Proclamation

Presented to

The Hawai'i Meth Project

WHEREAS, the Hawai'i Meth Project, launched in June 2009, is a large-scale, Statewide prevention program aimed at reducing Methamphetamine (Meth) use through public service messaging, public policy and community outreach; and

WHEREAS, the Hawai'i Meth Project is a part of the Meth Project, a national organization that oversees individual state programs currently running in Arizona, Colorado, Georgia, Hawai'i, Idaho, Illinois, Montana and Wyoming; and

WHEREAS, the Hawai'i Meth Project's goal is to arm teens and young adults across Hawai'i with the facts about methamphetamine so they can make well-informed decisions when presented with the opportunity to try Meth; and

WHEREAS, the Hawai'i Meth Project has made substantial progress to decrease the demand for and supply of crystal methamphetamine thanks to the combined efforts of law enforcement officials, drug counselors and the Hawai'i Meth Project; and

WHEREAS, the Hawai'i Meth Project conducts extensive statewide surveys and focus group research to more thoroughly understand attitudes and behaviors related to Meth in Hawai'i and this research provides the foundation for the Project's messaging and communications programs; and

WHEREAS, the Hawai'i Meth Project has received national and international recognition for its uncompromising approach and effective messaging; having won 45 awards including 11 Gold ADDY Awards and 19 Silver ADDY awards from the American Advertising Federation; 2 Gold Effie Awards from the American Marketing Association; and the Cannes Lions Award at the Cannes International Advertising Festival; and

WHEREAS, the Hawai'i Meth Project joins the U.S. Department of Justice, in partnership with the Office of National Drug Control Policy, The U.S. Department of Health and Human Services and the U.S. Department of Labor in recognizing National Meth Awareness Day on November 30, 2012;

NOW THEREFORE I, NEIL ABERCROMBIE, Governor of the State of Hawai'i, and **I, Brian Schatz, Lieutenant Governor of the State of Hawai'i,** do hereby proclaim November 30, 2012, as

"METHAMPHETAMINE AWARENESS DAY"

in Hawai'i and urge the people of the Aloha State to join us in helping to increase awareness about the severity of the Meth problem; continuing a public dialogue to find solutions.

DONE at the State Capitol, in the Executive Chambers, Honolulu, Hawai'i, this twenty-seventh day of November, 2012.

Neil Abercrombie

NEIL ABERCROMBIE
Governor, State of Hawai'i

Brian Schatz

BRIAN SCHATZ
Lt. Governor, State of Hawai'i