Oklahoma Methamphetamine Prevention Initiative

Grant Organization: Oklahoma Department of Mental Health and Substance Abuse Services

Grant Number: SP14100

PERFORMANCE RESULTS:

1.) RFA GOALS

Goal 1: Reduce the incidence and prevalence of methamphetamine abuse and addiction through conducting community-based prevention using the SPF (Strategic Prevention Framework) planning model for programs, policies, practices, and strategies focused on those populations within the communities in the four targeted counties of Atoka, Beckham, McCurtain and Washita that are most at risk for methamphetamine abuse and addiction.

Goal 2: Increase training and education of State and local law enforcement and government officials, prevention and education officials, members of the community anti-drug coalitions, other key stakeholders, and parents on the signs of methamphetamine abuse and addiction and the options for prevention.

Goal 1 (Please see Capacity Building Activities for Goal 2)

Four Original Intervention Sites and Results:

• Atoka County: Media Advocacy and Too Good For Drugs (TGFDs). The TGFDs curriculum is being implemented for 3rd and 4th grades in Atoka School, 6th grade at Stringtown School and 3rd and 4th grades at Caney School. The after school curriculum was implemented at Caney school in Atoka and Carney public schools. Approximate number of participants: 280.

• Beckham County: Media Advocacy, Creating Lasting Family Connections (CLFC). CLFC was implemented in Sayre and Elk Cities for youths and their parents. Approximate number of participants: 18 – 20 parents and 18 – 20 youth per session. The county later added and is still implementing the TGFDs curriculum in all its Sayre, Elk City, Erick and Merritt public schools with an approximate target population of 3,589.

• McCurtain County: Media Advocacy, Project Alert and Too Good For Drugs (TGFDs). The TGFDs curriculum is being implemented for 3rd – 7th grades in Idabel, Wright City, and Broken Bow public schools. Approximate number of participants: 700 annually. CLFC is also being implemented in collaboration with the drug court.

• Washita County: Media Advocacy and Too Good For Drugs (TGFDs). The TGFDs curriculum was and is still being implemented for 5th, 8,11th grades in Washita heights, Cordell, Burns Flat/Dill City, Canute and Sentinel public schools. Approximate number of participants: 2071 annually.

ODMHSAS Funded Treatment

• In FY09, there were 3,318 admitted consumers served for methamphetamine. In FY10, there were 3,242 admitted consumers. Overall, there has been a 32% increase in methamphetamine use between 2001 and 2010.

• Between FY2001 and FY2006, when the methamphetamine treatment admissions peaked, there was a 59.6% increase. Since that time, meth treatment admissions have shown a slight, but consistent, yearly decrease. In comparing FY2010 to FY2006, meth treatment admissions have decreased 17.3%.
Drug Of Choice & FY Admissions

<table>
<thead>
<tr>
<th>Drug Of Choice</th>
<th>FY01</th>
<th>FY02</th>
<th>FY03</th>
<th>FY04</th>
<th>FY05</th>
<th>FY06</th>
<th>FY07</th>
<th>FY08</th>
<th>FY09</th>
<th>FY10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol</td>
<td>7,512</td>
<td>7,585</td>
<td>7,525</td>
<td>7,143</td>
<td>7,078</td>
<td>6,658</td>
<td>6,926</td>
<td>7,739</td>
<td>8,267</td>
<td>7,688</td>
</tr>
<tr>
<td>Marijuana/Hashish</td>
<td>3,194</td>
<td>3,628</td>
<td>3,703</td>
<td>3,884</td>
<td>3,951</td>
<td>3,893</td>
<td>4,311</td>
<td>4,982</td>
<td>5,458</td>
<td>5,311</td>
</tr>
</tbody>
</table>

**Top Three Drugs of Choice for Substance Abuse Admitted Clients Served from FY2001 - FY 2010**

- In 2006, the number of White substance abuse admitted clients with meth as their drug of choice was 3286. In 2010, the number was 2740, a decrease of almost 17%.
- The number of Native American/Indian substance abuse admitted clients with meth as drug of choice decreased by nearly 34%, dropping from 486 in 2006 to 322 in 2010.
The number of admitted clients with meth as drug of choice who first used meth between the ages of 18-25 decreased by 18% between the years of 2006 and 2010, and the number of admitted clients who first used meth between the ages of 14-17 decreased by 20% between 2006 and 2010.

**Age of First Use: Number of Admitted Substance Abuse Clients with Meth as Drug of Choice 2006-2010**

- **Oklahoma Prevention Needs Assessment**
  - The Oklahoma Prevention Needs Assessment (OPNA) asked 6th, 8th, 10th and 12th grade students about methamphetamine use for the first time in 2006 and has been administered every two years since then.
  - According to OPNA data for 2008, 2.0% of students surveyed had used meth in their lifetime, compared to 2.4% in 2006. 2010 data were not yet available at the time of this report.

