

"Mountain View Raises Money For Idaho Meth Campaign"

10/27/2007 – Local News 8 (Idaho Falls)

<http://www.idaho8.com/Global/story.asp?s=7268744>



Mountain View Raises Money For Idaho Meth Campaign

BY: KRYSTALE NORIEGA

Oct 26, 2007 10:25 PM MDT



The addiction to Meth is an epidemic sweeping across our state and ranking Idaho 5th in the nation dealing with the problem, now Governor Butch Otter is starting an aggressive ad campaign trying to put the abuse to a stop.

Mountain View Hospital in Idaho Falls is taking part in this effort where they held a special dinner each plate coasting \$100 all in an effort to raise 3 million dollars for the new campaign. The Governor and First Lady Lori were also in attendance.

After seeing Montana's huge success with the Meth project, Idaho is following in its footsteps trying to raise enough money for ads, everywhere from billboards, radio spots, the internet, as well as TV. Some of those ads are making quite the impression on the youth and it's not hard to see why Montana was so successful with how graphic these ads really are.

The ad campaign Not Even Once was started by, The Meth Project, a national program dedicated to reducing the number of Meth abuse.

"What we wanted to do was to make it very clear and communicate the messages, the consequences of making the decision to try Meth," says Nitsa Zuppas, Executive Director of The Meth Project

With these powerful ads with such powerful messages it's no wonder why Montana was so successful.

" We first executed the program in Montana in 2005 where at the time Montana ranked #5 in the nation. The state sustained that position for two years 5 down to number 39," says Zuppas.

Now that Montana has reduced its numbers Idaho filled its number 5 spot and it's something Governor Otter and his wife Lori want to educate parents and children about in the Gem State.

"Its a very import for parents to start that dialogue with their children. The type of campaign is very aggressive it's very in your face bill board," says First Lady Lori Otter.

And teens educating teens is important to the campaign as well.

"It's about educating our youth so that they can educate each other," says Otter.

The campaign kicks off in our state on January 15 2008, right now the Governor has raised \$950,000 and after tonight two big donors, Batell wrote a check for \$15,000 and Mountain View hospital the host of tonight's big fundraiser contributed \$50,000 putting the campaign just over the million dollar mark.

The campaign The Meth Project attracted notice from the White House calling the campaign the most effective model in preventing Meth abuse in the nation.