

**Methamphetamine Prevention Network
Leadership Council Meeting
March 12, 2008
Summary of Action Items & Staff Recommendations**

Action Items:

**1. Educated Communities & Professionals Task Force – Report on 1st Action Plan:
Distribution of Anti-Meth Printed Materials**

Background: The Educated Communities & Professionals first strategy is to “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.” The task force is looking for opportunities for immediate application of existing anti-meth prevention materials across regions of the County and has reviewed and agreed upon two brochures documents for use to implement this first strategy. Cost of implementation is minimal - \$3,674 for over 16,000 brochure in English and Spanish. The Alcohol & Drug Program has agreed to support the cost. Disbursement of the document will occur by the organizations and community coalitions.

Staff Recommendation: Approve the Educated Communities & Professionals Task Force’s effort to move forward to reach out to the broad community with anti-meth printed material(s) and distributing them at key locations throughout the County.

**2. Educated Communities & Professionals Task Force – Report on 2nd Action Plan:
Meth Prevention Multimedia Roadblock Campaign**

Background: The Educated Communities & Professionals Task Force had been considering the pursuit of a media initiative called Crystal Darkness. This initiative is a collaborative effort between the local media, schools, law enforcement, recovery specialists and the business community. Done in several other communities, the campaign includes the airing of a 30-minute documentary on methamphetamines in a roadblock format - meaning it is broadcast simultaneously on almost all stations in the area (English & Spanish language stations). The effort includes massive publicity to watch the program, a phone bank to receive calls for intervention or treatment during the show, and involvement of the schools to assign the viewing as a homework assignment.

After discussion at the January meeting as well as discussions with key stakeholders, the EC&P task force is submitting a new proposal for consideration. While many of the same elements would remain, the new proposal, referred to as the Multimedia Roadblock Campaign, would be:

- Developed locally utilizing the Kearns Group and other resources (such as the colleges, the County, and local production company).
- Built into Santa Barbara County Alcohol & Drug Program’s Methamphetamine Prevention Initiative.
- Timed to coincide with the launching of other MPN initiatives.
- Cost between \$17,000 - \$52,000, depending upon the amount of in-kind donation and/or funds raised, a significant saving from previous estimates of between \$55,000 - \$85,000.

Staff Recommendation:

- 1) Conceptually approve the Educated Communities & Professionals Task Force’s effort to move forward in developing a *work plan for implementation*, including such things as a timeline, what the campaign should include, a budget, recommended roles for each of the task forces and the Leadership Council, and other key stakeholders that should be involved.