



THE NAVAJO NATION

OFFICE OF THE PRESIDENT & VICE PRESIDENT

FOR IMMEDIATE RELEASE

Nov. 30, 2007

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Navajo First Lady Vikki Shirley, Arizona Meth Project co-chairs urge principals to involve students, schools in anti-meth campaign

WINDOW ROCK, Ariz. – Navajo Nation First Lady Vikki Shirley, Arizona Attorney General Terry Goddard, Maricopa County Supervisor Don Stapley and Arizona PTA President Vivian Vincent have written to school principals across the Navajo Nation and Arizona to seek their participation in the Arizona Meth Project.

“In April of this year, Arizona became the second state to launch a statewide mass media youth drug use prevention campaign,” they wrote as co-chairmen of the Arizona Meth Project. “The campaign features an evolution of gritty ads that graphically depict the horrors of methamphetamine, anchored by the memorable “Not Even Once” slogan.”

The letter included a DVD that features the renowned TV and radio ads. The radio spots feature real Arizonans telling their own stories about how meth affected their lives – giving the project a sense of authenticity that young people can appreciate.

Following the success of the Montana Meth Project, where teen meth usage declined by nearly 50 percent since 2005, the Arizona Meth Project campaign features the same hard-hitting television, outdoor, online and print advertising designed to prevent first-time meth use.

The Arizona Meth Project reported that approximately 530 Arizona high schools were included in its latest youth initiative.

On the Navajo Nation, 12 high schools and a college were included. These were Chinle High School, Turquoise Dawn Alternative in Chinle, Ganado High School, Red Mesa High School, Red Valley/Cove High School, Window Rock High School, Tuba City High Schools, Dine Southwest High School in Seba Dalkai, Monument Valley High School in Kayenta,

Pinon High School, Shonto Prep Technology High School, Whitecone High School, and Dine’ College.

In towns that border the Navajo Nation and have high Navajo enrollments, eight high schools participated. These are Winslow High School, Northern Arizona Academy in Winslow, Coconino High School, Flagstaff High School, Sinagua High School, Page High School, Holbrook High School, and Joseph City High School.

Mrs. Shirley has asked Navajo school administrators to use this information by sharing it with students in assemblies, classrooms, sports and extracurricular activities. She said parents and students should also be aware of it and request it to be disseminated.

“The more we target our Navajo youth by providing education and prevention tips, and talking about it in the home, the more we are able to combat this and other dangerous drugs,” she said.

According to the 2006 Arizona Youth Survey, 4.3 percent of Arizona youth have tried meth at least once, and the average age of first-time use is 14.

“These statistics are startling, and we made it our mission to reach as many Arizona teens, young adults and parents of teens as possible with the message about the dangers of this evil drug,” Mrs. Shirley wrote.

U.S. Senate Resolution 366 designated November as Meth Awareness Month.

For more information, go to arizonamethproject.org or contact Amy Rex, director of the Arizona Meth Project, at 602-506-1310 or rexa@mail.maricopa.gov.