**Drug Court**
• Between 2004 and 2006, the percentage of Drug Court participants with methamphetamine as drug of choice rose from 30.1% in 2004 to 34.1% in 2006. In 2007 this percentage dropped to 29.9% and decreased again in 2008 to 24.1%. There was little change between 2008 and 2009 (24.5%), but the percentage increased to 27.5% in 2010.

![Percentage of Drug Court Participants with Meth as Drug of Choice](image)

• Of the targeted counties that had a drug court program (Beckham, McCurtain, and Washita/Custer), all showed a decrease in percentage of drug court participants with meth as the primary drug of choice between 2006 and 2010.

<table>
<thead>
<tr>
<th>County</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washita/Custer</td>
<td>-28.5%</td>
</tr>
<tr>
<td>McCurtain</td>
<td>-17.2%</td>
</tr>
<tr>
<td>Beckham</td>
<td>-21.9%</td>
</tr>
</tbody>
</table>

![Change of Drug Court Admissions with Meth as Drug of Choice in Targeted Counties FY06-07 to FY08-10](image)

*Atoka County's Drug Court Program began in 2009/2010*
Treatment

- The number of consumers served who have a primary drug of choice of methamphetamine has decreased by 6% when averaged from FY04 to FY06 and from FY07 to FY10. Of the four targeted counties, two have increased in meth treatment, and two have decreased.

<table>
<thead>
<tr>
<th>Percent Change of Consumers Served for Meth from FY04-06 to FY07-10</th>
</tr>
</thead>
<tbody>
<tr>
<td>County</td>
</tr>
<tr>
<td>-------------------</td>
</tr>
<tr>
<td>Atoka</td>
</tr>
<tr>
<td>Beckham</td>
</tr>
<tr>
<td>McCurtain</td>
</tr>
<tr>
<td>Washita</td>
</tr>
<tr>
<td>Statewide</td>
</tr>
</tbody>
</table>

Crystal Darkness Campaigns

- The Crystal Darkness campaign launch occurred in 2009, airing in a roadblock on local television stations and broadcast on the internet on January 13, 2009. During the airing, toll-free call centers were available which answered more than 930 calls for services and support. In conjunction with the Oklahoma Methamphetamine Initiative, the campaign also provided training to 28 counties between March and July 2009. Of those targeted counties (for which data are available), 74% showed a decrease in individuals admitted for treatment with meth as a primary drug of choice.

Change in Number of Admissions for Methamphetamine Treatment between 2008-2010 in Oklahoma Counties Receiving Training through Methamphetamine Prevention Initiative

### County

- Blaine
- Bryan
- Canadian
- Choctaw
- Comanche
- Creek
- Garvin
- Haskell
- Hughes
- Kay
- LeFlore
- McCurtain
- McIntosh
- Mayes
- Pittsburg
- Pontotoc
- Pottawatomie
- Rogers
- Sequoyah
- Sequiha
- Stephens
- Wayne
- Woodward

### Change

- Decrease in Meth Admissions
- Increase in Meth Admissions
Arrests

- From 2005 to 2008, arrests for Synthetic Narcotics, which include sales, manufacturing and possession of methamphetamine for adults and juveniles, decreased statewide by 25% from 4,384 in 2005 to 3,289 in 2008. In 2009, there were 3,675 arrests for Synthetic Narcotics, a 12% increase between 2008 and 2009, but a 16% overall decrease between 2005 and 2009.

Labs

- The number of meth labs processed by the Oklahoma State Bureau of Investigation, Oklahoma City Police Department and Tulsa Police Department decreased by 24% from 282 in 2005 to 213 in 2008. However, there were 743 meth lab processed in 2009, which is a sharp 69% increase between 2008 and 2009. It is believed that the increase is the result of labs utilizing the “One Pot” or “Shake and Bake” recipe, which uses a smaller amount of Pseudoephedrine, thereby avoiding the restrictions enacted in 2004.
2.) **Capacity Building Activities and Management Plan for Sustainability:**

This corresponds to our RFA Goal 2:

Increase training and education of State and local law enforcement and government officials, prevention and education officials, members of the community anti-drug coalitions, other key stakeholders, and parents on the signs of methamphetamine abuse and addiction and the options for prevention.

