

New "Meth Project" Aimed at Hawaii Teens

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The powerful ads like this started airing today on television, radio, print, and online media. The goal is to prevent teenagers from trying the highly addictive drug crystal meth.

The ads are from the Hawaii Meth Project, a statewide prevention campaign that's launching an all out blitz.

"We're gonna be reaching 80 percent of the teens in the state of hawaii at least four times every week" says Cindy Adams, Hawaii Meth Project.

Project coordinators say there's good reason to get the message out to Hawaii teens. They released a survey that shows nearly one in three believes there is little or no risk in trying meth. 35% believe it can help them lose weight, 24% believe it gives them energy.

The survey also shows that in 2007, 7.3% of Hawaii 10th graders report having tried meth. That's nearly double the number of kids from 2005. Family court Judge Michael Broderick has seen how easily addictive ice can be, and the destruction it can cause.

"I have young people and middle aged people and old people tell me that the worst decision they have made in their life is to try crystal methamphetamine," said Broderick.

17-year-old Brandon Hind is one of the many victims. He tried it when he was 12.

"Within a month of starting meth, my life was out of control. I was living in the streets of Chinatown or with other people that use drugs," says Hind.

Now drug free for over a year, he says seeing the provocative yet truthful ads, might have stopped him from using it in the first place.

