

**Illinois Sheriffs' Association**  
**PRESS RELEASE**  
**January 11, 2011**



The Illinois Sheriffs' Association (ISA) in cooperation with the Meth Project ([www.methproject.org](http://www.methproject.org)) has launched a new public education campaign in the Peoria/Bloomington media market to educate teens and young adults about the dangers of methamphetamine. The research-based, high-impact campaign includes four television spots that graphically depict the risks of Meth use. The ISA received funding for the campaign with the assistance of Congressman Aaron Schock.

For the past four years the ISA has collaborated with the Meth Project on public education campaigns in several Illinois counties, but 2011 marks the first time the Meth Project's innovative advertising will air in the Peoria/Bloomington market. The ads will launch today and run through July 2011. "Meth is still a huge problem for our state, it hasn't gone away and we hope to have a positive impact on our community with the Meth commercials" said Peoria county Sheriff Mike McCoy.

The ISA initiated the Meth Project campaign in central and southern Illinois in 2008. The campaign is part of the Meth Project's multi-state program, which first launched in Montana in 2005. At the time, the state ranked number five in the nation for methamphetamine use. It has since dropped to number 39. Teen Meth use in the state has dropped by 63% and Meth-related crime has declined by 62%. Over the past five years, in addition to Illinois, the Meth Project has expanded to Arizona, Colorado, Georgia, Hawaii, Idaho, and Wyoming. In the two years following the launch of the Idaho Meth Project, that state saw a 52% decrease in teen Meth use, the largest decline in the nation, and Arizona's rate of teen usage dropped by 65% between 2006 and 2010.

Although significant progress has been made in combating methamphetamine abuse, law enforcement officials have become concerned as the supply of Meth in the United States is now on the rise. According to the U.S. Department of Justice, methamphetamine is at its highest availability, highest purity, and lowest cost in five years, largely as a result of the Mexican drug cartels' increased involvement in the Meth trade. The RAND Corporation estimates methamphetamine use costs the U.S. approximately \$23.4 billion per year, including resources spent on law enforcement, treatment, healthcare, and social services, as well as the costs of crime and lost productivity associated with the drug.

"Only when we take an aggressive stand against teen drug use, can we begin to see the positive impact outreach efforts like this project can have on a community. It's a startling statistic to realize almost 4% of Illinois high schoolers use methamphetamines," Schock said. "I'm proud to be a part of securing the resources our law enforcement needs to promote teen prevention."

The ISA has been behind the majority of the Meth Project commercials in central and southern Illinois. In 2008 The Illinois Meth Project aired across central Illinois and the results were very promising. The Illinois Meth Use & Attitudes Survey (GfK Roper Public Affairs & Media) shows that in Central Illinois, teens' attitudes toward the dangers of methamphetamine use have shifted substantially since the Illinois Meth Project initiated its Meth prevention campaign. Teens are now more aware of the dangers of taking Meth, more likely to discuss Meth with their parents, and less likely to try Meth even once. "We are very encouraged by the data. Not only do more teens think that there is a serious risk in trying Meth, more parents and teens are talking about the problem" said Greg Sullivan, Executive Director of the ISA.

For Further Information Contact:

Greg Sullivan  
Executive Director  
217-753-2372  
***Illinois Sheriffs' Association***  
***401 East Washington***  
***Springfield, Illinois 62701***

*Peoria / Bloomington Market area*

