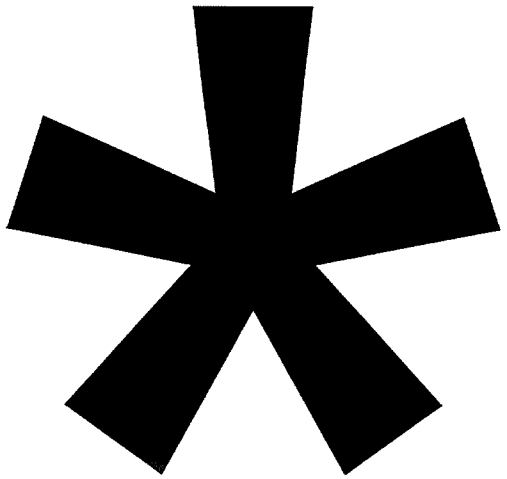
JOINT MILLENNIUM FUND COMMITTEE

UPDATE

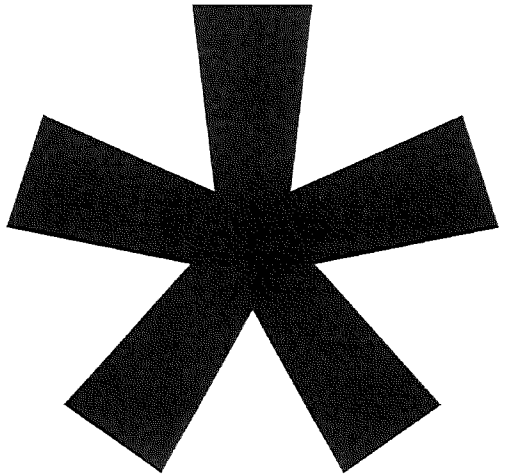
October 23, 2026



IDAHO PUBLIC TELEVISION PBS

JOINT MILLENNIUM FUND COMMITTEE

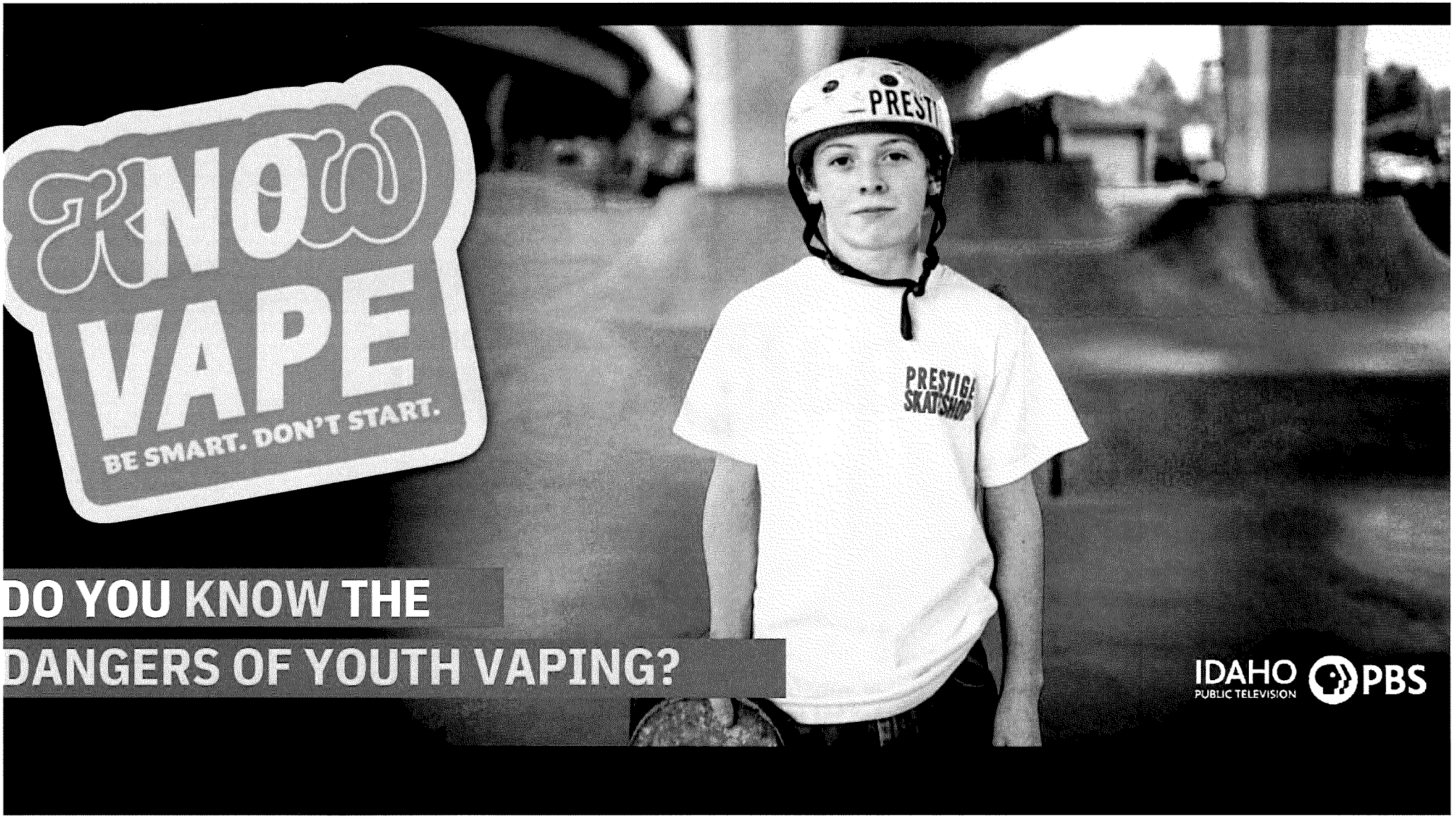
1. **IdahoPTV: Welcome to the Unaltered State campaign**
2. **Millennium Fund partners**
    - Measuring progress
3. **Recommendations**



