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Statewide Anti-meth Campaign Underway

By **Sasha S. Horne**

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ATLANTA — New ads will appear statewide aimed to keep Georgia teens from using methamphetamine. Some of those have graphic and shocking images.



This ad is one released today as part of the Georgia Meth Project (photo courtesy GeorgiaMethProject.org)

At a rally Monday at the capitol, state officials said Georgia spends \$1 billion dollars per year on methamphetamine in the areas of law enforcement, social services and lack of productivity.

"What we are trying to do is saturate the airwaves, radio and tv, with advertisements that will show the problems of methamphetamine," said Jim Langford, executive director of the program. "This will demonstrate to teens that this is a drug they shouldn't even try one time."

U.S. Senator Johnny Isakson (R-Ga.) attended the event to share his support of the campaign.

"With today's launch, we are creating a powerful public-private partnership, said Senator Isakson. "We can reverse the trend and prevent a generation of Georgian's from ever trying meth."

The Drug Enforcement Agency says in the past five years methamphetamine has become the fastest growing drug in North and Central Georgia.

The new ad campaign was created, in part, by Hollywood producers and cost \$6 million dollars. Langford said the money for the project comes from private donations and about 200,000 in federal funds.

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