



KBCI CBS 2

New meth prevention ads hit Treasure Valley

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MERIDIAN - The ads are meant to keep teens from trying meth even once. And now the Idaho Meth Project is ready to take that message to the next level.

The new Idaho Meth Project ads are described as graphic, edgy, even more in your face. And some teens say they are taking notice.

"They do really make you think about the kind of bad stuff that can happen to you," said Eli Nary, a freshman at Rocky Mountain High School in Meridian.

Idaho Meth Project organizers say after one year of running their "Not Even Once" campaign the number of teens who view meth use as risky is improving.

According to a number of teens surveyed in conjunction with the Idaho Meth Project, 63 percent of teens and 77 percent of young adults said they now believe trying meth poses a "great risk."

Those numbers are up nearly 10 points from a year ago. But it also means more than a third of the teens they surveyed don't see trying meth as a "great risk."

When asked why organizers feel another round of ads needs to be released, Megan Ronk, executive director of the Idaho Meth Project said she stands by the new ads.

"Really for two reasons, number one just from a marketing perspective, any media campaign over time needs to be refreshed and re-invigorated." Ronk said.

The other reason: Ronk says drug prevention and awareness messages requires on going efforts, especially among teens.

"I've always believed that if you say something twice it will stay in your head and you will remember it longer," said Haley Dusseau, a freshman at Rocky Mountain High School.

Meth project organizers say ultimately they want to drive this drug out of Idaho and they say reminding people of it is the best way to achieve that goal.

The new ads will be seen on TV, billboards, on-line and over the radio. Organizers say the ad campaign will reach between 70 to 80 percent of teens, three to five times a week throughout 2009.