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, addictive, and destructive as methamphetamine, and meth is the top drug of choice and the #1 drug problem in Hawaii; and

2 WHEREAS, Hawaii ranks #3 nationally for meth-related treatment admissions and #4 for meth-related drug offenses; and

3 WHEREAS, Hawaii meth-related emergency room costs totaled $43 million in 2006, and meth use among tenth graders in Hawaii has increased 87% from 2005-2007; and

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

5 WHEREAS, the Meth Project's prevention message, "Not Even Once," spans Hawaii's television, radio, internet, and newspaper ads and reaches 70-90% of teens statewide, 3-5 times a week; and

6 WHEREAS, the Meth Project first launched in Montana in 2005 and achieved substantial results, with meth use among Montana teens declining by 63%, meth-related crime dropping by 62%, and workers testing positive for meth declining by 72%; and

7 WHEREAS, the Hawaii Meth Project arms teens across the state with facts about the devastating and multi-faceted effects of meth and provides teens and young adults with a safe forum to share their stories with the intent of helping their peers; now, therefore,

BE IT RESOLVED that the House of Representatives of the Twenty-fifth Legislature of the State of Hawaii, Regular Session

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

OFFERED BY:

[Signatures]

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