

Meth Rated Top Drug Threat by Counties

Methamphetamine is a bigger problem than cocaine, marijuana or heroin for most communities, according to a survey of law enforcement agencies in 500 counties in 45 states. The survey, conducted by the National Association of Counties, found that methamphetamine, or meth, is the number one illegal drug problem in the view of law enforcement agencies in 58 percent of the counties surveyed. Agencies in 70 percent of the counties said the drug is driving up the number of robberies and burglaries.

Methamphetamine is a powerfully addictive stimulant that dramatically affects the central nervous system. It is commonly sold in powder form, but is also distributed in crystallized (rock) form and, although relatively new, in tablet form. The drug can be smoked, snorted, injected or taken orally. While much of the meth consumed in this



country is made in illegal "super labs" in Mexico and smuggled into the U.S. in finished form, in recent years there has been a proliferation of small, clandestine meth labs in many states. These mom-and-pop labs produce smaller amounts of cheap meth for local consumption and sale and their presence poses an unprecedented threat to the communities they are in or near. The Partnership has been planning a series of state-based media education campaigns targeting methamphetamine for the past four years. These initiatives will get underway in select states in the fourth quarter of 2005. *For more information, contact Mike Townsend @ 212-922-1560 or mike_townsend@drugfree.org.*

New Collaboration with A&E Network

The Partnership is working closely with A&E Network and their program "Intervention," a new reality series that chronicles the lives of people in need of professional assistance for a variety of addictions, including substance abuse. Recently, A&E sponsored two town hall meetings in Houston, TX and Cincinnati, OH, where the Partnership is testing a new communications campaign designed to encourage people with drug and/or alcohol problems to seek more information for treatment. Partnership messages are also being aired by A&E. *For more information on the "Hope, Help & Healing" initiative, visit www.InterveneNOW.org.*

Partnership Receives Grant from Center for Substance Abuse Treatment

The Check Yourself Web site will soon feature a new look. The Center for Substance Abuse Treatment has awarded a \$50,000 grant to the Partnership to enhance, promote and market the site. This site (www.checkyourself.com) targets teenagers currently abusing drugs and alcohol, and is designed to encourage them to carefully consider their behavior. Upgrades to the site will include information on co-occurring diseases, such as the connection between substance abuse and mental disorders. *For more information, contact Sean Clarkin @ 212-922-1560 or sean_clarkin@drugfree.org.*

In The News

Drug Trade at \$321 Billion

An annual United Nations report issued this month said the global drug trade generated an estimated \$321.6 billion in 2003, or more than the gross domestic product of 88 percent of the countries in the world. The bulk of the money, \$214 billion, was made at the retail level—drugs sold in streets and back alleys. Most of the buying was in North America, with 44 percent of all estimated sales, followed by Europe with 33 percent. Africa was in last place with only 4 percent. **(Source: Reuters)**

Recovery Month 2005

September marks the 16th annual National Alcohol and Drug Addiction Recovery Month, organized by the U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration and the Center for Substance Abuse Treatment. Each year, Recovery Month events highlight the societal benefits of substance abuse treatment, recognize the contributions of treatment providers and promote the message that recovery from substance abuse is possible. Activities held across the country as part of the campaign raise awareness on issues related to substance use and its impact on the individual, family members and loved ones of those in recovery and the community. **(For more information on Recovery Month, visit www.recoverymonth.gov or call 1-800-662-HELP.)**

New Campaign Targets Steroids and Performance-Enhancing Drugs

Major League Baseball and the Partnership for a Drug-Free America have developed an advertising campaign designed to educate America's youth and their parents about the dangers of steroids and performance-enhancing substances. The campaign's first message debuted during July's All-Star Game, broadcast on FOX television network and on Major League Baseball's international telecasts of the game. The public service announcement, titled "Statue," employs the image of a classic Roman athlete to dramatically illustrate the health consequences of performance-enhancing substances and steroids. Over the course of the spot, the body of the Roman athlete, through computer animation, slowly deteriorates as a voice-over explains the harmful risks posed by these drugs.



"Statue" (BBDO New York)

An estimated \$10 million in media exposure will support the campaign as it rolls out via television, print, radio and the Web. "Statue" was created for the Partnership by award-winning advertising agency BBDO New York and production company Quiet Man Inc. The spot can be viewed at www.drugfree.org. For more information, contact Doria Steedman @ 212-922-1560, or doria_steedman@drugfree.org.

Teens Voice Drug-Free Alternatives

The Partnership's latest teen-targeted advertising campaign, "Voices of Teens," features real teens talking about personal aspirations and dreams for the future. Director Braden King of Washington Square Films created the messages featuring teens communicating directly with other teens with one specific purpose: to deliver the resounding message that marijuana will hold them back from achieving their goals. The new "Voices" campaign is running nationally as part of the National Youth Anti-Drug Media Campaign, which is coordinated by the Office of National Drug Control Policy. For more information, contact Christine Rasmuson @ 212-922-1560, or christine_rasmuson@drugfree.org.

Partnership People Promoted!

Mike Townsend has been named EVP, director, Methamphetamine Demand Reduction Program...**Sharon Jaycox Daitz** was promoted to vice president, director of corporate & foundation relations...**Meghan Gutierrez** has been promoted to assistant director of public affairs, manager of government relations...**Christine Rasmuson** was promoted to deputy director of creative development...**Natalia Rybicka** was named advertising manager for the creative development group...**Jose Vargas** was promoted to facilities manager.

New to the Partnership Family

Jack Irving, formerly of Saatchi & Saatchi, joined as director of national media...**Paul Costiglio**, formerly of Marymount Manhattan College, became deputy director of public affairs...**Jeri Milhauser**, formerly of the 92nd Street Y, joined as director of special events...**Nupur Vyas**, recent graduate of Hofstra University, came on board as group coordinator, public affairs...**Jane Romanyenkov**, formerly of *Archaeology Magazine*, is the new administrative assistant in creative development.



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The Partnership is a 501(c)3 nonprofit organization. Your generous gift enables us to reach more kids and parents with life-changing information. Please contribute today at www.drugfree.org or call 1-888-575-3115.