



Report to the Legislature

**Status of Statewide Media Campaigns to
Promote Treatment and Prevent Underage
Drinking and Methamphetamine Use**

E2SSB 6239a - Sec. 113

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Introduction

This report fulfills the requirement of E2SSB 6239a, Section 113 for the Washington State Department of Social and Health Services (DSHS), in consultation with the Attorney General, to report to the legislature by January 15, 2007, on the status of ongoing multimedia campaigns to prevent methamphetamine use and underage drinking, and promote treatment, within the state of Washington

Through the Washington State Division of Alcohol and Substance Abuse (DASA), DSHS invests in ongoing, multi-media strategies to educate Washington residents about the prevalence and consequences of misusing alcohol and other drugs, preventing misuse, and accessing addiction treatment. DASA collaborates with several state, federal, and national organizations to provide effective, research-based advertising messages and publications for community-based and statewide education efforts.

DASA's education strategies include outreach to news media, and funding the Washington State Alcohol/Drug 24-Hour Helpline and Information Clearinghouse, which provides referrals, crisis counseling and free print and video resources from over 2,000 titles to youth and adults. During 2005, the Helpline served 25,000 callers, received 3.8 million hits on their website, distributed 368,000 pieces of resource material, and staffed 85 exhibits and presentations.

Descriptions of past and current DASA-sponsored education campaigns and efforts of the Washington State Office of the Attorney General (AGO) to prevent methamphetamine use and underage drinking, and to increase referrals to state-funded treatment, are outlined below.

A. Campaigns to Prevent Methamphetamine Use

Methamphetamine Awareness, Prevention, and Treatment

Through its alliance with the Partnership for a Drug-Free America, DASA has provided effective television, radio, and print public service announcements (PSAs) to media partners, prevention and treatment specialists and community methamphetamine action teams. DASA has also promoted the Partnership's new website which provides methamphetamine facts and personal stories: www.drugfree.org/meth

DASA has helped plan community trainings consisting of law enforcement, treatment providers, and educators. Funding for the community trainings is provided by a grant from the U.S. Department of Justice, Office of Community-Oriented Policing Services, and is coordinated by the Partnership for Drug-Free America (the Meth 360 program). AGO staff have been trained in the Meth 360 program. To date, 21 trainings have been held, with an additional 14 scheduled through March 2007.

DASA commissions and distributes research to emphasize the effectiveness of treatment for methamphetamine addiction. Recent findings published in the *Tobacco, Alcohol & Other Drug Trends in Washington State – 2006 Report* include:

- Individuals (both adults and youth) addicted to methamphetamine complete treatment at rates similar to those treated for other drugs.
- Treating Supplemental Security Insurance (SSI) recipients for methamphetamine results in substantial health care savings, and reduced risks for arrest and conviction.

Partnership for a Drug-Free Washington

DASA staffs and provides messages for an ongoing multi-media campaign to educate parents and teens of the dangers and consequences of alcohol and other drug abuse – including methamphetamine - and how to find resources for prevention and treatment.

New messages are provided every six months to radio, cable and television stations in Seattle, Yakima and Spokane, and made available to communities. This campaign, a collaboration with the national Partnership for a Drug-Free America, has generated \$767,400 in donated television advertising since 2002.

Operation: Allied Against Meth

The AGO partnered with Lead on America, a Snohomish County community-based anti-drug organization, to talk to students in high schools and middle schools about the dangers of methamphetamine. The *Operation: Allied Against Meth* presentation intersperses personal presentations by Attorney General McKenna, Lead-On America, and a video by MTV about the dangers of methamphetamine and ecstasy and airings of Montana Meth project advertisements. In Fiscal Year 2006, the Attorney General personally visited 15 schools and distributed more than 9,500 "Don't Meth Around" bracelets to students.

The AGO hosted an *Operation: Allied Against Meth* display at the Puyallup Fair where bracelets and window clings were distributed urging people to "Don't Meth Around", and providing tips on how to spot a methamphetamine lab, how to tell if a friend might be using methamphetamine, and where to get help.

The AGO publishes a monthly *Operation: Allied Against Meth* newsletter spotlighting the work of the office as well as best practices across the state. The goal is to provide a clearinghouse of ideas and news for leaders in the fight against methamphetamine in Washington State. A DVD is being developed on the Allied Against Meth presentations, as well as a new Allied Against Meth website.

MFiles.org

The Lieutenant Governor's Office continues to produce, under a grant from Northwest High Intensity Drug Trafficking Area, "*A Drug Resource Guide*" *Quick Facts on Methamphetamine, Ecstasy, GHB and Marijuana*, a 22-page publication, a brochure and a Web site.

B. Campaigns to Reduce Underage Drinking

Reducing Underage Drinking Community Tool Kit

In collaboration with the statewide Reducing Underage Drinking (RUaD) Advisory Committee, and the Association of County Human Services, DASA sponsored the creation, printing, and distribution of over 5,000 Community Tool Kits containing research about underage drinking trends and alcohol marketing. The Kits are designed to increase awareness among parents, community members, and policymakers regarding the prevalence and consequences of underage drinking, and equip them with tools to combat it.

High School Prom/Graduation Campaign

Launched in Spring 2005, DASA sponsored a public relations and advertising campaign to raise awareness among parents of the legal and financial consequences they risk when they allow teen drinking parties. Thirty-nine newspaper stories appeared, including stories in the *Seattle Times*, *Seattle Post-Intelligencer*, *King County Journal* (three stories), *Tacoma News Tribune* (two stories), *Bellingham Herald*, *Daily Olympian*, and the *Spokesman Review*. A total of 43 radio news stories aired, and 3,272 advertising messages. The campaign reached 75% of adults ages 35-54 statewide, who saw and heard the messages on average at least 10 times. For an investment of \$25,000 and use of two staff, the return on investment was approximately \$250,000 in earned media and airtime.

