
HOUSE RESOLUTION

COMMENDING THE HAWAII METH PROJECT FOR USING INNOVATIVE
MESSAGING TO GREATLY REDUCE METH USE IN HAWAII.

1 WHEREAS, there has never been a drug as powerful,
2 addictive, and destructive as methamphetamine, and meth is the
3 top drug of choice and the #1 drug problem in Hawaii; and
4

5 WHEREAS, Hawaii ranks #3 nationally for meth-related
6 treatment admissions and #4 for meth-related drug offenses; and
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8 WHEREAS, Hawaii meth-related emergency room costs totaled
9 \$43 million in 2006, and meth use among tenth graders in Hawaii
10 has increased 87% from 2005-2007; and
11

12 WHEREAS, the Hawaii Meth Project is a large-scale
13 prevention program aimed at reducing meth use through public
14 service messaging, public policy, and community outreach; and
15

16 WHEREAS, the Meth Project's prevention message, "Not Even
17 Once," spans Hawaii's television, radio, internet, and newspaper
18 ads and reaches 70-90% of teens statewide, 3-5 times a week; and
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20 WHEREAS, the Meth Project first launched in Montana in 2005
21 and achieved substantial results, with meth use among Montana
22 teens declining by 63%, meth-related crime dropping by 62%, and
23 workers testing positive for meth declining by 72%; and
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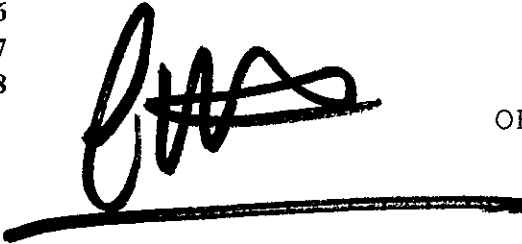
25 WHEREAS, the Hawaii Meth Project arms teens across the state
26 with facts about the devastating and multi-faceted effects of
27 meth and provides teens and young adults with a safe forum to
28 share their stories with the intent of helping their peers; now,
29 therefore,
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31 BE IT RESOLVED that the House of Representatives of the
32 Twenty-fifth Legislature of the State of Hawaii, Regular Session

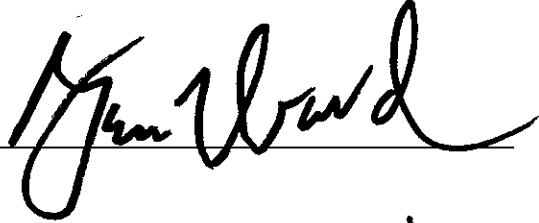





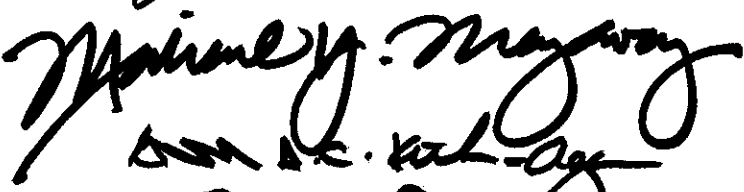
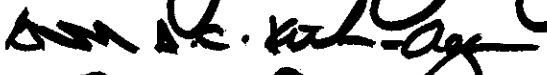

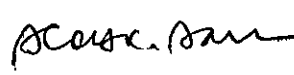
1 of 2010, that the House of Representatives commends the Hawaii
 2 Meth Project for recognizing a serious drug problem in the
 3 Islands and for educating the State's youth through the
 4 innovative use of media and the "Not Even Once" campaign to
 5 greatly reduce meth use in Hawaii.

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OFFERED BY:

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