**Capacity Building Activities: Goal 2**

**Oklahoma Crystal Darkness Collaborative (OCDC)**

In order to achieve Goal 2, the project in May 3, 2007 developed a statewide advisory body known as the Oklahoma Methamphetamine Prevention Collaborative (OMPC) to plan and oversee the implementation of collaborative community-based meth prevention trainings across the state among other oversight functions. The OMPC later evolved into the Oklahoma Crystal Darkness Collaborative (OCDC) after the January 13, 2009 Crystal Darkness Campaign launch by State leaders. The OCDC is now merged with the body that oversees the Rural Law Enforcement Meth Initiative (RLEMI) being implemented by Oklahoma Bureau Narcotics and Dangerous Drugs (OBNDD). Among the achievements of the OCDC are: the development of a meth prevention toolkit for communities; successful hosting of the two meth conferences in 2008 and 2010; planning and execution of the Crystal Darkness Phase 2 Campaign; sponsoring the development of the RLEMI training video for rural law enforcement officers; merging and continued functioning within the advisory body of RLEMI.

**Crystal Darkness Campaign Phase I**

Oklahoma leaders, including ODMHSAS leadership, the Governor’s Office, Oklahoma First Lady, OBNDD, media, and civic/business leaders, collaborated in the January 13, 2009 launch of the Crystal Darkness Oklahoma, a campaign aimed at tackling methamphetamine abuse and the

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* Of the 812 labs seized in 2004, 347 (43%) were seized prior to HB 2176 (sales restrictions on Pseudoephedrine) taking effect, 465 were seized after passage.
resulting social ills (http://www.crystaldarkness.com/). A 30-minute documentary detailing the tragic consequences of methamphetamine addiction, along with stories of hope and recovery for those accessing appropriate care, aired January 13, 2009 on local television stations and the internet. Hundreds of ODMHSAS employees and community providers – including Area Prevention Resource Centers, substance abuse providers, and community mental health centers – volunteered time to make the event a success.

- There were 293 registered watch parties, 106 returned participant numbers with 19,800 people in attendance
- An estimated 1.5 – 2 million people watched the documentary in Oklahoma
- 930 calls were made to “211”, the state’s health and human services’ resource hotline, within two weeks after the airing of the documentary.
- Over 1,000 Crystal Darkness Oklahoma DVDs were distributed by the Crystal Darkness Committee to various community organizations, libraries, schools, and prisons

Crystal Darkness Campaign Phase 2
As a follow-up to the campaign launch, ODMHSAS project staff and the OCDC coordinated the Crystal Darkness Phase 2 project. Twenty-eight (28) counties received a one-day local community prevention training and planning session at no cost between March and July 2009 to assist the communities in: identifying their needs as it relates to meth and substance abuse, identifying and selecting the best-fit evidence-based prevention program, developing a community action plan for prevention, and providing expert follow-up support and guidance in action plan implementation.

- A total of 465 community leaders participated in the one day forums to develop community action plans.
- When asked how satisfied they were overall with the forum on a 5-point scale, 5 being very satisfied, the average from all forums was 4.3.
- Twenty-seven (27) of the 28 counties developed and submitted their individual community plan, which included their selected evidence-based intervention. The ODMHSAS meth grant project purchased the interventions and trainings on the interventions for each community, after which they commenced intervention implementation in their target populations.
- Twenty-seven (27) of the 28 counties each received assistance in: (1) procuring their selected evidence-based prevention program/curricula, (2) training in the implementation of their selected evidence-based curricula, and (3) purchasing the Oklahoma Meth Prevention Joint Media materials with more than 180,000 people reached.
- A total of 115 teachers were trained to implement the selected evidence-based programs in 95 schools with more than 6,000 students.

Meth Prevention Conference 2008
ODMHSAS hosted the Oklahoma Methamphetamine Prevention Conference September 30, 2008 at the National Center for Employee Development in Norman, Oklahoma.

- A total of 389 participants from diverse backgrounds were in attendance including educators, law enforcement, public health professionals, government employees, public officials, and community leaders.
- The evaluation results of the conference were positive: 84% of participants had an increase in knowledge about methamphetamine and issues related to methamphetamine; as community members, 88% of participants ranked the usefulness of the conference as good or excellent, and 89% as professionals.
Crystal Darkness Conference 2010
ODMHSAS hosted the Oklahoma Crystal Darkness Conference August 30, 2010 at the University of Central Oklahoma in Edmond, Oklahoma.

