



# The 2010 Anti-Meth Media Campaign

As part of ONDCP's effort to incorporate best practices in drug use prevention, the National Youth Anti-Drug Media Campaign conducts an anti-methamphetamine advertising campaign annually through a variety of media – print, radio, television, and the Internet – to educate and alert Americans to the dangers of methamphetamine and the effectiveness of treatment, as well as the hope of recovery. The 2010 Anti-Meth Campaign will launch in late July and run through November.

The Anti-Meth Campaign focuses its media expenditures on states with higher meth use rates, as determined by the National Survey on Drug Use and Health (NSDUH). States with the most severe meth problems receive the “full suite” of advertising (TV, online, print, billboards, posters, etc.). However, the Campaign also ensures all states receive some paid media support, typically as national network radio coverage, Internet search advertising (e.g., Google), or “open letter” print advertising.

## Target Audience

The Anti-Meth Campaign is directed toward young adults who might be tempted to use meth, with a secondary target of family members and friends of people who may be using the drug. Young adults were chosen as the target audience because initiation of meth use typically occurs in the late teen years or early twenties, and because meth use rates in this age group are twice the rate of any other age group. Findings from the most recent NSDUH survey place the average age of new meth users aged 12 to 49 at 19.2 years.

The 2010 Anti-Meth Campaign will reach out to states that, according to NSDUH, have higher meth prevalence rates and to a small group of Midwest states with a large number of DEA-reported meth lab seizures, as reported by the National Seizure System at the El Paso Intelligence Center.

For the 2010 Anti-Meth Campaign, 17 states will receive the full suite of anti-meth advertising: Arizona, Arkansas, California, Illinois, Indiana, Iowa, Kentucky, Minnesota, Missouri, Nebraska,

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*ONDCP seeks to foster healthy individuals and safe communities by effectively leading the Nation's effort to reduce drug use and its consequences.*

Nevada, New Mexico, Oklahoma, Oregon, South Dakota, Washington, and Wyoming. Markets in Arizona, Nevada, and New Mexico with large Hispanic populations will receive additional television advertising in Spanish.

The 2010 Anti-Meth Campaign’s television, print, online, and out-of-home ads (billboards, posters, etc.) were developed by professional advertising agencies, in coordination with the Partnership for a Drug-Free America. As with ONDCP’s teen-targeted *Above the Influence* Campaign, the concepts and ads produced for the Anti-Meth Campaign were rigorously screened and tested.

## A Balanced Message

The 2010 Anti-Meth Campaign will include a new “open letter” print ad featuring law enforcement professionals. The ads will highlight the important role law enforcement plays in drug prevention and treatment and in breaking the cycle of meth addiction and crime. With effective treatment, non-violent offenders can avoid the downward spiral of crime and addiction, turn their lives around, and become productive members of the community. This common-sense approach also makes good financial sense: For every \$1 invested in drug treatment programs, there’s as much as \$12 in savings for crime and healthcare costs.

Following the conclusion of the Anti-Meth Campaign in November, most of the ads will be available as free, customizable public service announcements (PSAs) for use by local non-profit groups, government offices, and other organizations.

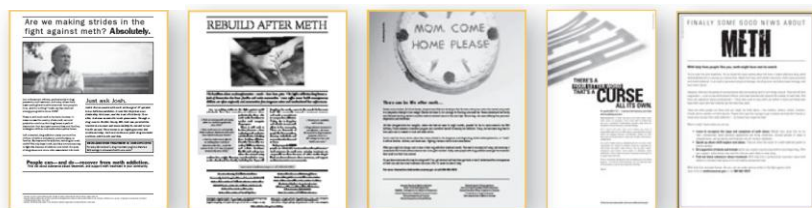
Details about ordering PSAs and requesting customization are available online at [www.MethResources.gov](http://www.MethResources.gov).

## Anti-Meth PSAs

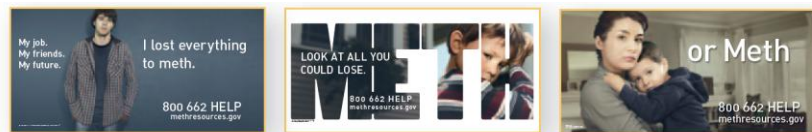
The Anti-Meth campaign offers five print “open letter” ads that local organizations can customize and use as PSAs to further the message that meth addiction can be treated and overcome.

Also available to local organizations are two meth prevention print PSAs and three out-of-home PSAs (billboards, posters, and gas pump toppers).

### Open Letters



### Out-of-Home



### Print



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