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Anti-Meth Ads To Increase Ethnic Diversity

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AUGUSTA, Ga. —



The Georgia Meth project is a multi-million dollar ad campaign warning of the dangers of methamphetamine use. Recently the group was criticized for a lack of ethnic diversity in TV ads.

(Image courtesy Georgia Meth Project)

The Georgia Meth Project ad campaign was criticized recently for portraying what some have called a slanted view of meth users.

Some residents in Columbus spoke up with their concerns this week at a

group-sponsored program.

They say disturbing TV ads, depicting the grim realities of meth use, only show white addicts.

Officials with the non-profit say the ads were originally produced for the national Meth Project campaign which began by targeting areas in Montana.

Now there are branches all over the country.

Jim Langford with the group's Georgia branch says the drug threatens all ethnic groups and the TV campaign need to reflect that.

"The ads that we are using now in Georgia are not as ethnically diverse as we would like but that will be changing as we roll out more of those ads," Langford said.

Langford says new materials are being produced now and will begin surfacing over the next several months.

He says meth addiction costs the state more than a billion dollars a year in law enforcement, medical care and social services.



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