- More than 150 participants from diverse backgrounds were in attendance including educators, law enforcement, public health professionals, government employees, public officials, and community leaders
- The evaluation results of the conference were positive: 72% of participants had an increase in knowledge about methamphetamine and issues related to methamphetamine; and 63% of participants identified the overall conference as excellent, with 32% ranking it as good

Collaborative Trainings and Technical Assistance with Tribes and Other Agencies
- In order to build prevention capacity at the state, community and tribal levels, the project collaborated with the Cherokee Nation, a fellow meth grant recipient, in training communities in evidence-based programs and at the two annual meth conferences in 2008 and 2010.
- The program provided trainings and or technical assistance to several tribes including the Osage Nation, Kiowa Tribe, IOW, Absentee Shawnee, Cherokee Nation, among others.
- The project also received support from several tribes including the Osage Nation who sponsored the lunch at the Crystal Darkness Conference, August 2010.
- The project actively partnered with several state agencies, tribal governments, and community coalitions to create a joint effort in reducing meth use in Oklahoma. The Oklahoma Crystal Darkness Collaborative has members from the State Department of Health, Oklahoma Turning Point Partnership, Oklahoma Department of Education, Oklahoma District Attorneys Council, Oklahoma Department of Human Services, Cherokee Nation, Chickasaw Nation, Choctaw Nation, Osage Nation, Cheyenne Arapaho Tribe, as well as various local coalition representatives.

Sustainability Plan:
- The grantee, ODMHSAS, is the Single State Authority on substance abuse services for the state of Oklahoma. In this role, ODMHSAS will continue to use its strategic resources to address meth and related problems in the state and will continue to provide support to other agencies, tribes, coalitions and local communities via trainings, technical assistance as well as serve as a clearing house of prevention resources.
- In order to achieve its goal of the development of a statewide drug-endangered children program and other goals aimed at reducing methamphetamine abuse throughout the state, the Oklahoma Crystal Darkness Collaborative has been able to create sustainability through the Oklahoma Bureau of Narcotics Rural Law Enforcement Methamphetamine Initiative (RLEMI). The RLEMI project, with the assistance of the OCDC, has developed a plan of action to actualize the statewide drug endangered children program for Oklahoma. ODMHSAS will continue to actively participate on the committee and provide leadership, as needed, to advance the goals of the state plan.
- The project, in collaboration with the Oklahoma Turning Point Partnership, resulted in the development of new community coalitions and provided support to existing community coalitions with trainings and technical assistance. Most of these coalitions are now self-sustained and have co-opted meth prevention into their overall community strategic plans.
- All evidence-based curriculums have been incorporated and adopted by project partners (schools, drug courts, and/or coalitions in the original four target counties) and will be
maintained and implemented long term by the host partner. The school curricula chosen were cost efficient, so the programs could continue even after grant funding ended.

3.) NOMS Questionnaire Data Results: The 4 Original Intervention Sites
In general, the NOMs questionnaires for the 4 original counties of Atoka, Beckham, McCurtain and Washita students that participated in the survey yielded fairly positive results in the pre-test; thus, comparing the pre- and post-tests did not yield dramatic changes.
A. In terms of behavior, reported cigarette, alcohol, and drug use remained relatively stable between pre- and post-tests:
   • Past 30-day cigarette remained relatively stable.
   • Past 30-day alcohol use increased by about .5 days.
   • Past 30-day marijuana increased by about 1.5 days.
   • Past 30-day meth and other illegal drug use remained relatively stable.

B. Attitudes about cigarette, alcohol, and drug use remained relatively stable between pre- and post-tests:
   • About 80% percent of those surveyed said they could refuse if a friend offered them alcohol.
   • If a friend offered them a cigarette, between 82%-84% of the youth surveyed said they could refuse.
   • The percent of those who said they could refuse if a friend offered them marijuana increased by 2%.
   • The percent of those who said they could refuse if a friend offered them methamphetamine remained relatively stable, at about 90%.
   • At post-test, 97% of those surveyed said they were not at all likely to use meth in the near future, while 89% said they were not at all likely to use marijuana or any other illegal drugs.

C. Beliefs about meth did not improve significantly:
   • The percent of those endorsing myths about meth tended to increase, rather than decrease, from pre- to post-test.
   • The myths most often endorsed included lose weight and escape from problems.

4.) Dissemination Plans for Final Report Products
All products of the initiative are available to the public on request and can also be accessed online at the ODMHSAS website
http://www.ok.gov/odmhsas/Prevention_Programs/Initiatives/Oklahoma_Methamphetamine_Prevention_Initiative/index.html
List of Products:
   a. Oklahoma Methamphetamine Prevention Toolkit
   b. Oklahoma FIGHT Meth Media Campaign Resources
   c. Crystal Darkness Campaign Video
   d. Rural Law Enforcement Methamphetamine Training Video online at the SAI Methpedia website www.methpedia.org
   e. Oklahoma Methamphetamine Prevention Initiative project materials
   f. Oklahoma 77 Counties Profiles

5.) Plans for NREPP: The State utilized only evidence-based intervention and thus has no plans to pursue NREPP application.

ODMHSAS
Creating Healthier Oklahoma Communities