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Meth Project unveils disturbing new TV ads

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By: Scott Evans

BOISE -- You've probably seen TV ads or billboards that warn against trying meth - even once. Tuesday, the Idaho Meth Project unveiled a new wave of ads in the campaign that began three years ago.

Idaho First Lady Lori Otter says that these new ads have been referred to as a "shock-and-awe" campaign. Otter says she's not apologizing for the ads, which she says depict real-life situations. One former meth user says the new ads are dead on.

The Idaho Meth Project, now in its third year, is on a campaign to saturate Idaho's teens and young adults with the problems surrounding meth.

"These ads are hard hitting, dramatic and something we need in order to capture the attention of Idaho's young people," said Otter.

According to their study - it's working. When looking at several key categories - the Meth Project reports double digit increases since it started in 2007.

"Now we're three years into it and we're significantly moving the dial on peer to peer discussions, parent to teen discussions, young adults, and so that's where it starts, with the talks," said Otter.

One of those talking is Malori Peters, a former meth user.

"I didn't know much about it. I knew just enough to know just enough to know that it would make me lose some weight," said Peters.

These new ads are geared towards the relationships that meth users have with their friends and family. Peters knows all too well about that negative impact.

"I liked meth a lot, but that was my problem. I found myself liking meth more than I liked myself," said Peters.

For three years, off and on - she lived this lifestyle.

"It took me just finally making a decision and you know, the fact that I could stick with that decision is something that I've actually stuck with and I'm very proud of myself," said Peters.

Peters says she's been clean for two years and 68 days - and still takes it one day at a time. She now shares this message with others.

"It's not worth it. It's definitely not worth it. I mean it takes so much. It takes so much away from you. It's just not worth it," said Peters.

Otter says that not only are people talking more about the dangers of meth, they have also seen a decrease in meth abuse. And it's also declining as a drug of choice.

Just to give you an idea of the increase in communication, according to a Idaho Meth Project study six in 10 teens and seven out of 10 young adults have told their friends not to use meth. That's up five points for teens and ten points for young adults. And 63 percent of teens say they've discussed meth with their parents in the last year.