



KKCO-TV

"I'll Sleep with Him for Meth:" Campaign Hopes New Graphic Ads Curb Drug Use

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A new anti-Meth campaign is hoping shock and awe will help keep teens and young adults away from the drug.

The Colorado Meth Project unveiled the new ads at Mesa County Partners on Tuesday morning.

The project's slogan, "not even once," is something Norman Prettyman wishes his daughter would have heard.

"All of the good kids went to a couple of parties they shouldn't have and they tried meth and for my daughter it was love at first site," the Delta dad told 11 News on Tuesday.

A love for meth that he says almost took her life.

"It was beyond hard. It broke mom's heart, dad's heart," he said with tears in his eyes.

Prettyman is just one of thousands of parents dealing with a teen or young adult addicted to Meth. Colorado ranks 8th in the nation for Meth abuse, something Colorado Meth Project Director Kent MacLennan hopes will change after this campaign.

"We hope we can stop another generation from experimenting," MacLennan told 11 News on Tuesday.

As far as the graphic nature of the ads, MacLennan says when teens are inundated with media, it has to stick out.

"It's got to be graphic, attention grabbing. It can't be over exaggerated or sugar coated."

And although Prettyman has a hard time watching his ads, he's hopeful that this campaign will stop teens before they ever start.

"To save one life i think it would be worth it."

And although it took lots of treatment his daughter has finally stopped using Meth.

"She's doing really, really well. She's got a place to live, she's working she's happy," said Prettyman.

The campaign says it chose the shocking and graphic ads after researching teen focus groups to find out what would drive home the message.

According to the campaign, Meth abuse costs the State of Colorado around \$1.4 billion a year.

The program was started in Montana in 2005 and by 2007 the state saw it's Meth ranking drop from five to 39 in the nation.