

GEORGIA METH PROJECT®

Statewide Study Shows Teens Now Less Likely to Try Meth as a Result of the Georgia Meth Project

Research Also Shows Significant Increases in Awareness of Risks of Trying Meth Among Georgia Teens and Young Adults

ATLANTA—June 14, 2011—The Georgia Meth Project today released the results of the 2011 *Georgia Meth Use & Attitudes Survey*. The new data was announced at the State Capitol by Georgia Governor Nathan Deal. The statewide study revealed that since the launch of the Georgia Meth Project, Georgia teens and young adults are increasingly aware of the risks of trying methamphetamine, are less likely to see benefits in using the drug, and report that as a direct result of the Georgia Meth Project campaign they are less likely to try or use Meth.

The survey also showed increased disapproval of Meth amongst teens, that more teens have told their friends not to use the drug, and that more teens have discussed the subject of methamphetamine with their parents. In addition to releasing the survey results at today's event, the Georgia Meth Project unveiled its new television, radio, and outdoor advertising campaigns.

“Last year, public and private sector leaders resolved to take serious steps to address Georgia's methamphetamine problem, which costs this state more than \$1.3 billion each year,” said Governor Deal. “It was determined that a statewide prevention campaign to reduce demand must be a top priority. The result was the launch of the Georgia Meth Project. This research shows, that thanks to these efforts, we have made significant progress. Our young people are beginning to understand how dangerous this drug is and report they are less likely to try methamphetamine.”

According to the survey, 52% of Georgia teens now see “great risk” in trying Meth once or twice, up 11 points from 41% in the 2010 benchmark study conducted prior to the launch of the Georgia Meth Project. The survey also showed that the Georgia Meth Project is an important source of information about methamphetamine for both teens and young adults—87% of teens reported that the Project's ads show that Meth is dangerous to try even once, and 78% of teens and 80% of young adults report the ads made them less likely to try or use the drug. The majority of Georgia teens (90%) and young adults (97%) said that if their brother, sister, or friend were thinking about trying Meth, they would want that person to see or hear a Georgia Meth Project ad.

“The dramatic changes measured over the past year indicate we are making significant progress,” said Neil Kaltenecker, Executive Director of the Georgia Council on Substance Abuse. “But we need to stay focused, since too many teens are still at risk—one in 10 say someone has tried to get them to use Meth. Through this effective prevention campaign, coupled with access to quality treatment and recovery support, we will continue to have a positive impact on Georgia's communities.”

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Teens and young adults are also now more aware of the specific, negative consequences associated with Meth use and are less likely to see benefits in using the drug than they were a year ago. In all 14 of the risk areas measured, teens are more likely to see “great” risk including getting hooked on Meth (77%, up 9 points from 68%), suffering brain damage (68%, up 7 points from 61%), stealing (66%, up 11 points from 55%), having unwanted sex (66%, up 10 points from 56%), dying (65%, up 6 points from 59%), and becoming violent (59%, up 7 points from 52%).

The survey also showed that teens have increasingly told their friends not to use Meth (53%, up 7 points from 46%), and 42% now say they have discussed the subject of Meth with their parents in the past year (up 7 points from 35%).

The 2011 *Georgia Meth Use & Attitudes Survey* results were announced at an event attended by Georgia state officials, business and community leaders, Georgia Meth Project board members and donors, and other special guests. At the event, the Georgia Meth Project provided a sneak preview of the next wave of its statewide media campaign, including television, radio, online, and billboard advertising. Based on extensive teen-based research, the high impact campaign is comprised of television commercials, radio spots, and print ads that graphically communicate the risks of Meth. The new TV campaign will begin airing in the fall, and can be previewed on the Georgia Meth Project’s Facebook page at www.Facebook.com/GeorgiaMethProject.

The 2011 *Georgia Meth Use & Attitudes Survey* was executed from February to April 2011 by GfK Roper Public Affairs & Corporate Communications. The survey was conducted among randomly selected and representative samples of 2,022 teens and 320 young adults. To view the full *Georgia Meth Use & Attitudes Survey* report, please visit www.GeorgiaMethProject.org/Research.

About the Georgia Meth Project

The Georgia Meth Project is a non-profit organization that implements a range of advertising and community action programs to reduce methamphetamine use in the state. Launched in 2010, the Georgia Meth Project leverages a proven model that combines extensive research with a hard-hitting, integrated media campaign. The Georgia Meth Project is affiliated with the Meth Project, a national non-profit organization headquartered in Palo Alto, California, aimed at significantly reducing Meth use through public service messaging, public policy, and community outreach. For more information, visit www.GeorgiaMethProject.org.

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2011 Georgia Meth Use & Attitudes Survey Highlights

Findings from the 2011 *Georgia Meth Use & Attitudes Survey* revealed that, compared to a benchmark survey conducted in 2010 prior to the launch of the Georgia Meth Project, Georgia teens are significantly more aware of the dangers and risks of trying Meth, are less likely to see benefits, and increasingly have told friends not to use the drug. Teens also said the Georgia Meth Project's campaign helped them understand that Meth is dangerous to try just one time and made them less likely to try or use the drug. Highlights from the survey include:

Perceived Risks and Benefits of Using Meth

- 52% of teens (up 11 points from 41%) now believe there is “great risk” in using Meth just once or twice.
- Georgia teens are now more aware of specific effects of Meth use. Increases in perceptions of “great risk” in trying Meth just once or twice were reported in all 14 risk areas measured since the benchmark survey in 2010, including:
 - Getting hooked on Meth (77%, up 9 points from 68%)
 - Being a negative influence on a brother or sister (77%, up 4 points from 73%)
 - Turning them into someone they don't want to be (75%, up 5 points from 70%)
 - Losing control of themselves (74%, up 7 points from 67%)
 - Making their problems worse (70%, up 5 points from 65%)
 - Suffering brain damage (68%, up 7 points from 61%)
 - Stealing (66%, up 11 points from 55%)
 - Having sex with someone they don't want to (66%, up 10 points from 56%)
 - Lack of hygiene (65%, up 10 points from 55%)
 - Dying (65%, up 6 points from 59%)
 - Suffering tooth decay (62%, up 13 points from 49%)
 - Getting insomnia or not being able to sleep (60%, up 11 points from 49%)
 - Becoming paranoid (60%, up 6 points from 54%)
 - Becoming violent (59%, up 7 points from 52%)
- Teens are less likely to see benefits in using Meth, and increasingly disagree that Meth will help them escape their problems (77%, up 5 points from 72%), give them energy (70%, up 6 points from 64%), help them deal with boredom (68%, up 5 points from 63%), make them feel happy (65%, up 7 points from 58%), or help them lose weight (61%, up 4 points from 57%).

Social Approval and Parent Child Communications

- 85% of teens strongly disapprove of using Meth once or twice (up 5 points from 80%).
- 53% say they have told their friends not to use Meth (up 7 points from 46%).
- 42% say they discussed Meth with their parents in the past year (up 7 points from 35%).

Campaign Awareness and Effectiveness

- 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.