

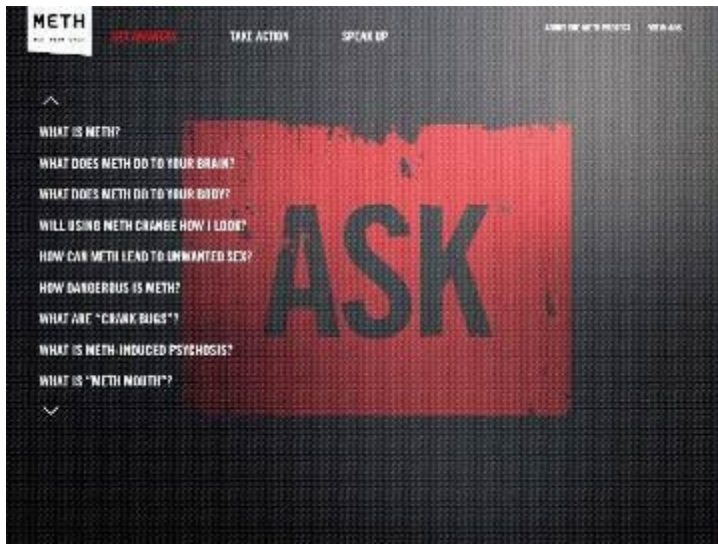


Georgia Public Broadcasting

Meth Project Starts New Campaign

By Joshua Stewart

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The cornerstone of the [Georgia Meth Project's](#) new media campaign is the MethProject.org website with interactive elements, photos, audio, and video to teach teens and young adults about the dangers of methamphetamine use. (Photo Courtesy of Georgia Meth Project.)

ATLANTA — The [Georgia Meth Project](#) is stepping up its fight against meth use with edgier ads and [a new website](#) the project launched Tuesday at Louise Radloff Middle School in Duluth.

The new campaign is designed to get teens to ask more questions about methamphetamines and show young people what using methamphetamines can do to them, according to [Georgia Meth Project Executive Director Jim Langford](#)

He said the new ads are graphic and heavily researched so they will specifically appeal to teens and young adults.

“Young women, for example, care what their faces look like. They spend a lot of time in front of the mirror,” Langford said. “We’ll show them what their face is going to look like if they use methamphetamine, the destruction of their faces, the destruction of their teeth.”

Langford said the organization will run about 40,000 radio and television ads in the coming months, along with billboards and social media efforts. The group has run about that same number of ads in the first year of its existence.

Langford says the new campaign is a response to teens who wanted more information online after they saw the first round of Meth Project ads.

“[The new site is] a lot like a YouTube experience in terms of, once you get on YouTube you find yourself going to another piece and another piece and another piece,” Langford said. “This website is a lot like that.”

The Georgia Meth Project estimates meth use costs the state \$1.3 billion a year.

[Click here to visit the new, interactive website for the Georgia Meth Project.](#)