

Next Wave of Idaho Meth Project Ads Unveiled

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By LocalNews8.com Staff

IDAHO - Wave 3 of the Idaho Meth Project campaign was unveiled Tuesday in Boise, showcasing the new radio, print, outdoor and television ads. The new set of ads focus on the impact Methamphetamine has on friends and family of the user.

"The first two waves of the Idaho Meth Project's media campaign focused on the impact that Meth has on the user," said First Lady Lori Otter. "For this new wave, the campaign has evolved to show not only the damage that Meth poses to users, but also to those around them-their friends and family.

The TV ads, directed by acclaimed filmmaker Darren Aronofsky, are dark and disturbing. In one of the ads, a boy talks about how close he is to his mother and about how much he cares for her. However, the video shows him stealing money from his mother. When she confronts him, he slaps her away, knocking her to the ground.

In another ad, a young girl talks about the loyalty she and her friends have; however in the ad, you see them dumping her body in front of a hospital while she is having an apparent overdose. Her friends then speed away.

"The ads are hard-hitting, designed to educate Idaho's young people early and often about the risks of Meth. They arm them with information to make the right decision if faced with the opportunity to try this destructive drug," said Otter.

The Idaho Meth Project launched in January 2008 with a mission to reduce meth use in the state and significantly decrease the amount of first-time use. The project appears to be working, according to the results of the 2009 Idaho Meth Use and Attitudes Survey.

Compared to the 2007 survey conducted before the launch of the Idaho Meth Project, the state's youth are more aware of the dangers of using meth, are less likely to believe there are benefits to using meth, they disapprove of taking meth even once or twice, and are more likely to discuss the subject with friends and their parents.

Aronofsky is behind the award-winning films "Pi," "Requiem for a Dream" and "The Wrestler."