

Survey: 1 in 5 Georgian Teens & Young Adults Have Been Offered Methamphetamine

Georgia Meth Project

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New research says 58% of teens say their parents have never talked to them about the dangers of meth. That's one reason the Georgia Meth Project hosted several public forums today on the dangers of meth. One of the forums was at the Columbus Public Library.

The Georgia Meth Project recently kicked off a three year ad campaign throughout Georgia targeting middle and high schoolers. The campaign's slogan is "Not Even Once." You may have seen their billboards around the area. One is located at the intersection of 10th Avenue and Wynnton Road in Columbus. It pictures a bathroom sink with a razor blade lying next to the drain and streaks of smeared blood.

The project's executive director, Jim Langford says their billboards, television ads, radio spots are designed to raise eyebrows and awareness.

"Yes, these ads are tough. Yes, they're different than anything you've ever seen but that's what you have to do to get through to kids," Langford says.

"They're immune to advertising of all different kinds. They're used to graphic advertisements and they're used to graphic video games."

Langford says the ads are just one of the many tools they will use to reach teens and their parents. He also says people can expect more public forums in the future.

Here's some of the findings from the 2010 *Georgia Meth Use & Attitude Survey*:

- 49% of parents say Meth would be easy for their teenager to get;
- 46% of teens say they have not tried to dissuade their friends from using Meth
- 39% of teens say their friends would not give them a hard time for using Meth;
- 35% of young adults and 20% of teens say Meth is easy to acquire;
- 35% of teens say there is no risk to taking Meth once or twice;
- 32% of young adults and 21% of teens believe that Meth helps you lose weight;
- 26% of young adults and 17% of teens believe that Meth gives you energy;
- 23% say there is little to no risk in regular use;



19% of young adults and 16% of teens believe Meth will help you deal with boredom;
*Courtesy: Georgia Meth Project