

Hawaii Meth Project: Stop Kids Before They Start



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A somewhat graphic campaign against methamphetamine use that has proven to be successful on the mainland was launched in Hawaii Friday. It targets meth use among children.

The Hawaii Meth Project's slogan is "Not Even Once." It is a message you will see a lot on television and in print ads during the next six months.

The goal is to prevent young people from trying the drug ... because one hit can lead to addiction.

"It doesn't mean that everybody that tries meth once is going to be addicted to it, but there is clearly a very high risk that if you try it once it is going to make you feel so good, it's going to give you so much energy, it's going to make you feel so powerful that you are definitely going to try to achieve

that again and that is the addictive nature of the drug," said Cindy Adams, Executive Director of the Hawaii Meth Project.

Montana was the first state to try the "meth project" approach. Since the program was launched in Montana in 2005, meth use among teens has dropped 45 percent. Use among adults is down 72 percent and meth-related crime is down 62 percent.



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