

**Meth Prevention Multimedia Campaign**  
**DRAFT PROJECT CHARTER**  
**Revised 06-30-2008**

**PROJECT NAME:** “Meth...Not Even Once!”/ "¡Meta...ni una sola vez!"

**PROJECT SPONSORS:**

- Kathy Gallagher, Executive Sponsor, Methamphetamine Prevention Network of Santa Barbara County
- William Brown, Sheriff, Santa Barbara County Sheriff’s Department & the County Law Enforcement Chiefs (CLEC)
- Nancy Gottlieb, Interim Division Chief, Alcohol, Drug & Mental Health Services

**PROJECT MANAGER:** To Be Determined with support from the MPN Project Team as needed

**PROJECT TEAM:** To Be Determined

**CUSTOMER:** All residents of Santa Barbara County

**PROJECT SCOPE**

**PURPOSE:** Use television, radio, internet, print media, printed materials and community events to reach children, youth, and adults in Santa Barbara County who are at risk for meth use, and their families, with messages that deter meth use; and to reach individuals of all ages who are already affected by meth, and their families, with the message that treatment is available and people can recover.

The “Meth...Not Even Once!” project is expected to include:

1. The airing of the Meth Prevention video documentary (English & Spanish versions) in a “roadblock” format – meaning that the video is aired simultaneously on all major networks (ABC, NBC, CBS, & FOX and Univision and Telemundo)
2. Involvement and support of the schools, including a) the distribution of the flyer promoting the viewing of the documentary as a family and b) airing of the Meth Prevention video documentary aimed at children/youth in schools (in English & Spanish)
3. Town hall meetings in each region of the county in conjunction with the media “roadblock” featuring community leaders and residents
4. Heavy publicity by television networks, radio stations and local newspapers prior to the airing of the documentary that encourages the viewing of the documentary by residents
5. Distribution of brochures and other educational opportunities (community presentations, etc.) by community coalitions and social service agencies to inform residents of the harms associated with methamphetamine use and a message that helps to deter use.

## GOALS/DELIVERABLES

1. **Video Documentaries** - Design and produce four video documentaries in Fall 2008 utilizing “Meth...Not Even Once!” materials available in other states and municipalities. The four documentaries are:
  - Meth Prevention video aimed at children/youth in schools – English
  - Meth Prevention video aimed at children/youth in schools – in Spanish and culturally appropriate
  - Meth Prevention video aimed at the general public – English
  - Meth Prevention video aimed at the general public – in Spanish and culturally appropriate
2. **Multimedia Campaign** - Produce a multimedia campaign by May 2008 (target date to be determined) that utilizes the video documentaries and reaches all primary and secondary school students (down to 2<sup>nd</sup> grade) and their families, and the general public.
3. **Town Hall Meetings** - Stage Town Hall meetings in each region of the County in conjunction with the media “roadblock” featuring community leaders and residents
4. **Phone Banks** - Prepare phone banks to provide information and referral to callers on the night of the media roadblock and in subsequent days
5. **Prevention & Treatment** - Engage prevention and treatment providers in preparing for increased demand following the media roadblock

## SCHEDULE/PRELIMINARY PHASES

### August 2008

1. Develop project workplan with budget
2. Research “Meth...Not Even Once!” media campaigns in other states and municipalities
3. Research existing, approved school curricula on meth in California
4. Finalize key messages for the documentaries and desired speakers to be featured in each video
5. Make initial contact with media outlets re: donations of air time, ad space, and help with printing
6. Develop list of potential donors for matching funds
7. Develop scripts or outlines of each documentary
8. Schedule video production at Sheriff’s Media Resources Unit in September 2008

### September – October 2008

1. Produce four video documentaries at Sheriff’s Media Resources Unit
2. Contact media outlets re: donated air time, ad space, and help with printing
3. Approach potential funders for matching funds
4. Develop school curricula to accompany video
5. Approach and secure commitment of community coalitions to host town hall meetings
6. Develop PSAs for media roadblock
7. Develop printed material and print ads for media roadblock
8. Provide an update to MPN Leadership Council at their September meeting
9. Provide an update to BOS as part of MPN report

**November –April 2008**

1. Edit four videos
2. Duplicate DVDs, printed materials, school curricula
3. If possible, show videos to MPN Leadership Council
4. Continued communication with high priority potential funders
5. Continued discussion with media outlets re: donated air time, ad space, and help with printing
6. Continued planning and preparation with community coalitions regarding hosting of town hall meetings
7. Educate community leaders in each region of the County in partnership with the community coalitions -- Santa Maria Valley Fighting Back, Valley Prevention Coalition, Lompoc community groups, Fighting Back Santa Barbara, Carpinteria Cares for Youth

