

Wyoming Teens More Aware of Meth Dangers A Prevention Campaign Seems to be Hitting Home: 62% of Teens Think There is a Great Risk in Using the Drug

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CHEYENNE – Those nightmarish TV ads from the Wyoming Meth Project may be getting the point across to the state’s teenagers.

According to the results of a survey released by the project, Wyoming teens are becoming more aware of dangers posed by methamphetamine use.

Sixty-two percent of the state’s teens agree there is “great risk” in using methamphetamine, compared to the 53 percent who believed that prior to the launch of the Wyoming Meth Project prevention campaign in 2008.

The effort is in its second wave of advertisements which includes TV and radio spots, billboards and presentations at schools.

The Wyoming Meth Project’s TV ads depict sober people who say they will try meth just once and then shows their lives spiraling out of control.

“As graphic as we think they are, I’ve had judges say to me, ‘You know the people I see in my court rooms, they aren’t graphic enough’”, Jean Davies of the Meth Project said. “There is more work to do,” she added.

“We have to keep it up because every time you think you’re on top of it, it’s back in the state, it’s back in people’s lives,” she said.

Davies said the campaign has been getting families talking, which is what the project wants.

The recently released survey showed 70 percent of teens indicated the ads made them more aware of meth risks, and 72 percent said the ads have made them less likely to try the drug.

Lisa Scholz, coordinator for the Cheyenne-Laramie County Meth Initiative, said local schools polled for the survey included Carey Junior High and Central High.

She said the local initiative’s booth at this year’s Superday didn’t have as much attention as in years past. “That shows there’s a lot more awareness out there,” she said.

She added that education about methamphetamine and other drugs, especially prescription drugs needs to continue. The local initiative recently released data

showing meth-related arrests have been decreasing in recent years. “It’s looking good, but we just have to be constantly out there educating,” she said.

For more info

Results of A Wyoming Meth Project survey show the states teen population is more aware of the dangers posed by the drug.

For more information about the Wyoming Meth Project including education about the drug and more results from the survey see www.wyomingmethproject.org

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