

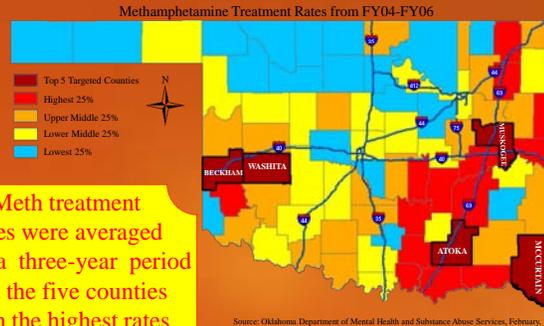
Oklahoma Methamphetamine Prevention Initiative

Introduction

The Oklahoma Prevention of Methamphetamine Abuse Initiative began in October of 2006 and is funded through a grant by the Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention. This initiative addresses the growing problem of methamphetamine abuse and addiction in Oklahoma. The goals of the project are to:

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 the targeted counties: Atoka, Beckham, McCurtain, Muskogee and Washita.
2. Increase training and education statewide about the signs of meth abuse and addiction, as well as prevention strategies.

Meth treatment rates were averaged over a three-year period and the five counties with the highest rates were chosen.



Source: Oklahoma Department of Mental Health and Substance Abuse Services, February, 2006

Oklahoma Methamphetamine Prevention Collaborative

The Oklahoma Methamphetamine Prevention Collaborative was convened in 2007 to lead meth prevention in the state of Oklahoma. The Collaborative's goals are to prevent the initiation of meth use and to reduce meth use and the problems related to meth. Members of the collaborative come from prevention, education, law enforcement, judiciary, treatment and advocacy. A meth toolkit has been developed and distributed to help communities carry out the SPF and implement evidence-based prevention programs in their communities. The Collaborative's most recent success was a statewide meth forum which was attended by over 400 people and focused on education about meth, as well as information about prevention efforts.

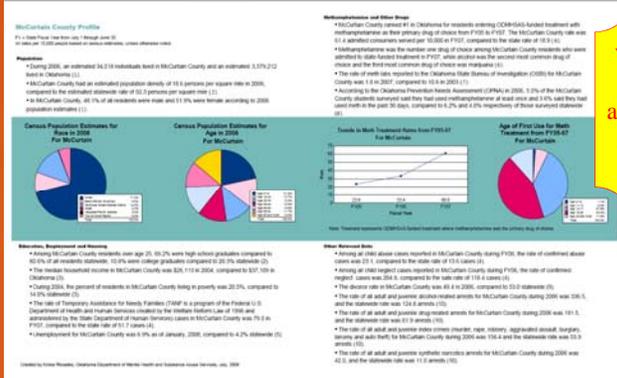
Evidence Based Strategies

Four of the counties have been through the SPF and have selected evidence-based programs to implement in their county. The counties are implementing *Too Good for Drugs*, *Project Alert* and *Creating Lasting Family Connections*. For all of these programs, the NOMs survey will be used to evaluate overall effectiveness of the intervention. These counties have also chosen to implement a media campaign in order to create a comprehensive prevention approach using multiple strategies.



Each county went through the SPF in order to choose their evidence-based program.

County profiles were created to aid counties in the assessment phase by giving them a data snapshot related to meth.



Too Good For Drugs™ (K-8) is a school-based prevention program designed to reduce risk factors and enhance protective factors related to alcohol, tobacco and other drug (ATOD) use among students. **Creating Lasting Family Connections** is a family-focused program that aims to build the resiliency of youth aged 9 to 17 years and reduce the frequency of their ATOD use. **Project Alert** is a school-based prevention program for middle or junior high students that focuses on alcohol, tobacco and marijuana use.



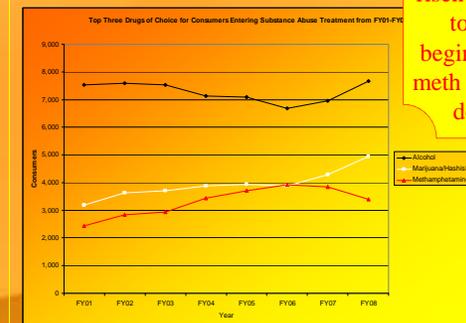
These posters were created as part of our media advocacy campaign.

Crystal Darkness Oklahoma

The Crystal Darkness campaign includes a 30-minute documentary detailing the tragic consequences of methamphetamine addiction, along with stories of hope and recovery for those accessing treatment. It aired January 13, 2009 in a roadblock on local television stations and was also broadcast on the internet. It was estimated that 1.5-2 million people watched the documentary. 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 Prevention Initiative, the campaign is also providing training to 28 counties between March and July 2009. The trainings assist the communities in identifying their needs, identifying and selecting the best-fitting evidence-based prevention program, developing a community action plan for prevention, and providing expert follow-up support and guidance in action plan implementation.

Results

According to pre- and post-test NOMs data, meth use in the past 30 days decreased by an average of 6 days. According to Oklahoma Prevention Needs Assessment data, reported lifetime meth use decreased from 5% in 2006 to 4% in 2008.



Meth treatment had risen steadily from 2001 to 2006. Since the beginning of our project meth treatment rates have declined by 13%.