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JOINT MILLENNIUM FUND COMMITTEE




KNOW
VAPE
BE SMART. DON'T START.
DO YOU KNOW THE
DANGERS OF YOUTH VAPING?
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WELCOME TO THE UNALTERED STATE
THE DOCUMENTARY
IDAHOANS FOR SUBSTANCE-FREE FUTURES

RATHBONE FALVEY
RESEARCH

2025

Unaltered State BaselineAudienceResearch

Prepared by

Rathbone Falvey Research

December 2025

SURVEY RESULTS

95%

of **Idaho parents** said they have talked to their kids about substance use.

1 IN 3

Idaho teens said those conversations weren't happening.

1 IN 3

Idaho parents still view youth substance use as a **rite of passage.**

1 IN 3

teens (and 1 in 5 parents) rate their **mental health** fair or worse.

Source: Rathbone Falvey Research, January 2026. 2,477 respondents.

IDAHO MILLENNIUM FUND

THE UNALTERED STATE*



October 2026

2.0

TOP PRIORITIES

01.

Close the conversation gap between teens and parents.

02.

Challenge the idea that substance use is an inevitable **rite of passage.**

03.

Ultimately, **reduce youth substance use** in Idaho.

04.

Strengthen **understanding, connection, and support** for teens and parents alike.

Source: Rathbone Falvey Research, The Unaltered State: Baseline Audience Research (January 2026). Surveyed 1,625 Idaho parents and 852 teens, October–December 2025.

TODAY THE SUBSTANCE LANDSCAPE HAS CHANGED.

THE UNALTERED STATE*

MAKE IT MAKE SENSE.

AND PREVENTION NEEDS A

MAKE IT MAKE SENSE.

KEY MESSAGES

TEENS

We give teens the information and confidence to think critically and decide for themselves.

PARENTS

We give parents a reason to start talking, keep talking, ask questions, and listen.

THE WORK

NOT ANOTHER IGNORABLE ANTI-DRUG AD.

