

111<sup>TH</sup> CONGRESS  
2<sup>D</sup> SESSION

# S. 3278

To establish the Meth Project Prevention Campaign Grant Program.

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IN THE SENATE OF THE UNITED STATES

APRIL 29, 2010

Mr. BENNET (for himself, Mr. BAUCUS, and Mr. CRAPO) introduced the following bill; which was read twice and referred to the Committee on the Judiciary

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## A BILL

To establish the Meth Project Prevention Campaign Grant Program.

1       *Be it enacted by the Senate and House of Representa-*  
2       *tives of the United States of America in Congress assembled,*

3       **SECTION 1. SHORT TITLE.**

4       This Act may be cited as the “Meth Project Preven-

5       tion Campaign Grant Program Act of 2010”.

6       **SEC. 2. FINDINGS AND PURPOSE.**

7       (a) FINDINGS.—Congress finds that—

8               (1) methamphetamine is a leading drug threat

9       to the United States;

1           (2) crime related to methamphetamine abuse  
2 continues to increase, as reported by county sheriffs;

3           (3) law enforcement reporting indicates that  
4 methamphetamine users commonly engage in iden-  
5 tity theft to acquire personal information of another  
6 person, which the methamphetamine users either sell  
7 or exchange for methamphetamine;

8           (4) the prevalence of identity theft is rising in  
9 many areas where rates of methamphetamine dis-  
10 tribution and abuse are high or increasing;

11           (5) methamphetamine laboratories pose a dan-  
12 gerous threat in terms of toxicity, severe environ-  
13 mental and property damage, violence, and public  
14 safety;

15           (6) methamphetamine use places an excessive  
16 burden on law enforcement and local government re-  
17 sources;

18           (7) 24 percent of teens nationally report it  
19 would be easy or somewhat easy to obtain meth-  
20 amphetamine;

21           (8) 33 percent of teens believe there is only  
22 slight or no risk to trying methamphetamines once  
23 or twice;

1           (9) 16 percent of teens have a friend or a fam-  
2           ily member that has used methamphetamines or  
3           been treated for methamphetamine abuse;

4           (10) the annual economic burden of meth-  
5           amphetamine use in the United States is estimated  
6           at between \$16,200,000,000 and \$48,300,000,000  
7           annually;

8           (11) methamphetamine creates and increases  
9           government and individual expenditures on treat-  
10          ment, healthcare, and foster care services, as well as  
11          methamphetamine-related unemployment, child ne-  
12          glect or abuse, and other social issues;

13          (12) the estimated annual cost of methamphet-  
14          amine-related crime and criminal justice expendi-  
15          tures in the United States is \$4,200,000,000; and

16          (13) there are currently no particular pharma-  
17          cological treatments for dependence on methamphet-  
18          amine.

19          (b) PURPOSE.—It is the purpose of this Act to pro-  
20          vide adequate resources for the Department of Justice Of-  
21          fice of Community Oriented Policing Services to imple-  
22          ment the Meth Project Prevention Campaign in States  
23          with a critical methamphetamine problem, that will incor-  
24          porate a broad range of community outreach programs by  
25          the Meth Project personnel and volunteers that mobilize

1 communities to assist in methamphetamine awareness and  
2 prevention activities that educate youth on the risks and  
3 consequences of methamphetamine use.

4 **SEC. 3. METH PROJECT PREVENTION CAMPAIGN GRANT**  
5 **PROGRAM.**

6 (a) GRANTS AUTHORIZED.—

7 (1) IN GENERAL.—The Attorney General, act-  
8 ing through the Director of the Office of Community  
9 Oriented Policing Services, may make grants to  
10 States, units of local government, or private non-  
11 profit organizations (referred to in this section as  
12 “eligible entities”) to establish the Meth Project  
13 Prevention Campaign, which shall be aimed at teen-  
14 agers.

15 (2) MAXIMUM AMOUNT.—A grant made under  
16 this section shall not be in an amount more than  
17 \$2,000,000 per fiscal year.

18 (3) DURATION.—A grant made under this sec-  
19 tion shall be for a period of 1 year.

20 (b) USE OF FUNDS.—A grant made under this sec-  
21 tion may be used for—

22 (1) producing and developing television, radio,  
23 Internet, and print advertisements and educational  
24 materials;

1           (2) acquiring placement of advertisements for  
2 the Meth Project Prevention Campaign;

3           (3) community outreach to motivate community  
4 involvement in methamphetamine education;

5           (4) the benchmark study and periodic surveys  
6 required under subsection (c); and

7           (5) qualitative research to assist in the develop-  
8 ment and testing of—

9                   (A) the messaging of the Meth Project  
10 Prevention Campaign; and

11                   (B) the effectiveness of methamphetamine  
12 education.

