

Idaho Press Tribune, Monday, Sept. 29, 2008 – by Jon Meyer

## Meth project speaks to Hispanics

NAMPA — The Idaho Meth Project teamed with local Spanish radio stations to bring information about the dangers of methamphetamine to an audience of hundreds at Nampa's Lakeview Park Sunday.

Bustos Media, which works with La Gran D 101.9 FM and KE Buena 106.3, partnered with Idaho Meth Project executive director Megan Ronk to bring the "fiesta-themed" event to Nampa.

A meth project advertising campaign for Spanish radio is slated to begin around the first of 2009.

"We were talking about the need to reach out to the Hispanic community," Ronk said. "Meth is not a Hispanic-only drug by any means, but their community is affected just the same."

The Meth Project had some of its estimated 500 volunteers, many former meth victims, to speak to families throughout the day. Many children could be seen signing commitment forms with friends, promising to not try the devastating drug even once.

Speakers to the tragedies that meth brings took the stage throughout the day, perfect complements to the Spanish music, a display by local K9 officers and a performance by 30 Aztec dancers from Salt Lake City.

"I thought, you know, with it being Hispanic Heritage Month, let's have a show," Bustos Media marketing consultant Clint Fitch said. "And with the Hispanic community, you have to do it in Spanish."

Volunteer and former meth user Lisa Burns placed many temporary tattoos on children's arms through the day as she educated them on the dangers she has seen firsthand.

"Definitely not even once," she said. "The first time I did it I didn't think I'd get addicted. Teenagers and young people just don't realize after that first time, it's too late."

After speaking with a family of four, she added: "This teenage girl earlier asked, 'Why are drugs bad, why is meth bad?' I thought, 'Wow, they do all this, and this and this. They ruin your life.'"