

## Georgia Meth Project Aims To Stop Meth Use

### *Georgia Meth Project Aims To Stop Meth Use*



If you try crystal meth, even once, there's a big chance you could get hooked for life...and...Georgia has the 3rd highest number of meth users in the country! Christine O'Donnell tells us how Augusta...

0 Ratings | 196 Video Views

[Post a Comment or Rate this Video](#)

If you try crystal meth, even once, there's a big chance you could get hooked for life...and...Georgia has the 3rd highest number of meth users in the country! Christine O'Donnell tells us how Augusta is aiding the state in changing that statistic.

Christine O'Donnell | [codonnell@nbcaugusta.com](mailto:codonnell@nbcaugusta.com)

Published: March 12, 2010

Updated: March 12, 2010

Augusta, GA—The Georgia Meth Project is a three year state wide campaign to stop people from ever trying the drug.

Commercial: “I’m going to sleep with him for meth just once...”

The Augusta community is helping pay for these ads...

Pete Caye, on the phone: “The crust is...this is a three year campaign to pay for awareness of how horrible this drug is.”

Augusta activist and concerned father Pete Caye is leading the fundraising campaign. They’ve already raised \$100,000 to pay for these ads, but the city’s yearly goal is \$500,000.

Caye: “It’s a crises situation.”

Caye’s seeking help from all community leaders..to get the word out...on the potential meth epidemic in Augusta.

Matt Aitken, Augusta Commissioner: “People kind of relate it to cocaine.”

The commercials are scary...but Augusta’s District 1 Commissioner Matt Aitken says that’s life on meth. He would know...



Aitken: "I went throughout that process. That was one of the things I went to prison for."

Meth is a highly addictive drug...because it causes the brain to release a high level of dopamine...the pleasure feeling chemical.

Christine O'Donnell, reporting: "Did you find it addicting?"

Aitken: "Yes."

Aitken and Caye are worried children in Augusta are experimenting with the drug...and about the lasting effects it could have on them.

Aitken: "We never think we're going to start out doing something and then I never thought I'd end up jail."

Caye: "I'm worried that drugs like marijuana are being laced with it."

Aitken says even if you have tried meth "just once" it is possible to overcome an addiction.

Aitken: "Reach out if you need help...you can over come it. I did."

Richmond County Schools are working hard reduce the rate of drug experimentation. They plan to show the commercials in the class, but first they have to be approved by a parental advisory board...