

Coalition Unveils Television Public Service Announcements Targeting Methamphetamine Abuse in Indian Country

WASHINGTON—March 3, 2009—The National Congress of American Indians (NCAI) in partnership with the White House Office of National Drug Control Policy (ONDCP) and the Partnership for a Drug-Free America (the Partnership) today unveiled its new anti-meth television public service announcements as part of its national media campaign aimed at eliminating meth abuse and trafficking in Native American communities.

The TV ads, working off an ONDCP-funded print and radio anti-meth campaign across Indian Country in 2008, are designed to further increase awareness of the harms of meth and help reduce use in Native communities. The ads have a dual focus aimed at Native youth and adults. The youth messages carry the theme and exploring how identity struggles may increase teen vulnerability to meth. The messages encourage youth to draw strength from their heritage and connection with their peers to stay drug-free.

The adult ads reflect the research finding that Native adults and elders are deeply concerned about meth, but have less understanding of the drug than their children and feel less equipped to protect them. The campaign seeks to inform and motivate adults and elders to get involved by learning the facts about meth and discussing the risks of use in the community and, most importantly, with their kids.

The ad campaign is the first national meth prevention initiative developed specifically for Indian Country, and includes public service messages for radio, print and now includes television ads. Nationally, Native Americans experience the highest rates of methamphetamine abuse.

The ads direct audiences to www.ncai.org for more information. The public service messages will be distributed on a pro bono basis and are available to all communities nationwide. Contact April Hale at 202.466.7767 or ahale@ncai.org for more information on distribution in your communities.

The campaign messages were created pro bono by Native-owned communications agency Alternative Marketing Solutions, and qualitative assessment and testing of advertising concepts was conducted by the Native Wellness Institute.