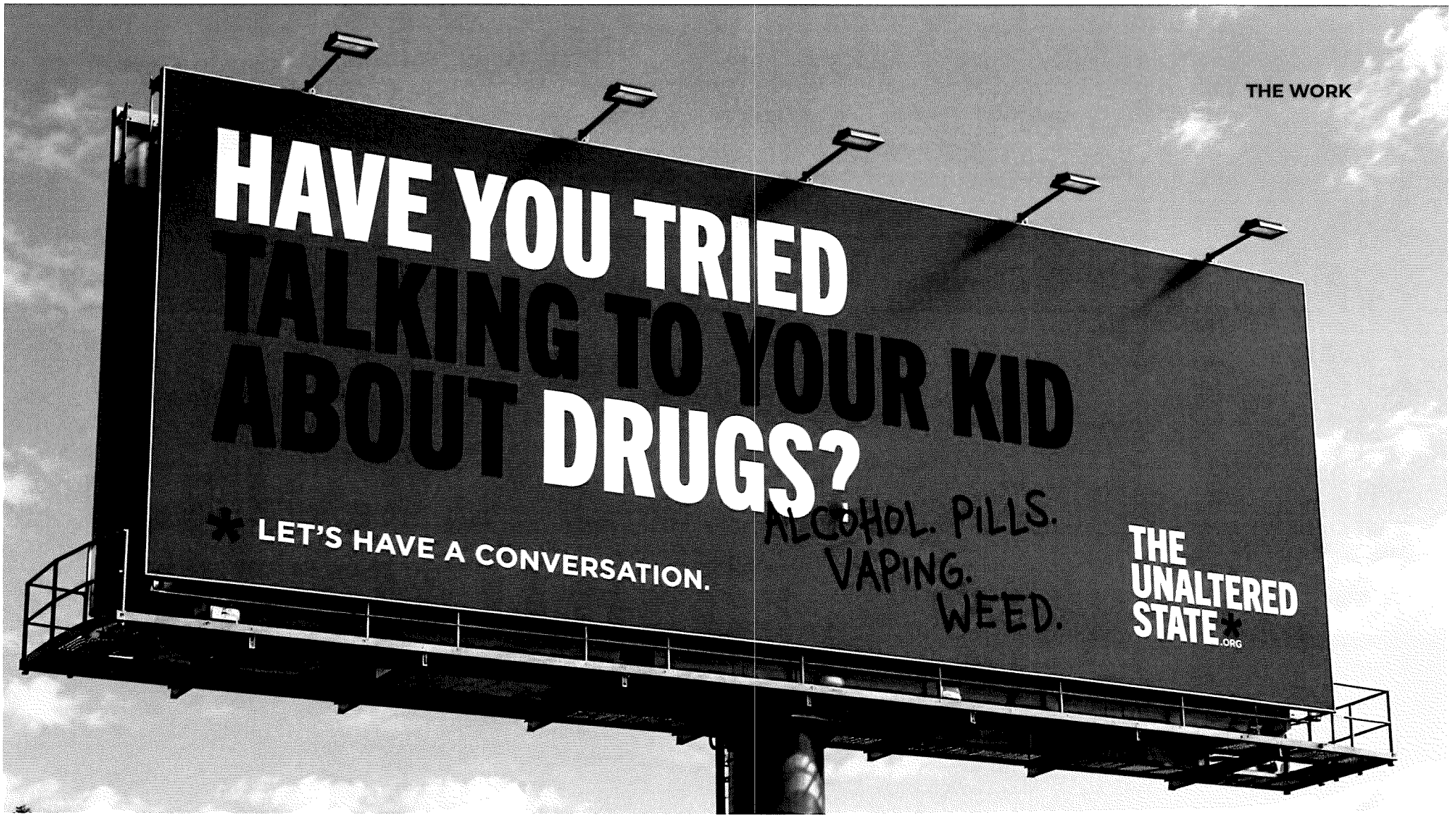
Double Take.

Think.

Question.

