KIFI-TV
Meth Project Launches New Ads
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In its second year the Idaho Meth Project is unveiling a new wave of ads against Meth use.

That means a different series of television, radio and print ads are starting to hit the state.

The goal is to really drive home 'The Not Even Once' message of the campaign.

One in three teens see little to no risk in using Meth. 52% of Idaho prison inmates are incarcerated because of Meth use.

Those are just two reasons why Governor Otter launched the Idaho Meth Project in January 2008, and now the campaign is heating up.

Joshua Tolman works closely with the project through Mountain View Hospital.

Hospital founders donated even organized fundraisers for the project over the last two years. Including Mountain Views most recent event a 'Lady Antebellum' Concert put on in October.

"We've contributed money to help buy as many ads as possible," said Tolman, Director of Public Relations for the hospital. "We contribute our time, and our staff to organize these fundraisers. It's a project we feel very close too."

These graphic images will reach 70% to 80% of teens three to five times a week in 2009.

"Anecdotally the program has been terrific," said Tolman. "It's opened up dialogue between parents and teenager which is really the core of the problem."

The new radio advertisements will be the first time the project has included voices and personal stories of Meth users.

Just two years in it's too soon to see what kind of real effect the campaign has had. The good news is nearly 90% of parents and teens are now talking about it.

To find out all the latest information visit the Idaho Meth Project website at www.idahomethproject.org.