

**Methamphetamine Prevention Network
DRAFT Action Plan – March 7, 2008**

Task Force: Educated Communities & Professionals

Strategy: Use public education and media strategies coordinated around one clear anti-methamphetamine theme to increase the public's knowledge of the nature and scope of the problem

1. Overall Project Description:

Locally produced ***Meth Prevention Multimedia Roadblock*** campaign as an alternative to Crystal Darkness. The campaign includes a 30-45 minute documentary on methamphetamines. Those in recovery from meth will share their stories of the destructive nature of meth. Community leaders will ask viewers to join in the fight against this devastating drug. The "Roadblock" includes securing the support of all major media stations – English and Spanish – in airing the documentary on the same night at the same time (i.e. Tuesday night at 7:30 pm). The documentary would also include a number to call for help (211) and a live phone bank would be set up during the event to answer calls. The campaign includes heavy promotion – all schools send a flyer home to each family; posters are hung throughout the community; and brochures are distributed at various locations. The campaign will be part of a larger strategic effort of the MPN in promoting other initiatives needing support or visibility as well as Santa Barbara County's Alcohol & Drug Program's methamphetamine prevention effort.

2. Target Population & Location of Service/Activity:

Given the prevention emphasis of this campaign, the target audience is the general public throughout Santa Barbara County, with special emphasis on reaching children and their parents/other adults. Current consideration is being given to collaborating with San Luis Obispo County given the shared media outlets and potential for sharing the costs of this campaign.

3. What specific actions must be taken to implement the strategy?

- Develop a local 30-45-minute documentary in English & Spanish featuring community leaders and people in recovery from meth addiction. Engage local students and volunteers as much as possible to generate community interest and save money.
- Engage and get support from key stakeholders (schools, treatment providers, churches, law enforcement, etc) for this effort.
- Get the major media outlets in support of the Roadblock.
- Prepare digital storyboards for ADP website with meth recovery stories featuring local people.
- Develop corresponding print materials that tie-in to the anti-methamphetamine message.
- Develop radio and television Public Service Announcements (PSAs) to build excitement and interest in the roadblock.
- Ensure that all materials are made available in English and Spanish.

- Coordinate with ADP's ongoing prevention efforts – meth prevention being one of three priorities for FY 2008-09.
- Secure funding for the cost associated with this campaign.

4. Is this strategy a “best practice” or evidenced-based (on research)? Explain.

Comprehensive multi-media approaches to drug prevention are an evidence-based practice. Media efforts in combination with other strategies, particularly environmental prevention approaches, have been proven to be effective. The tobacco field has used media extensively and seen significant results.

5. What time frame is needed for planning and implementation?

If this action plan is conceptually approved by the Leadership Council in March 2008, the Task Force could further develop the proposal between now and July 2008. It is recommended that the production of the video occur in Fall 2008 when schools are back in session to maximize the opportunity to utilize media arts students from Allan Hancock College, Santa Barbara City College, and Brooks Institute. The media roadblock “kick-off” event would occur in Spring 2009. This could be timed to coincide with the launching of other MPN initiatives.

6. What resistance or barriers might we face as a result of implementation?

This is a very substantial undertaking, and ADMHS is experiencing budget reductions at this time. However, there is strong community interest and staff support to proceed. Fundraising with the business and foundation communities will need to occur prior to launching a campaign.

Also, there may be an increase in requests for treatment for meth addiction. Treatment providers currently have the capacity to see additional clients, however if clients are not insured (thru Medi-Cal or private insurance), the ability to cover the cost of these clients would remain a barrier for providers. Treatment providers not contracted with the Alcohol & Drug Program need to be consulted.

7. What are the expected milestones and results from implementation of this strategy?

Anticipated results:

- Surge in calls to 2-1-1 and visits to www.dontw8.info immediately following multimedia roadblock.
- Increase in requests for treatment.
- Increased awareness of the dangers of meth and the possibility of recovery among the general public.
- Prevention of some individuals from beginning to use meth as a result of blanketing the community with anti-meth messages through multiple channels.
- Support for other Meth Prevention Network Initiatives.

8. Who are the responsible parties and what are their specific roles and responsibilities?

- Leadership Council – Lead the initiative and secure involvement of high-level officials and community leaders.
- Educated Communities & Professionals Task Force – Provide a forum for further development of the proposal and engagement of community coalitions, working under the direction of the Leadership Council.
- ADP/ADMHS & Social Services – Actively participate in, support, and monitor all aspects of the project.
- The Kearns Group – Coordinate the involvement of other individuals/entities on the production of the documentary; assist with the production of the documentary; initiate contact with local grocery store chain to request help with printing; and provide leadership and guidance for project completion.
- Finance Task Force - Assist with obtaining foundation grants and private or business donations.
- Outcomes & Evaluation Task Force - Assist with development of outcomes measures.

9. What resources will be required and where will they be obtained?

In order to keep costs down, substantial amounts of volunteer labor and in-kind contributions will need to be obtained. Depending on our success with this, the cost of the project could range from approximately \$17,000 to \$52,000, with the bulk of the cost going towards printing of materials for distribution (posters, flyers, brochures) and the creation of the documentary. We request the assistance of the Finance Task Force with approaching private foundations and the business community for this money. We might also be able to share costs with San Luis Obispo County.

10. How will the action plan be reviewed and monitored and accountability assured?

The action plan will be reviewed and monitored by the Educated Communities & Professionals Task Force through September 2008, and by the ADP Staff and Management through the life of the project.

11. What is the data indicator/source and who oversees the management of this source?

- Volume, type, and location of calls to phone banks immediately following the multimedia roadblock will be logged and analyzed
- 2-1-1 will be asked to record the volume, type, location, and referral source of calls for assistance re: meth
- Treatment providers will be asked to monitor level of demand and source of referral
- We will ask the Outcomes and Evaluation Task Force to assist in developing measures of:
 - 1) Increased awareness among the general public about the dangers of meth
 - 2) Increased awareness among the general public about the possibility of recovery from meth addiction;
 - 3) Individuals being deterred from beginning to use meth (if possible)

12. Any Other Important Notes to Offer?