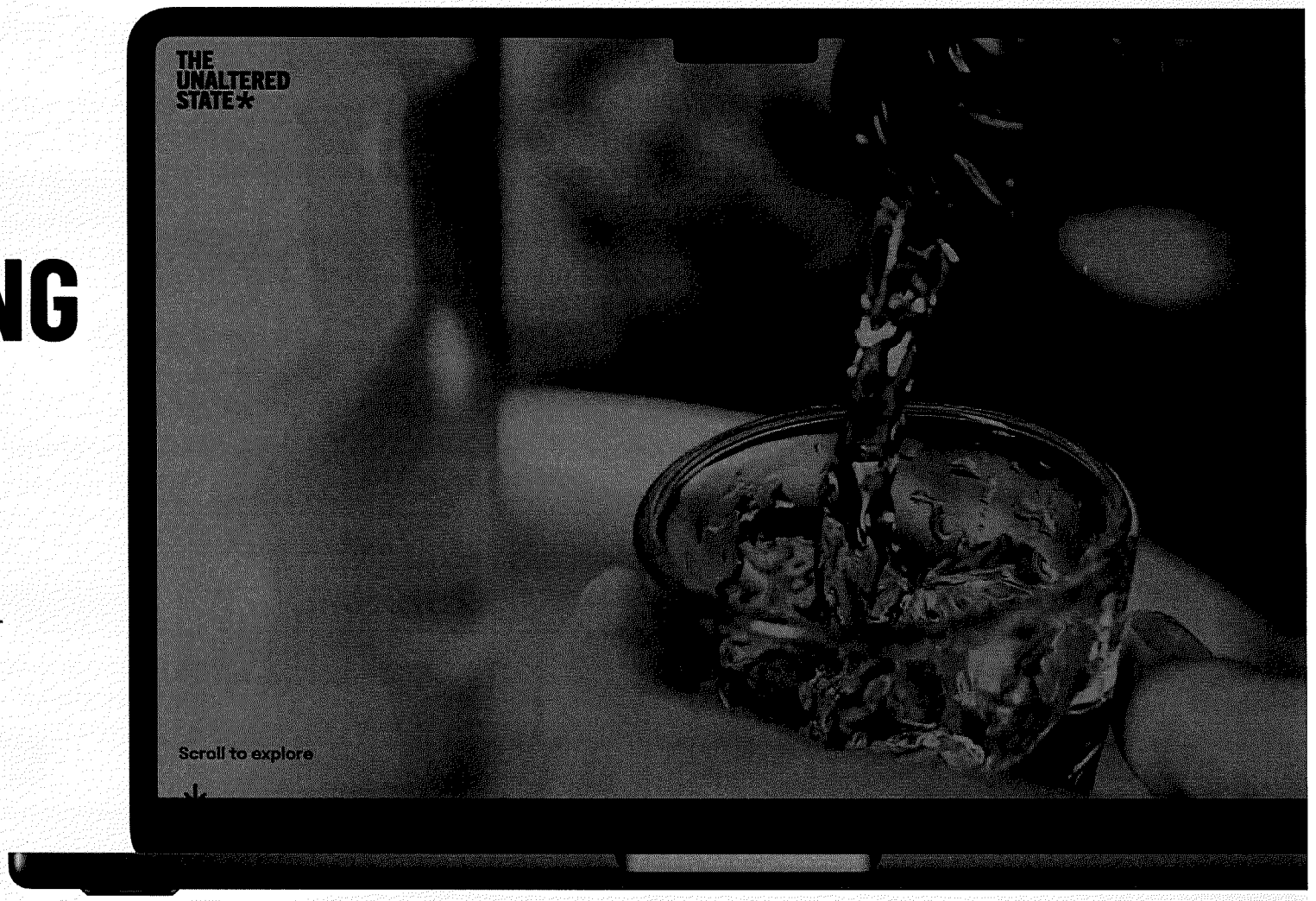
Talk.

✱ MAKE IT MAKE SENSE.


HAVE YOU TRIED
TALKING TO YOUR KID
ABOUT DRUGS?
* LET'S HAVE A CONVERSATION.
ALCOHOL. PILLS.
VAPING.
WEED.
THE UNALTERED STATE*.ORG

WEBSITE SCROLLING STORIES

Visually dynamic stories unfold as users scroll through eight different "tell-it-like-it-is" visual stories.



* MAKE IT MAKE SENSE.

SCROLLING STORIES

WHAT ARE SUBSTANCES

What counts as a substance isn't always as obvious as it sounds. And not all substances work the same way.

HOW TO GET HELP

For you or someone you care about. You don't have to know exactly what to do to take the next step.

REAL REWARDS

Your brain is built to seek rewards. Understanding why makes a lot of things make more sense.

THIS IS YOUR BRAIN ON DRUGS

The brain is still developing well into your 20s. Substances can affect what happens along the way.

✱ **MAKE IT MAKE SENSE.**

THE SUBSTANCE LANDSCAPE

The substances, strengths, and risks have changed. What was true years ago may not be true today.

ARE DRUGS JUST A RIGHT OF PASSAGE?

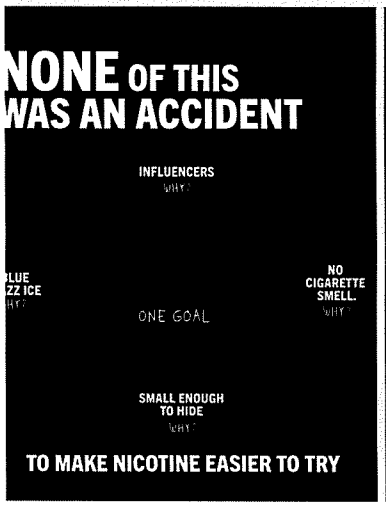
"Everyone does it" gets said a lot. But how true is it, really?

