



Local Reaction to Idaho Meth Project Ads

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Idaho tried it because it worked in Montana - and ever since the Meth Project kicked off, the ads seem to be grabbing people's attention.

Back in January, graphic images began airing on television sets across the state. According to those in charge of the program, the general response seems to be positive - providing a reason for parents to start up a dialogue with their children about the dangers of methamphetamine.

Here's how some local people feel about the ads....

Autumn Cornell: "They look like something out of a horror film - the blood and the sores and stuff all over their face."

Peter Scherbel: "They're really scary to watch for me. I like to flip past them because it really is graphic and it isn't something you expect to see in a commercial on prime-time television."

Amanda Scherbel: "It's the truth because meth is a horrible thing - you take it once and you're addicted and it destroys families and I don't think it's very good. So, I think they portray the truth."