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Atlanta

The Georgia Meth Project's Ad Campaign Appears To Be Working

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Marjorie Coley (2011-06-13)

Listen Now: 

ATLANTA, GA. (WABE) - An advertising campaign aimed at combating Methamphetamine use in Georgia appears to be working. The Georgia Meth Project will release a new survey Tuesday that shows 52 percent of teens believe there is a great risk in trying Meth once or twice. Marjorie Coley has more in this report.

The Georgia Meth Project started the ads a year ago in the hopes of boosting the stigma attached to Meth use. Project executive director Jim Langford says the survey shows the ads are having a significant impact.

"Seventy-eight percent of teens report that the ad made them less likely to try or use Meth. Those are great statistics that means we're moving in the right direction."

Langford says he's hoping the ads will change a generation of minds by educating teens not scaring them.

"Show them what their skin is going to look like. Show them what their faces are going to look like. Show them how the drug is going to take over their lives and destroy their lives."

Langford says Georgia ranks number three in teen Meth use.
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