BIG TOBACCO MANIPULATION

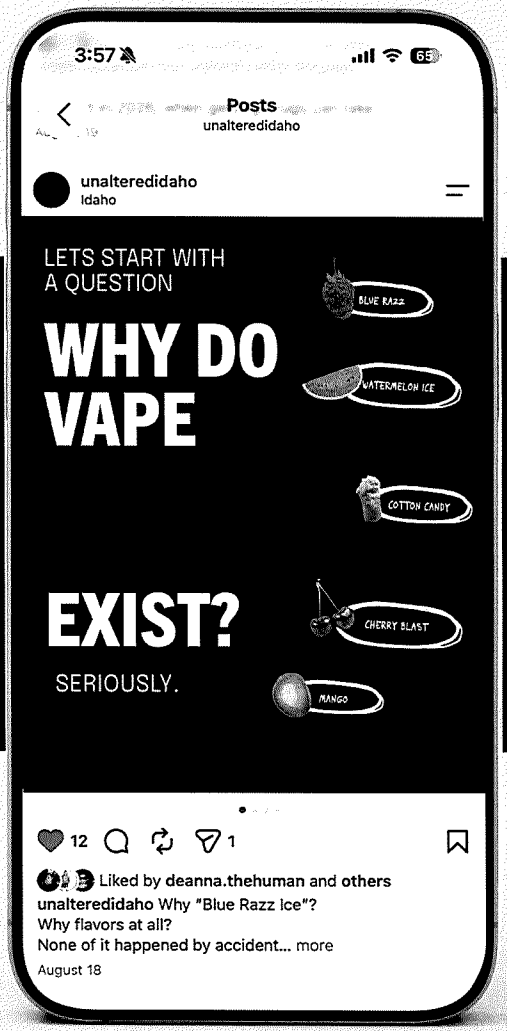
Flavors. Products. Marketing. There's a lot of strategy behind getting and keeping attention.

STATE OF MENTAL HEALTH

Mental health and substance use are more connected than they might seem. Understanding one can help make sense of the other.











Social was **honest and respected teens** by not wagging a finger at them or telling them what to do.

* MAKE IT MAKE SENSE.

GIVE IDAHO TEENS THE MIC



We **collaborated with real Idaho Teens** to develop campaign messaging and content.

PLE ARE
ING.
AND TALKING.

During the first iteration of *The Unaltered State*,
we weren't receiving this kind of unsolicited feedback.



MAKE IT MAKE SENSE.

THE UNALTERED STATE*

THE CONVERSATION WE HOPED WOULD HAPPEN

THE RESPONSE

"MOM, YOU HAVEN'T TALKED TO US ABOUT DRUGS."

It's working!

MAKE IT MAKE SENSE.

Unsolicited feedback shared by a media partner, July 24, 2026.

NEXT, WE GIVE TEENS THE MICROPHONE.

TEEN VIDEO CONTEST

Expanding the contest across the substance landscape, inviting teens statewide to bring their own perspectives and creativity to prevention.

PEER-TO-PEER INTERVIEWS

Reengaging past contest winners to ask their peers what they wish parents understood about being a teen today.

COMMUNITY ENGAGEMENT

Continuing to bring the campaign into schools and communities..


Which Equal Laws Must Protect
Shall Not Perish From the Earth
The Only Thing We Have To Fear Is Fear
Tear Down This Wall!
THE UNALTERED STATE

THE CONVERSATION IS A START. NOT THE FINISH LINE.

REACH.

Are Idahoans encountering the **message**?

ENGAGEMENT.

Are they paying attention, **questioning**, and **talking**?

IMPACT.

Are attitudes, decisions, and **behaviors changing**?

MAKE IT MAKE SENSE.



CULTURE CHANGES WHEN ENOUGH PEOPLE START THINKING DIFFERENTLY.

MAKE IT MAKE SENSE.

