

GEORGIA METH PROJECT®

Georgia Meth Project Overview

The Georgia Meth Project is a large-scale, statewide prevention program aimed at significantly reducing methamphetamine use through public service messaging, public policy, and community outreach. The program is part of the Meth Project, a national organization that oversees individual state programs currently running in Montana, Arizona, Illinois, Idaho, Wyoming, Colorado, and Hawaii.

The Georgia Meth Project was launched as a response to the state's critical methamphetamine problem. According to the U.S. Drug Enforcement Administration, Atlanta is a strategic hub for methamphetamine and other drug trafficking by Mexican drug cartels. The widespread use of methamphetamine has had a devastating impact on Georgia's economy and communities.

- Meth abuse costs Georgia an estimated \$1.3 billion annually including expenses related to law enforcement, family and social services, treatment, and lost productivityⁱ
- 28% of teens see little or no risk in trying Methⁱⁱ
- One in five Georgia teens report that Meth is easy to getⁱⁱⁱ
- 56% of Georgia teens say their parents have never talked to them about Meth^{iv}
- 42% of child endangerment cases in Georgia involve Meth^v
- More than 30% of Meth labs seized in Georgia are in homes with children^{vi}

Strategic Approach

The Georgia Meth Project implements a statewide, integrated prevention campaign that includes public service messaging, community outreach, and public policy initiatives. The centerpiece of the program is research-based advertising that graphically communicates the risks of Meth use.

Since its inception in Georgia, the Meth Project's prevention program has demonstrated significant results in reducing Meth use:

- 52% of teens now believe there is "great risk" in using Meth just once or twice.
- 85% of teens strongly disapprove of using Meth once or twice.
- 87% of teens say the ads show that Meth is dangerous to try just once.
- 85% of teens say the ads show that Meth is more dangerous than they had originally thought.
- 78% of teens report the ads made them less likely to try or use Meth.
- 90% of teens say that if their brother, sister, or a friend were thinking about trying Meth they would want them to see or hear one of the Georgia Meth Project's ads.

The program is based on the successful Meth Project model, which was first implemented in Montana in 2005.

- When the program launched, Montana ranked #5 in the country for Meth abuse; after two years, the state now ranks #39^{vii}
- Adult Meth use in the state declined by 72%^{viii}
- Teen Meth use declined by 63%^{ix}
- Meth-related crimes declined 62%^x

Recognition for the Program

The ads created by the Meth project have received 50 awards including:

- 2 Gold Effie Awards
- Grand Effie Award Finalist
- 11 Gold ADDY Awards
- 19 Silver ADDY Awards
- Cannes Lion Award
- 7 AdCritic.com “Top Ten” Awards for the best ads in the U.S.

Research and Measurement

To track and refine the program’s effectiveness, the Georgia Meth Project will utilize a comprehensive research program, including both quantitative and qualitative studies, to measure attitudes and behaviors related to Meth use. This research will guide the program’s messaging and outreach initiatives.

Georgia Meth Project Leadership

The activities of the Georgia Meth Project are led by the participation of the Project’s Advisory Council. These elected officials and business and community leaders play a critical role in supporting the efforts of the Georgia Meth Project statewide. Members include:

Board of Directors:

- **Chairman**, Lee Shaw, Georgia Meth Project
- **Thurbert Baker**, Former Attorney General, Georgia

Advisory Council:

- Carl Bouckaert
- Rosalynn Carter
- Melvin Deese, M.D.
- Ty Dickey
- Dr. Jordan Greenbaum
- J. Madden Hatcher, III
- Robert F. "Robbo" Hatcher, Jr.
- Jack Hodge
- Alfred W. "Bill" Jones, III
- Neil Kaltenecker
- Nasor Mansour
- Lewis Massey
- Clay Miller
- Richard G. Mooney, III
- Marc. W. Morgan
- Richard Otto
- Ashley Smith Robinson
- Nina and Bill Schwartz
- Bart H. Shaw
- Gaye Smith
- Phil Tomlinson
- Thomas C. Weller, Jr.
- Will Weston

For more information, please visit www.georgia.methproject.org.

ⁱ Estimate based on RAND Corp. *The Economic Cost of Methamphetamine Use in the United States*. February 2009.

ⁱⁱ *2011 Georgia Meth Project Use & Attitudes Survey*. June 2011.

ⁱⁱⁱ *2011 Georgia Meth Project Use & Attitudes Survey*. June 2011.

^{iv} *2011 Georgia Meth Project Use & Attitudes Survey*. June 2011.

^v Applied Research Services. *Statewide Meth Survey*. 2006.

^{vi} Applied Research Services. *Statewide Meth Survey*. 2006.

^{vii} Office of National Drug Control Policy. *Pushing Back Against Meth: A Progress Report on the Fight Against Methamphetamine in the United States*. November 2006.

^{viii} Montana Department of Justice. *Methamphetamine in Montana: A Follow-up Report on Trends and Progress*. April 2008.

^{ix} Montana Office of Public Instruction. *2009 Montana Youth Risk Behavior Survey*. June 2009.

^x Montana Department of Justice. *Methamphetamine in Montana: A Follow-up Report on Trends and Progress*. April 2008.