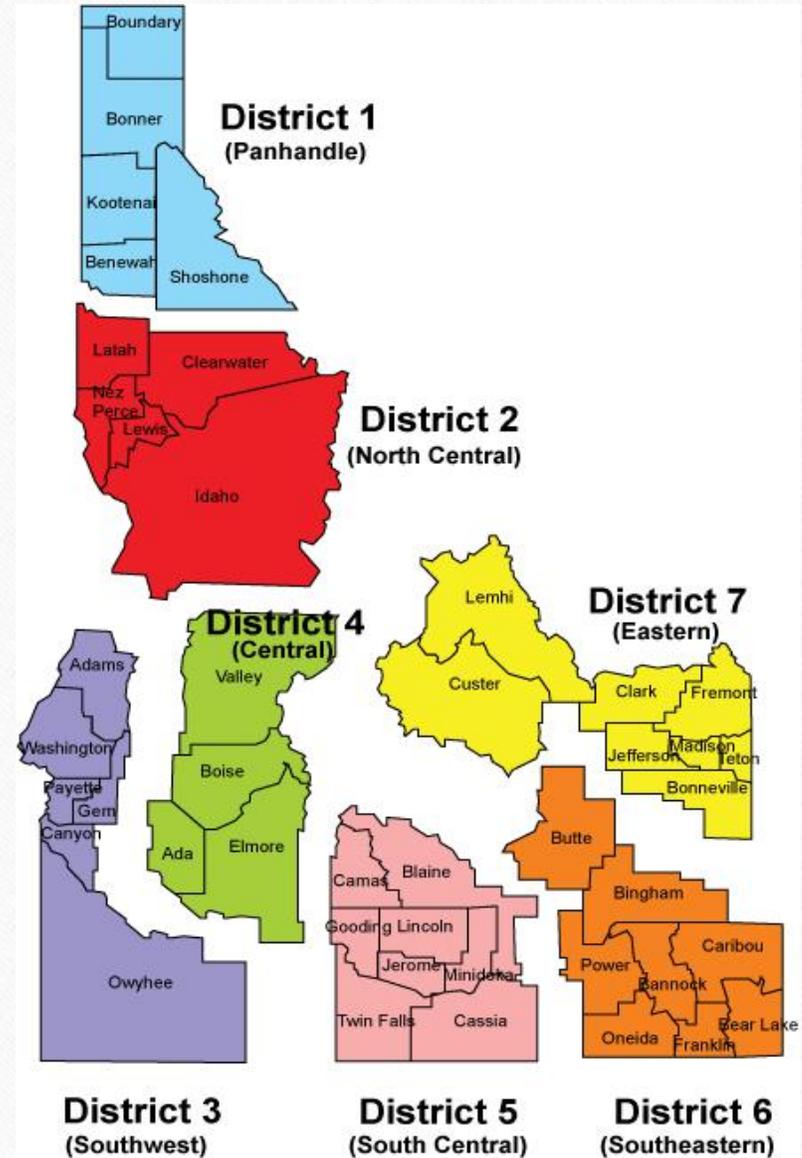
WHAT DO YOU KNOW ABOUT TEEN DRUG USE?

This free family forum takes the Idaho Meth Project's "Not Even Once" campaign to the next level. Hear the personal story of a former meth user, ask questions of local law enforcement and health care professionals, and get the facts about Rx and meth abuse.



Due to content, no children under 10, please

We're Coming to a
Community Near
YOU!





McCALL, IDAHO WINTER CARNIVAL





**WE
WANT
YOU**

How'd we do?

- See the Idaho Meth Project as an awesome resource in your life
- Become an advocate for the Idaho Prevention Project in your community and schools
- Get wicked excited about the Idaho Prevention Project's new venture
- Desperately want to partner with us to do epic things

Q & A

You have

Questions

We have

Answers

THANK YOU!