DASA also provided funding to Public Health of Seattle/King County for a six-week transit advertising alcohol awareness campaign with the message: "Graduation - it doesn't have to be the end."

Mobile Advertising: The Easiest Place for Kids to Get Beer

From November 2005 to April 2006, for a small investment in production costs, DASA secured \$30,000 in donated advertising from a mobile billboard vendor. The message targeted parents: "The easiest place for kids to get beer is right next to the milk. Keep alcohol out of the hands of kids." This message was seen on roadways and at major public events in Bellevue, Kirkland, Redmond, Seattle, Tacoma and Everett.

Town Hall Meetings on Underage Drinking

In Spring 2006, DASA sponsored, funded, and organized 54 town meetings on underage drinking across the state. Participants included parents, law enforcement personnel, prevention providers, educators, and policymakers. The goals were to raise awareness of the risks and consequences of underage drinking, and to empower families and communities to address the problem. Partners included state agencies, Liquor Control Board, the College Coalition to Reduce Underage Drinking (RUaD), Mothers Against Drunk Driving, Students Against Drunk Driving, Washington National Guard, faith communities, and DASA's Citizens Advisory Council on Alcoholism and Drug Addiction. Meetings were also designed to develop recommendations for the state RUaD coalition.

Many of these townhall meetings were publicized in the news media. The 3,659 meeting coordinators and attendees were provided with posters, fact sheets, and public service announcements from the *Start Talking Before They Start Drinking* campaign.

Start Talking Before They Start Drinking Campaign

The *Start Talking Before They Start Drinking* campaign is a media campaign developed by the federal Substance Abuse and Mental Health Services Administration and the Ad Council. The campaign aims to convince parents to communicate with their children about the dangers of alcohol abuse. In partnership with the RUaD coalition, DASA plans to continue promoting the *Start Talking Before They Start Drinking* campaign during 2007 by developing a web page for parents and other concerned adults, and launching a new \$200,000 advertising campaign.

The AGO, the Liquor Control Board and the Lieutenant Governor's Office joined the campaign in Fall 2006, as part a larger effort to expand alcohol education programs in the schools. Attorney General McKenna appeared in 14 middle school assemblies which featured the helicopter arrival of the Washington National Guard Drug Demand Reduction team to kick off the school activity. Lt. Governor Owen also spoke at some of these assemblies.

Over 7000 students participated in the assemblies, received educational materials, and returned 1,800 surveys designed to create a dialogue with parents about the dangers of underage drinking. These same materials were also made available at all 160 state liquor stores.

Media outreach about the assemblies generated over 20 print articles, radio interviews, and TV coverage, reaching a viewer circulation of over 1 million.

Lieutenant Governor Owen and his non-profit organization, Strategies for Youth, made more than 25 multi-media presentations to elementary schools in 2006 on making positive and healthy choices. As co-chair of Washington Mentors, Lt. Governor Owen makes himself available for mentoring program activates and often includes mentoring and anti-drinking messages in his public speeches and presentations.

Underage Drinking - Ask, Listen and Learn

Attorney General McKenna partnered with Nickleodeon (the cable television children's channel) and the Century Council (a non-profit organization funded by America's leading distillers that promotes responsible decision-making about beverage alcohol) to launch their "Ask, Listen and Learn: Kids and Alcohol Don't Mix" campaign in Enumclaw and Bellevue in November 2005. This is multimedia program, developed through a partnership between the Century Council and Nickelodeon, helps parents talk to their children about the dangers of underage drinking before their children are confronted with the opportunity to drink alcohol.

Developed by an expert panel of Hispanic organizations and designed for the Hispanic community, "Pregunte. Eschuche. Aprenda. ¡Los niños y el alcohol no mezclan!" is the most recent addition to the program and is designed to provide trusted adults who interact with middle school-aged students with critical information on the negative consequences of underage drinking. The interactive program helps parents have effective conversations about alcohol with their kids, using a number of accessible resources including a public service announcement featuring Attorney General McKenna that is distributed statewide.

National Association of Attorneys General (NAAG) Underage Drinking Public Service Announcements

At the summer NAAG meeting, Attorney General McKenna recorded two PSAs, urging parents and other adults not to provide alcohol to children, and recommending the use of designated drivers. These PSAs, sponsored by Anheuser-Busch, ran roughly 1,600 times throughout the months of July, August, and September on six stations in Seattle and two in Spokane.

C. Chemical Dependency Treatment Expansion

DASA has produced and distributed information to increase awareness that more state-funded treatment is available, and to increase referrals to the 24-Hour Alcohol/Drug Helpline. Messages targeting family and friends of those who need treatment have been distributed to social and health services agencies in the form of posters, brochures, and print ads. Fact sheets and screening and referral cards have been distributed to social and health services providers. Community services offices have also been provided a video about treatment and recovery for waiting rooms. DASA developed a web page with eligibility information and screening and outreach tools for social and health services providers.

DASA purchased mobile advertising in King and Pierce counties to deliver a treatment expansion message to crowds at large sporting and entertainment events, and in high-traffic areas. In addition, television, radio and print public service announcements have been provided to media outlets in Seattle and Spokane, and to prevention and treatment professionals. The messages encourage family members and friends to intervene with people they care about, and to call the Alcohol/Drug Helpline to find out about state-funded treatment.

Direct mailings about the expanded funding, eligibility, and how to refer clients/patients to treatment have been sent to social and health services partners and providers statewide. DSHS call centers have added a recorded message about state-funded treatment while callers are on-hold.

From January 2006 through June 2006, calls to the Alcohol/Drug Helpline increased by more than 20% compared to the same time period in 2005.