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"Just say no" gets a radical facelift

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Conventional wisdom has it that "just say no" campaigns don't work. That if kids are going to try drugs, they'll do it no matter how much money you throw at TV ads. Not true, according to Debbie Field, who heads the Idaho Office of Drug Policy. An anti-meth campaign in Montana called the Meth Project has kids scared straight – and the Office of Drug Policy wants to launch it in Idaho. They're asking businesses to help.

The ads were designed to keep kids from ever trying meth, which is one of the most addictive and caustic drugs out there – 95 percent of first-time users become addicted, and it's made from such substances as bleach, Drano and lye. The ads were designed by kids, according to Field. And they're brutal. You can see for yourself here.

The Montana Meth Project was launched in 2005. Since then, Montana dropped from fifth in the U.S. for meth use to 39th, Field said. That's some powerful advertising.

Most Montana kids who were surveyed about meth went from saying they didn't see any harm in trying it once to saying their friends think they would be stupid to try it, according to Field.

Idaho is now fifth in the nation for meth use. According to the Idaho Meth Project, one in 36 Idaho men are in prison, and half of them say meth use led to their incarceration.

You can help out no matter how big your business is – \$25 buys an ad in a student newspaper, and \$25,000 covers a month of radio ads. If you want to help, you can donate here.