13 (c) STUDY REQUIREMENT.—

14           (1) BENCHMARK STUDY.—An eligible entity re-  
15 ceiving a grant under this section shall conduct a  
16 quantitative statewide benchmark survey of a statis-  
17 tically significant sample, to be called a “Meth Use  
18 and Attitudes Survey”, at the beginning of the Meth  
19 Project Prevention Campaign conducted by the eligi-  
20 ble entity to capture attitudes and behaviors related  
21 to methamphetamine throughout the State in which  
22 the eligible entity is located.

23           (2) PERIODIC STUDIES.—Not less than 2 years  
24 after the completion of the benchmark study re-  
25 quired under paragraph (1), an eligible entity receiv-

1       ing a grant under this section shall regularly con-  
2       duct follow-up studies consistent with the benchmark  
3       study described in paragraph (1) to track changes in  
4       attitudes and behaviors related to methamphetamine  
5       and assist in the development of methamphetamine  
6       prevention advertising and other outreach activities  
7       directed at teens.

8       (d) APPLICATION.—

9           (1) IN GENERAL.—Each eligible entity desiring  
10       a grant under this section shall submit an applica-  
11       tion to the Attorney General at such time, in such  
12       manner, and accompanied by such information as  
13       the Attorney General may reasonably require.

14          (2) CONTENTS.—Each application submitted  
15       under paragraph (1) shall include—

16           (A) a plan for implementing a Meth  
17       Project Prevention Campaign, that shall include  
18       specific strategies for preventing or reducing  
19       methamphetamine use by youth, based on re-  
20       search-based interventions tailored to reaching  
21       youth and changing the behavior of youth;

22           (B) an assurance that in developing and  
23       implementing the Meth Project Prevention  
24       Campaign, the eligible entity shall, to the extent  
25       feasible and appropriate, consult and coordinate

1 with Federal, State, and local agencies, depart-  
2 ments, and organizations to build broad com-  
3 munity-based support;

4 (C) a private fund-raising strategy; and

5 (D) such additional assurances as the At-  
6 torney General determines to be essential to en-  
7 sure compliance with the requirements of this  
8 section.

9 (e) CRITERIA.—In making grants under this section,  
10 the Attorney General, acting through the Director of the  
11 Office of Community Oriented Policing Services, shall give  
12 priority to eligible entities that—

13 (1) have widespread methamphetamine use or  
14 an emerging threat of widespread methamphetamine  
15 use;

16 (2) have a full-time executive director or dedi-  
17 cated personnel to oversee the implementation and  
18 execution of the Meth Project Prevention Campaign;

19 (3) have an organizational model, including a  
20 State-specific advisory council;

21 (4) demonstrate access to or the ability to li-  
22 cense tested television and print copy;

23 (5) demonstrate that the costs of paid media  
24 time and space will be matched by an equal or great-

1 er amount of no cost advertising or in-kind contribu-  
2 tions; and

3 (6) demonstrate a history of raising private  
4 funding to support the entity.

5 (f) FEDERAL SHARE.—

6 (1) IN GENERAL.—The Federal share of the  
7 cost of an activity described in the application sub-  
8 mitted under subsection (b) that is carried out with  
9 a grant under this section shall be not more than 50  
10 percent.

11 (2) NON-FEDERAL SHARE.—The non-Federal  
12 share of payments under this section may be in cash  
13 or in-kind.

14 (g) REPORTS TO CONGRESS.—Not later than 120  
15 days after the last day of each fiscal year in which 1 or  
16 more grants are made under this section, the Attorney  
17 General, acting through the Director of the Office of Com-  
18 munity Oriented Policing Services, shall submit to Con-  
19 gress a report that shall include—

20 (1) a summary of the activities carried out with  
21 grants made under this section;

22 (2) an assessment by the Attorney General of  
23 the programs carried out; and

24 (3) any other information the Attorney General  
25 considers appropriate.



1       (h) AUTHORIZATION OF APPROPRIATIONS.—There  
2 are authorized to be appropriated to carry out this section  
3 \$20,000,000 for each of fiscal years 2011, 2012, 2013,  
4 and 2014.

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