THE UNALTERED STATE*

PROGRESS REPORT

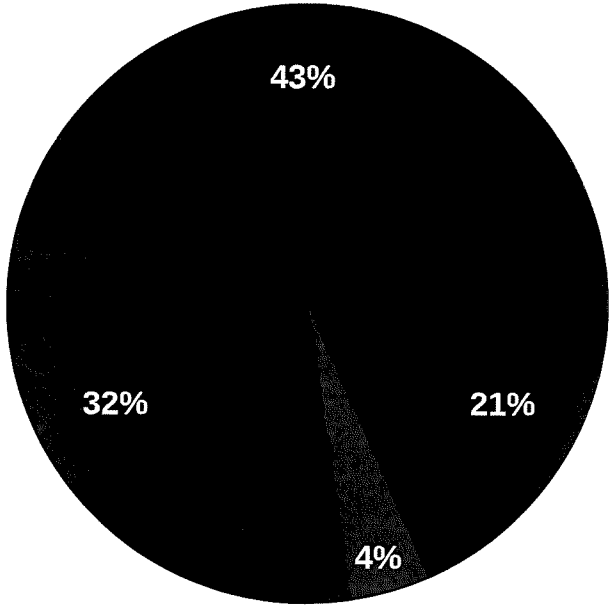
MILLENNIUM FUND PARTNERS

IDAHO PUBLIC TELEVISION PBS



MILLENNIUM FUND GRANT RECIPIENTS | FY 2027

Health & Welfare
$10,268,200



State Board of Education
$7,512,500

Governor's Office on Drug Policy
$5,000,000

Juvenile Corrections
$1,030,000

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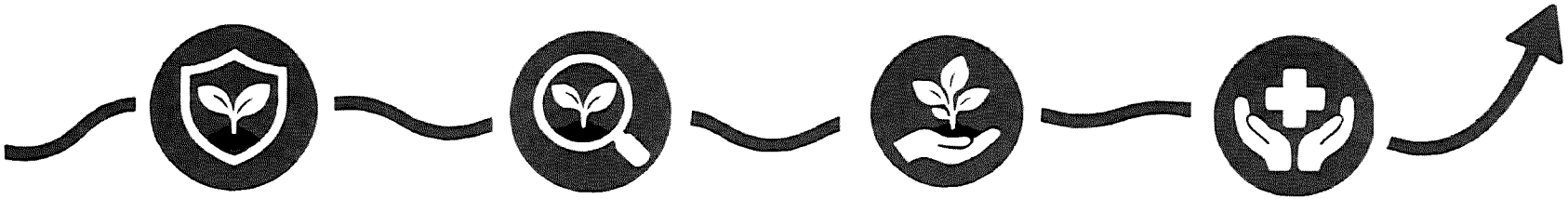
BEST PRACTICES

- **Prevention/Promotion**
- **Identify Needs Early**
- **Provide Treatment**
- **Support Lasting Recovery**



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A CONTINUUM OF PREVENTION + RECOVERY SERVICES



PREVENTION PROMOTION

- KNOW VAPE + Unaltered State
- Office of Drug Policy awareness campaign
- Idaho Children's Trust Fund
- Idaho Drug Free Youth
- Health district prevention programs
- After-school programs

IDENTIFY NEEDS EARLY

- Safe Teen Assessment Centers
- School resource officers
- Youth assessment surveys

PROVIDE TREATMENT

- Children's Advocacy Centers
- Nicotine cessation services

SUPPORT LASTING RECOVERY

Recovery Community Centers

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MEASURING SUCCESS

RETURN ON THE INVESTMENT

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MEASURING SUCCESS

The Millennium Fund supports Idahoans across their lives. Partners help families build stability, provide youth education and positive activities, connect young people with care and support adults in recovery.

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ROI | MEASURING SUCCESS

- **The Unaltered State campaign leads the effort toward cultural change.**
  - It calls parents to have meaningful conversations and take action, while empowering youth to question influences and choose substance-free lives. A survey will measure impact.

- **Family support and early healing lay the groundwork for prevention.**
  - **The Children's Trust Fund** has made 8 awards to community-based organizations to strenthen families and prevent child abuse and neglect before it occurs.
  - For victims of child abuse, funding for 10 **Children's Advocacy Centers** is supporting greater access and statewide reach for early intervention and connection to healing.

- **Youth programs build connection and leadership.**
  - **Idaho Drug Free Youth** reports 3,800-plus students across 15 chapters, up from 3,407 students previously reported. Its 2026 Youth Summit drew 228 attendees, with 84% receiving financial assistance.
  - **Beyond the Bell** served 1,191 students, with teachers reporting improvements in attendance, behavior and relationships.

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ROI | MEASURING SUCCESS

- **Nicotine prevention and cessation continues.**
  - **Idaho's 7 Health Districts** reported educating 12,000-plus students in 119-plus schools and providing cessation support to 1,023-plus individuals.

