



## **Report: Valley teens' attitudes about meth are changing**

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Last Update: 6/13 9:35 am

It's hard not to notice the billboards around the Valley.

You know, the ones showing methamphetamine addicts in all their glory, sores on the mouths, rotted out teeth and skin aged beyond their years.

The ads are part of the [Arizona Meth Project's](#) "Not Even Once" campaign, aimed at teens 12- to 17-years-old to help them see the dangers of methamphetamine use.

And it's working, according to the 2008 Arizona Use & Attitudes Survey by Roper Public Affairs, which evaluated how effective the campaign was in its first year.

It showed 91 percent of Valley teens say they've seen the ads. That's 9 out of every 10 teens.

94 percent believe you can get hooked trying methamphetamine just once.

On the Project's website, Dr. Judy Krysik, associate professor in the ASU College of Public Programs School of Social Work said, "This data demonstrates the Arizona Meth Project is making progress in changing teens' attitudes toward meth. Teens report the Project's ads are not only impactful and informative, but make them less likely to try meth. Teens now see the drug carries greater risk and less benefit than previously thought."

The survey also revealed nearly half of parents were encouraged by the billboards to talk about meth with their kids.

In 2007 only 27 percent reported having meth talks with their kids.

"Increasing awareness of the huge risks is fundamental to stopping meth use." said Arizona Attorney General Terry Goddard and co-chair of the Arizona Meth Project.

Arizona is the second state, after Montana, to run the meth awareness ads. The Arizona Meth Project hopes to run more ads by the end of 2008.

But \$2.5 million dollars must first be raised for the next phase of the campaign.