**May 2009**

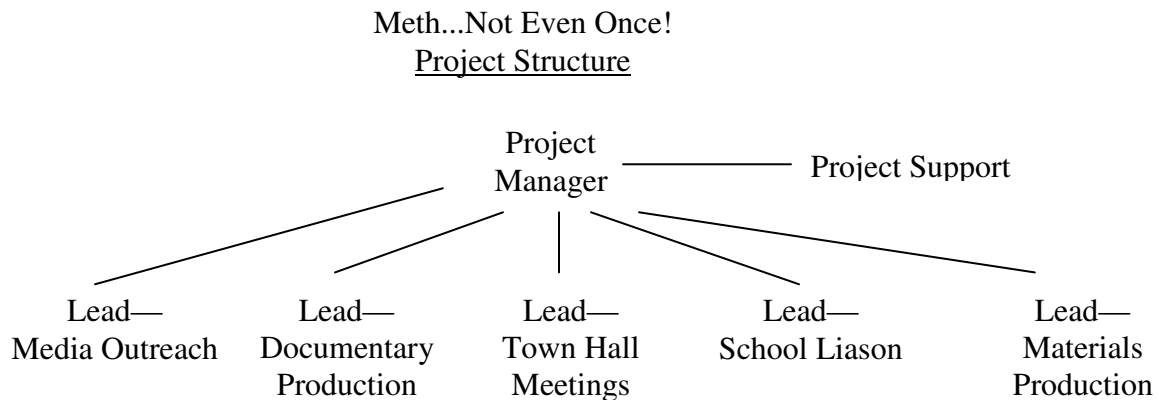
1. Roll-out of media roadblock (alternatively, it could occur in sooner) – including phone banks, Town Hall meetings, related Internet content, printed materials, etc.
2. Distribute DVDs and school curricula
3. Provide an update to MPN Leadership Council at their September meeting

**PROJECT ORGANIZATION**

**CORE TEAM**

- Drew Sugars, Sheriff’s Dept. – role TBD
- Pat Saley, MPN Project Facilitator and/or Nancy Vasquez, MPN Project Manager - Facilitation & Liaison to Leadership Council & Task Forces
- Kate Schwass, CADA Media Task Force
- Representative from Telemundo or Univision (to be determined by Drew Sugars)
- Nancy Gottlieb, Interim ADP Director & Project Director, MPN
- Representative from schools (to be determined)

**VISION OF CORE TEAM**



## **EXPANDED TEAM**

- Alice Patino, Office of 4<sup>th</sup> District Supervisor Joni Gray/Santa Maria City Council, Santa Maria Valley Fighting Back
- Georgina Duran-Conn, Probation
- Laura Mancuso, MPN Task Force Facilitator
- Lisa Gilbert, ADP Prevention Coordinator

## **OTHER STAKEHOLDERS**

- MPN Leadership Council & member agencies/coalitions & Task Force members
- CLEC
- Community-based organizations
- Individuals and families directly affected by meth
- General public

## **ROLES AND RESPONSIBILITIES**

- Kathy Gallagher will make decisions on budget, project management, goals and policies
- Core team will carry out the work, involving other community leaders as needed.
- MPN Prevention & Education Task Force will assist with outreach to community coalitions
- MPN Outcomes & Evaluation Task Force will assist with developing outcomes measures that are relevant and achievable
- MPN Treatment Task Force will assist with preparing for increased request for treatment
- MPN Finance Task Force will assist with securing funding for the multimedia campaign and for treatment for those who come forward requesting it as a result of the campaign but cannot pay

## **PROJECT PARAMETERS**

### **PRIORITIES, CONSTRAINTS AND DEADLINES**

It is a priority that the messages communicated in the multimedia campaign should be highly customized to Santa Barbara County, and relevant to both English and Spanish-speaking individuals and families.

The timing of the multimedia campaign is dependent on when we are able to secure donations from media outlets; we need to work around major holidays and the national election in November 2008. It is also bound by how quickly we are able to get approval from the schools for their participation.

The MPN Task Forces will transition their work in October 2008. Continued involvement of these parties beyond that date will need to be secured as needed.

### **RISKS**

- Lack of success in securing donations from media outlets, which would require more time for raising funds to purchase media time/space

- Sharing of project management responsibilities by many part-time individuals increases the burden for ongoing communication and demand for continued high prioritization among multiple duties

## **BUDGET**

In-kind resources allocated as of late May 2008:

- Video production facilities of the Sheriff's Media Resources Unit
- Staff time of Drew Sugars, Sheriff's Dept Media Specialist
- Staff time from ADP Administration (Nancy Gottlieb) and ADP Prevention Staff (Lisa Gilbert, Katarina Zamora, Lilia Bello)
- Contractor time from MPN Project Team (Nancy Vasquez, Pat Saley, Laura Mancuso)

The need for assistance from external funders (e.g. foundation grants) is dependent on our success in securing donations from media outlets for air time, ad space, and assistance with printing.

## **COMMUNICATION PLAN**

The Project Manager and Facilitator(s) will stay in close communication with the Project Sponsor (Kathy Gallagher). Reports will be provided to the MPN Leadership Council at their meetings every other month. News will be featured in the MPN Newsletter as needed.

## **REPORTS AND REVIEWS**

- Project Sponsor, Kathy Gallagher, will gain approval from the MPN to proceed with the project.
- Written updates on progress are provided to the MPN Leadership Council each month.