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Idaho Meth Project Gets Extra \$1 Million; Teens React to Whether Project Works

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Idaho Congressman Mike Simpson Tuesday secured an additional \$1 million for the Idaho Meth Project.

Simpson says he considers the federal funding a wise investment for Idaho's future. And right now, the state has serious problems with meth, especially with young people.

According to the Idaho Meth Project, Idaho ranks 4th in America in meth use by teenagers. To many, that statistic is shocking, just like the project's graphic ad campaign.

Logan Merchant, age 14: "They're creepy."

Sidney Keith, age 13: "They're nasty, they're just gross."

Alexis Sellers: "They're just scary."

Sicily: "I think they're pretty disgusting, and creepy."

In fact, the 18 month-old Idaho Meth Project's explicit TV ads have prompted complaints from some viewers, but is the campaign working? Is it scaring teens away from meth?

Andrew: "Do you know what the Idaho Meth Project is?"

Dominic Kirkham, age 15: "Yes I do, I've heard of that."

Andrew: "What do you think of it?"

Dominic: "I think it deters people from doing meth because it just ruins your life."

Colton Wagner, age 18: "I've been offered it a lot but I saw the billboard and said 'no way dude', I'm not looking like that."

Elizabeth Haycock, age 13: "I just don't know why people would want to look like that."

Alexis: "I've heard people say it makes them not want to do meth."

Sidney: "If you're already addicted on it, you won't change, but for the little ones, yeah."

Wagner: "I think kids in school are all about their image, if they think they'll look like that they wouldn't want to go to school or do anything."

Andrew: "You live across the street from probably one of the nastiest billboards in town."

Eric Crider, 1st St. neighbor: "Yes and I think it's a great billboard, if you don't scare kids from drugs now, they'll go to the alternative and this billboard is a life saver!"

Some other disturbing stats -- and why the Idaho Meth Project was launched in 2007 -- are that 89 percent of female offenders in county jails admit they have a problem with meth, and the State of Idaho spends \$60 million to \$100 million each year to incarcerate and treat meth users.