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STOPPING METH ADDICTION BY UNDERSTANDING HOW CHILDREN'S BRAINS WORK

Warnings from textbooks or teachers just don't cut it when it comes to preventing meth use.

So what does work? The key to learning is understanding the power of paying attention.

Bay City, WI (January 1, 2008) - Taproot, Inc., founded by two sisters, is changing the way our communities fight methamphetamine use. Through extensive research, Linda Flanders and Dorothy Halla-Poe, founders of Taproot, Inc. have discovered children and teenagers pay more attention and retain information when the messages are portrayed through creative, artistic and novel means such as music, dance and art.

Taproot began as a service organization, specifically working with children who exhibited atypical behavior: children who had not been successful in any other program. The foundation of Taproot's work is based upon years of scientific evidence on the ability to learn. For example, through research the sisters have learned when a child pays attention, the parts of his or her brain processing the message become more active. Consequently, attention exerts real physical effects.

Flanders and Halla-Poe discovered when their work was combined, in a variety of possible ways, learning became dramatically accelerated and behavioral issues disappeared. With this knowledge, the sisters created a model with which to spread awareness of the dangers associated with meth addiction. Taproot's project templates and program models are well researched, deconstructed, and can be economically replicated by other communities.

With the help of experts from the Minnesota Department of Health, the Minnesota DNR, Dr. Carson Harris from Regions Hospital in St. Paul, and the Department of Justice Drug Task Force, plus interviews with families personally affected; Taproot has created a full community stage and film production for meth education: ***The Northern Lights; Shining the Light on the Meth-epidemic***. This package contains a movie, music, music videos, a documentary, one-act stage play and articles about the power of using the media arts for education.

The Northern Lights; Shining the Light on the Meth-epidemic

This full film and stage production template is easily replicated by any community. The entire package offers an opportunity to make "stars" out of local student and community actors, showcase local agencies, and educate the entire community about the dangers of methamphetamine, all in an engaging format that is guaranteed to capture attention. Taproot does all the research and writes every script; leaving areas for individual creativity, community diversity and student's original ideas. An evidenced-based

research project to stop the spread of methamphetamine, per National Institute of Health guidelines, is in process.

Taproot, Inc. founders

Taproot founder Linda Flanders has a degree in Criminal Justice with first hand-knowledge of the consequences of addiction through her 17 years as a Police Detective in San Francisco. Taproot founder Dorothy Halla-Poe has an extensive background in Counseling, Psychology and a Doctorate in Metaphysics.

To learn more about Taproot and The Northern Lights; Shining the Light on the Methedemic, please visit www.themethedemic.com. For interview opportunities, contact Katie Welch-Peterson at 952/294-9814 or katiep@newsworthycommunications.com