



WYO. METH PROJECT DEBUTS NEW SPOTS

May 4th, 2011

Reported by Sean Caldwell

A week after the Wyoming Meth Conference, the state's Meth Project premieres three new public service announcements. As in the past, the spots are intense.

One involves two teenage girls soliciting themselves for money. Another shows several teens watching television as one boy seizes on the floor next to them.

But Jean Davies, the executive director of the Wyoming Meth Project says it's all an example of art imitating life.

"Our ads are very realistic," Davies said. "The things that happen when people are addicted, the hallucinations, the aggressive behavior, you see all of that. They're all based on reality and the kids know that."

Davies spends much of her time talking with teens, the spots' target demographic, to warn them of the dangers of Methamphetamine and gauge their response to the ads.

"I will ask them about any other prevention ads that aren't ours. They don't know," Davies said. "But they know the whole storyline to ours. So it shows how effective they are."

"From what I've seen, I've stayed away from it," Jennifer Carpenter of Casper said. "For me it's effective. For other people, I think they started it before the commercials came out, you know but it's also peer pressure that does it."

The reaction isn't all positive, one woman who declined to appear on camera, called the ads "atrocious" and, "a horrible way to start your day." But Davies says the message is important.

“It just gets me all pumped up because the kids are getting it when I talk to them,” Davies said. “We just have to keep the message out there because they’ve always got peer pressure and people saying ‘it’s really not as bad as they say.’”

In addition to the television ads, the program also sponsors radio spots and billboards. Davies says no one ad in particular has been proven especially effective.