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Arizona Meth Project receives \$20,000 grant from Delta Dental of Arizona Foundation & Arizona Dental Association

Glendale, AZ (March 27, 2008) – Delta Dental of Arizona Foundation offered a \$10,000 challenge grant that has been equally matched by the Arizona Dental Association in support of the Arizona Meth Project. The Arizona Meth Project, a media prevention campaign primarily aimed at junior and high-school students, as well as young adults ages 18 to 24, will continue the “Not Even Once” campaign in hopes of significantly reducing first-time Meth use throughout Arizona.

This state-wide campaign is gathering additional support and funding from public and private partnerships including Delta Dental of Arizona Foundation and the Arizona Dental Association (AzDA). “This highly addictive synthetic stimulant has many long-term and potentially irreversible effects including seizures, anxiety, respiratory problems, mental problems, teeth and mouth damage, and even death.” said Amy Rex, Arizona Meth Project director. “Partnerships with organizations like Delta Dental and the AzDA, will allow us to launch the next phase of the campaign targeting the impact of this addiction on the family and friends of the user.”

The goal of this statewide collaborative campaign is to initiate parent-child conversations and heighten awareness of the detrimental impacts of Meth use. According to the 2006 Arizona Youth Survey, Meth use among Arizona teens is 4.3 %, almost twice the national average. The Arizona Meth Project is reaching for the same level of success as its counterpart in Montana. Since the Montana Meth Project’s inception in 2005, Meth use has decreased by 50% among youth and more than 70% among adults, according to a recent state survey.

“Meth destroys families and communities, and as part of the Arizona community, we feel a need and responsibility to help raise awareness of this highly-addictive drug.” said Bernard Glossy, President of



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Delta Dental of Arizona. "Dentists are often one of the first healthcare professionals to treat a Meth user, so our dentists are aware and very concerned about the devastating effects of this drug on our young people."

According to the Executive Director and CEO of the Arizona Dental Association and Arizona Meth Project Advisory Board Member, Rick Murray, "Dentists are able to recognize possible signs of 'Meth Mouth' early on and therefore have an opportunity to help patients seek assistance and treatment. Through our collaboration with the Arizona Meth Project, member dental offices around the state have received informational brochures detailing the Meth problem in Arizona and resources for users."

About Delta Dental of Arizona

Delta Dental of Arizona is the leading dental benefits provider in Arizona with the largest network of 2,800 dentists, servicing more than 4,500 locations. Passionate about oral health and its importance to generations of families, Delta Dental of Arizona has worked for 35 years to improve oral health by emphasizing preventative care and making dental coverage accessible for a wide variety of employers, groups and individuals. Delta Dental of Arizona, in partnership with EyeMed, introduces DeltaVision, quality vision insurance plans that make maintaining healthy eyesight affordable. Quality dental, vision and FSA benefits are now available from a single, trusted source. For more information about Delta Dental of Arizona, please visit the website at www.deltadentalaz.com.

About the ARIZONA METH PROJECT

The ARIZONA METH PROJECT (AMP) is a collaborative prevention campaign aimed at significantly reducing first-time Meth use in Arizona. The AMP mass media prevention campaign compliments the work of existing anti-Meth coalitions and community-based education and treatment programs. The AMP is overseen by the AMP Board, comprised of appointees from participating counties, as well as expert representatives from the treatment, tribal, education, media, medical and business communities. The AMP implements the graphic Meth Project advertising campaign, which according to the Montana Attorney General's Office helped reduce teens' Meth use by nearly 50 percent in Montana through a series of graphic and vivid advertisements and TV spots viewable at www.methproject.org. Meth use among Arizona teens is 4.3 percent almost twice the national average according to the 2006 Arizona Youth Survey. The Arizona campaign began in April 2007, funded entirely with public support. It has launched an



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aggressive fundraising effort in order to sustain the anti-Meth message, through public-private partnership.

To donate, please visit www.arizonamethproject.org/takeaction.

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