



2010 National Native American Anti-Meth Campaign

According to national data, meth use rates for American Indian/Alaska Native populations remain among the highest of any ethnicity – almost two times higher than other groups, according to the 2008 National Survey on Drug Use and Health. In response, the Office of National Drug Control Policy’s (ONDCP’s) National Youth Anti-Drug Media Campaign continues to dedicate a portion of its funding to a paid awareness campaign aimed at preventing methamphetamine use among Native Americans.

Originally designed as a print and radio public service campaign in 2007 with source funding from ONDCP, the U.S. Department of Interior’s Bureau of Indian Affairs, and the U.S. Department of Health and Human Services, the Native American Anti-Meth Campaign has continued to evolve. With the help of the Partnership for Drug-Free America and the National Congress of American Indians, the Campaign now includes Native-targeted anti-meth television ads to complement the print and radio work.

The advertising builds on Native American culture and pride, and is the only national anti-meth advertising campaign targeting Indian Country and Native Alaskan lands. For youth, the advertising materials have a unifying, empowering message – “There are lots of cool things about being Native. Meth isn’t one of them.” For adults and elders, the materials encourage adults to take appropriate steps to protect their children – “Talk to your kids about the dangers of meth. And give them reasons to celebrate our culture.”

The advertisements were developed through comprehensive research and testing with members of the target audience across multiple American Indian and Native Alaskan communities. Focus group testing was conducted with teens, adults, and elders on Native lands in Alaska, Arizona, New Mexico, and South Dakota. The research was conducted with help from the Native Wellness Institute, and the advertisements were developed by a Native-owned advertising agency, Alternative Marketing Solutions.

2010 Campaign Television Ads

In 2010, ONDCP continued its commitment to the Native American Anti-Meth Campaign by providing additional funds for the development of two anti-meth television ads targeting Native teens and adults/elders. The ads focus on the importance of positive activities and celebrating Native culture, with the direct message that “We don’t need meth.”

Youth TV Ad



Adult/Elder TV Ad



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

2010 Campaign Print, Billboard, and Radio Ads

Print, billboard and radio ads are used to maximize the ability to reach the target audience – often in remote and rural locations. The ads are placed in Native-owned media vehicles when at all possible.

Youth-targeted Print Ads



Adult-targeted Print Ads

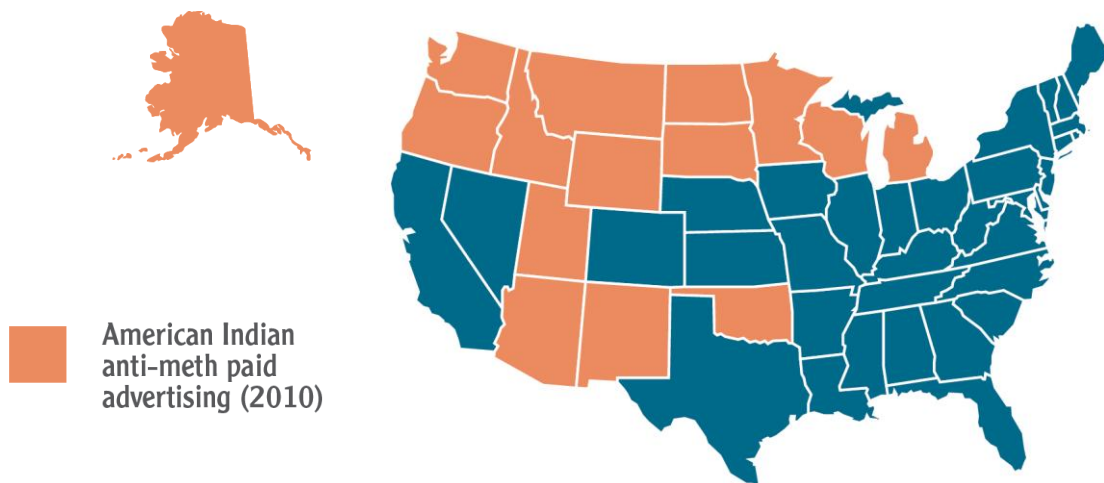


Billboards



2010 Campaign Reach

The 2010 paid media plan places the advertisements on or near tribal lands from April through July of 2010 across 15 states – Alaska, Arizona, Idaho, Michigan, Minnesota, Montana, New Mexico, North Dakota, Oklahoma, Oregon, Wyoming, South Dakota, Washington, Wisconsin, and Utah.



Beginning August 1st, 2010, state, local, and tribal prevention coalitions are invited and encouraged to use the print, radio, and TV ads as part of their own outreach activities, or to place the ads as public service announcements on a pro-bono basis with local media outlets in their communities.

For more information on how to obtain the ads for local use and tips on how to place the ads in local media, please visit www.methresources.gov or www.ncai.org.

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