

“Gov. Otter Helping Raise Funds for Idaho Meth Project, Local News 8 Helps”

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Idaho is gearing up for a media blitz against methamphetamine - from newspaper ads, to radio, and TV.

The ads will be hard hitting with one message in mind: Don't do meth, not even once.

Thursday evening, Governor C.L. "Butch" Otter will be in Idaho Falls at the Shilo Inn for a fund-raising dinner to help fund the Idaho Meth Project.

Local News 8 is doing its part for the cause. Karole Honas will be the Master of Ceremony at the dinner, and with the help of Tight Line Media, we've put together a presentation from recovering addicts that shocks you in its intensity. You can see the video by clicking on the link in the featured video box above.

As for the Idaho Meth Project, the ads are being patterned after the Montana Meth Project which began in September 2005 and ran for 2 straight years. During that time, Montana went from 5th in the nation in meth use to 39th.

Idaho is among the highest in the nation for meth use, replacing Montana in 5th.