



## **Illinois Meth Project releases survey stats**

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The Illinois Meth Project recently released results of the 2008 Illinois Meth Use & Attitudes Survey: Springfield, Decatur, Champaign Regions, and said the new survey shows an impact on attitudes among teens towards methamphetamine use.

"In central Illinois," the project's press release said, "teens' attitudes toward the dangers of methamphetamine use have shifted substantially since the Illinois Meth Project initiated its meth prevention campaign in early 2008. Teens are now more aware of the dangers of taking meth, more likely to discuss meth with their parents, and less likely to try meth even once."

The new survey shows central Illinois teens are more acutely aware of the dangers of first-time meth use. About half (53 percent) of teens now see "great risk" in trying meth, a seven point increase since 2007.

Perceptions of the specific risks associated with meth also changed significantly in the past year. A solid majority of teens now say that trying meth just once risks getting hooked on the drug (88 percent, up 6 points), dying (76 percent, up 8 points), stealing (81 percent, up 8 points), having unwanted sex (83 percent, up 8 points), suffering tooth decay (74 percent, up 9 points), neglecting hygiene (79 percent, up 8 points) or turning into someone they don't want to be (88 percent, up 7 points).

The project launched the first wave of its anti-Meth advertising campaign in the Springfield, Decatur, and Champaign region in February 2008. Earlier this month, the project launched a second wave of advertising in the Springfield, Decatur, and Champaign region and simultaneously expanded its campaign into southeastern Illinois.

The Illinois Meth Use & Attitudes Survey is conducted periodically by the Illinois Meth Project to track attitudes and behaviors related to methamphetamine in the state. The first survey was conducted prior to the launch of the Project's media campaign.

The 2008 Illinois Meth Use & Attitudes Survey was executed from November 24 through December 12 by GfK Roper Public Affairs & Media. The survey details findings from a random sample of 1,301 middle and high school students, ages 12 to 17, across the Springfield, Decatur and Champaign regions. The complete report can be obtained on the Illinois Meth Project's website at [www.illinoismethproject.org](http://www.illinoismethproject.org).

The Illinois Meth Project is a non-profit organization that implements a range of advertising and community action programs to reduce methamphetamine use.