- **Safe Teen Assessment Centers connect concerns with help.**
  - Community referrals lead to screening, counseling and assistance with school and family needs. Reports from two (**SPARC** and **Simply Hope**) of nine centers provide a partial picture of this work.

- **Adult recovery supports healthier families**.
  - **Recovery Community Centers** help adults build stability and connection after treatment or incarceration. They hope to pilot a new measurement process this year.

ROI | MEASURING SUCCESS





































MEASURING SUCCESS

WHY ARE PREVENTION OUTCOMES HARD TO MEASURE?

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MEASURING SUCCESS

Prevention is hard to measure because its greatest success is something that never happens.

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PRESTI
PRESTIGE
SKATSHOP
IDAHO
PUBLIC TELEVISION
PBS



MEASURING SUCCESS

- **Results take time.**
- **Many influences overlap.**
- **Reach is easier to count than change.**
- **Measurement is not consistent across programs.**



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MEASURING SUCCESS

Results take time. Better knowledge, stronger family connections and changed attitudes can appear before reductions in substance use. Long-term outcomes may extend beyond an annual funding cycle.

Many influences overlap. Families, schools, peers, advertising, policies and other programs all affect behavior. It is difficult to isolate one campaign or program's contribution.

Reach is easier to count than change. Impressions, classroom lessons and participants show that prevention was delivered. They do not, by themselves, establish that behavior changed.

Measurement is not consistent across programs. Evaluation tools vary, timelines for measuring differ and some programs lack consistent measures over time, making it difficult to assess progress or overall statewide impact.

MEASURING SUCCESS

Prevention is hard to measure, but you deserve evidence of progress, even when progress takes time.

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MEASURING CHANGE—NOT JUST REACH

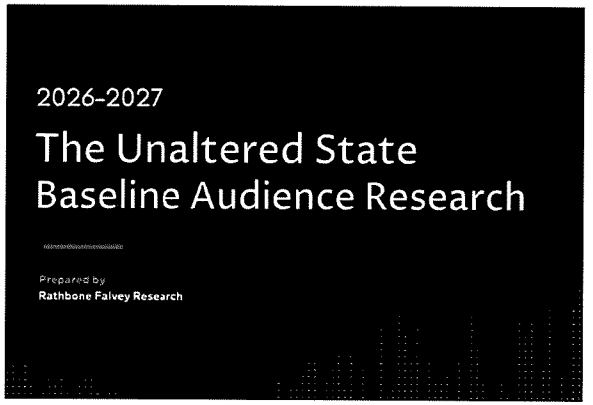
UNALTERED PARENT / TEEN SURVEY

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UNALTERED STATE PARENT/TEEN SURVEY 2026-2027

- **Compare with our 2025 baseline:** Track changes in attitudes, knowledge and reported behaviors.
- **Assess parent–teen conversations:** Measure frequency, comfort and gaps in perceptions.
- **Evaluate campaign response:** Examine recall, credibility and actions taken.
- **Use findings to improve:** Refine messages and outreach while recognizing that other influences also affect results.



2026 SAMPLE SIZE: APPROXIMATELY 1,200 IDAHO PARENTS AND 800 TEENS ACROSS FOUR REGIONS.

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STRENGTHENING THE MILLENNIUM FUND'S IMPACT

RECOMMENDATIONS

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STRENGTHENING THE MILLENNIUM FUND'S IMPACT

The Millennium Fund has invested in a prevention ecosystem.

The next step is to make collaboration accountable, results comparable and funding responsive to what Idaho families need and what works.

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RECOMMENDATIONS

- **Adopt a strategic framework**
- **Give your vision of collaboraiton a responsible lead to get a clearer picture of what your investment is accomplishing.**
- **Keep your investment responsive to what works and what families need.**



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ROI | MEASURING SUCCESS

Adopt a shared strategic framework. Adopt a mission, vision and broad priorities to guide investments and evaluation, while preserving annual funding discretion.

Designate a coordinator to put the framework into practice. Give the coordinator clear responsibility for connecting partners, identifying gaps and unnecessary duplication and developing reporting expectations that show whom programs serve, what is changing and where improvement is needed.

Use the findings to guide funding decisions. Review results and families' needs to support effective programs, help promising programs improve and reconsider investments when progress remains inadequate.

THE UNALTERED STATE*