



Meth commercials appear effective

Editorial
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There is no doubt that meth is a terrible drug. Methamphetamine can leave your life in ruins, lead to prison and destroy any relationships you have managed to build.

The Georgia Meth Project has implemented several television commercials to put a face on this horrible drug in order to discourage use by young adults.

In one particular commercial, a young woman is on the phone with her friend. She hangs up and steps into the shower. As she is washing her hair, she notices there is what appears to be blood running down into the drain. She turns around, lets out a horrifying scream and sees a version of herself on meth. The creature is begging "don't do it, don't do it, please don't do it."

Another depicts the slippery slope one can slide down if they convince themselves that using meth just once will be okay.

The commercial shows a man saying "I will use meth just once, I will smoke meth just once, I will shoot meth just once," and so on.

The end of the commercial shows a young girl buying meth for the first time saying, "Don't worry, I'm not going to end up like him."

While these commercials are graphic, and quite frankly terrifying, we at the Echo feel they are effective and overall positive influences on young people.

If an individual gets engulfed in meth, the process to regaining a normal life is painstakingly long and very difficult. The commercials show just how bad the road can be if it is accompanied by meth.

According to the Georgia Meth Project's Web site, the project is "a large-scale prevention program aimed at reducing meth use through public service messaging, public policy and community outreach. Central to the program is a research-based marketing campaign that graphically communicates the risks of meth use."

The Web site also says that meth abuse costs the state of Georgia \$1.3 billion annually.

The Web site also lists stats about the ease of obtaining meth in Georgia. Thirty-five percent of teens said that they see little to no risk in trying meth, and one in five said they feel meth is easy to obtain.

With meth being such a devastating drug to young people today, we at the Echo feel like educating the masses is the best defense society can have against the possibility of unknowingly destroying your life with this drug.

The commercials are extremely graphic, but so is meth.

Putting a human face on a seemingly faceless drug enhances the fact that if you do indeed decide to use meth, you could end up just like the people portrayed in the commercials.
