

Sound Partners

FOR COMMUNITY HEALTH

Local media helping to solve health problems in communities



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Methamphetamine: Humboldt County's Primary Public Health Challenge

Eureka, CA, 2004



 [KEET Methamphetamine Awareness \(1:03\) — Broad Band](#)

 [KEET Methamphetamine Awareness \(1:03\) — Dial Up](#)

In response to Humboldt County, California's number one public health problem, methamphetamine use, KEET-TV will create a much-needed prevention and awareness outreach campaign. Methamphetamine is a highly addictive drug that causes a serious threat to the user, the people around them and the environment. Methamphetamine use and related deaths are higher per capita in Humboldt County than in the rest of California. Most of the homicides and violent domestic abuse in Humboldt County involve methamphetamine. To help to stem the tide of this epidemic in the community, KEET and its partners will serve as the catalyst to create community dialogue and initiate a public awareness campaign.

The project goals are threefold: to inform adults of the effects of this drug on families, law enforcement, the environment and safety, as well as information on treatment options; to engage youth in creating a countywide awareness and prevention campaign; and to create tools for continued community outreach.

KEET aims to engage the general public with a documentary, telling the story from all aspects of the issue. This documentary will also be screened at a town-hall meeting. To reach youth, KEET will work with project partners at [Zoe Barnum Continuation High School](#), the [RAVEN Project](#) and Crossroads/The North Coast Substance Abuse Council. KEET producers will help guide students to create a documentary, a discussion guide and public service announcements.

Enter Keyword

[Local newspaper coverage](#) announced the first PSA broadcast of June 30 in a profile of the project. The student-produced documentary will be used for countywide school assembly screenings and discussions at area schools. Both documentaries and PSAs will be offered to all local TV stations for broadcast. The project's [Web site](#) has resource information and links to project partners.

The Department of Health and Human Services / Mental Health Branch Alcohol and Other Drugs Service (AOD) has been holding monthly meetings of SPAN (Speed Prevention and Awareness Network) with community leaders and concerned citizens since March 2004. The station will work with DHHS AOD to create content for the documentaries, web site and discussion guide. DHHS AOD will also publish and distribute a SPAN II Methamphetamine Fact Book and Resource Guide and provide speakers for screening events.

Lost Coast Communications (LCCI), which owns KHUM-FM and KSLG-FM, will partner with KEET to create compelling on-air radio programming to address the methamphetamine problem plaguing the county. With the largest audience of any two stations in Humboldt County, LCCI has a unique ability to complement the work being done by KEET to highlight the damaging impact of methamphetamine on an individual's health, the insidious nature of addiction and the downward spiral created.

KEET will work with Zoe Barnum Continuation High School and their drug abuse prevention counselor who provides on-site services and conducts "pull-out" discussion groups for students. KEET producers will work with students in the pull-out groups to create the opportunity for peers to teach peers, and for students to have an impact on the community through the making of a documentary and PSAs. The students will also participate as speakers at screening events.

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Awards

KEET-TV Round Four

\$27,000

— California Endowment's Communities First



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