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BOISE -- Coming soon to a television, radio, newspaper or billboard near you? ... A series of graphic ads depicting the risks of using meth.

The ads are the work of the Idaho Meth Project, which hopes to begin airing the spots statewide in January. The project's executive director Megan Ronk says the campaign will saturate every community in hopes of reaching 90 percent of the target market three to five times a week.

The target group in this case is Idaho youth and the message is simple ... Don't use methamphetamine, not even once.

She says the ads will be graphic but accurately reflect the implications of using the drug.

Some will contain blood, others images of pale young faces riddled with sores. There will be scenes of violence, car collisions and desperate teenage criminals.

Ronk says the campaign is modeled after the Montana Meth Project, an effort started in 2005 by a private nonprofit group.

Some Montana officials credit the project for reducing meth use in that state.