

THE CALIFORNIA METHAMPHETAMINE INITIATIVE

California Department of Alcohol and Drug Programs

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The California Department of Alcohol and Drug Programs has initiated the California Methamphetamine Initiative (CMI) to combat the effects of this devastating drug on the health and livelihood of Californians. Included in this initiative are the following elements:

- **\$10 Million Methamphetamine Public Education Campaign**

Planning is underway for a \$10 million statewide methamphetamine public education campaign. This campaign will target high risk populations affected by methamphetamine.
- **Methamphetamine Practitioner's Treatment Reference Guide**

This spring a reference guide will be released for treatment providers in California. The guide, the first of its kind, will provide the most effective methods of treating methamphetamine addiction. Effective assessments, treatment and recovery practices are among the many topics addressed in the guide.
- **Public Education Campaign**

Through a collaboration with The Partnership for a Drug Free America, a public education campaign is in the works to educate adolescents, women, and men who have sex with men on the problems associated with methamphetamine addiction. Public service announcements, outreach efforts, and publicity will also be products of this collaboration.
- **The Governor's Prevention Advisory Council (GPAC)**

The Governor's Prevention Advisory Council has completed a report summarizing programs and strategies to prevent methamphetamine abuse. A copy of the report can be found at www.adp.ca.gov. A sub-committee of GPAC is currently working on implementing the recommendations following this report.