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Protecting People & Profits  
Through Education

## Shock meth ads are needed here too:

Claims that shock meth ads don't work and may even encourage use of the drug are simply wrong and proof of their success is something we ignore at the expense of a generation according to MethCon Group director Mike Sabin.

"Despite comments from government advisors such as Ross Bell, head of the New Zealand Drug Foundation in April 2007, that shock meth ads don't work because they are over-exaggerated and may actually encourage use, the latest figures from the creators of the anti meth ads known as the Montana Meth Project show the opposite is the case".

The Montana Meth Project is a series of short, hard hitting advertisements, which dramatically illustrate the devastating potential of methamphetamine, especially on young lives, and closes with the slogan 'Not Even Once'

"When the programme was launched in 2005, Montana ranked fifth in the nation for meth abuse; after two years of the project, the state ranked 39th" Mr. Sabin says.

"Of real significance teen meth use in Montana has declined by 45% and methrelated crimes have declined by 53%."

While the programme's real aim was to younger people and reducing uptake, Mr. Sabin said there had even been a 70% decrease in workers testing positive for meth in the State.

"The success of the Montana Meth Project has seen numerous other States across America adopting the campaign, with similar results starting to show through, and yet the calls for similar ads in New Zealand appear to fall on deaf ears".

Mr. Sabin points out that they have been playing the Montana ads during their meth awareness education seminars and attendees are captivated by the message as the potential of this insidious drug is brought home to them on screen, and inevitably become dismayed that New Zealand has not adopted a similar approach.

"The question I would pose is this - as a country with one of the highest addiction rates to methamphetamine in the world, why do we refuse to address the demand that fuels its very existence, in a way we know works?"

"In my view, the cost of not, is being borne out on the streets, in homes, in schools and in Courthouses all across our country".

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Mike Sabin  
Managing Director  
Methcon Group Ltd (NZ's only specialist methamphetamine education providers)

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