



Georgia Meth Project Tackling Teen Meth Abuse

The Peach State continues to deal with a rising methamphetamine problem with teens. Officials have launched a new large-scale prevention program, called The Georgia Meth Project.

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The Peach State continues to deal with a rising methamphetamine problem and they're doing it with a new large-scale prevention program, called The Georgia Meth Project.

It's aimed at reducing meth use through blunt public service announcements and community outreach.

The Georgia Meth Project has four public service announcements for prime time television right now with one major goal in mind.

"To prevent teens and young people from trying methamphetamine even once. The drug is so dangerous, so toxic, so addictive, we need to get the message out," Jim Langford, Executive Director of the Georgia Meth Project, said.

Officials say methamphetamine abuse costs Georgia residents more than one billion dollars annually. On Wednesday morning, hundreds of South Georgia residents learned how the drug can ruin an entire community.

"Meth is particularly dangerous in smaller communities. You see the impact a lot more readily. We've seen it destroy individual lives, lives of families and communities," Langford said.

In Thomas County, drug agents say meth abuse is on the rise. Drug Commander Kevin Lee welcomes the campaign and it's graphic images.

"Oh it's everyday things we see. I mean their not sugar coating it its 100% real life situations," Lee said.

According to the Georgia Meth Project, 35% of Georgia teens see little to no risk in trying Meth, 42% of child endangerment cases in Georgia involve Meth and 58% of Georgia teens say their parents have never talked to them about Meth.

The prevention campaign is modeled on the Montana Meth Project which helped reduce meth use among teens by more than 60 percent.

Part of the campaign is also running radio spots of young people telling their personal stories about meth abuse and how it almost ruined their lives.