

Phoenix Business Journal - August 1, 2007
[/phoenix/stories/2007/07/30/daily38.html](http://phoenix/stories/2007/07/30/daily38.html)

PHOENIX Business Journal

Wednesday, August 1, 2007

Arizona Meth Project survey shows disturbing trends

Phoenix Business Journal - by [Chris Casacchia](#) The Business Journal

Sponsored Links

SECRET: White Teeth Trick

Learn the trick discovered by a mom to turn yellow teeth white w/under \$10.
MomsTeethStory.com

Anti-Aging Drug Approved:

Is this new Anti Aging Supplement really the new fountain of youth?
<http://www.news13direct.com/>

[Buy a link here](#)

A substantial number of Arizona teens and young adults perceive benefits from using methamphetamines, including energy boosts, dealing with boredom and escaping problems.

That's according to the latest statewide survey by the Arizona Meth Project, a mass media youth prevention campaign, filled with graphic advertisements and community outreach aimed at averting first-time meth use.

Among the major findings:

- 37 percent of teens and 53 percent of young adults said it would be easy for them to get meth.
- 16 percent of teens and 34 percent of young adults confirmed someone has offered them meth or tried to get them

to use the drug.

- 16 percent of teens and 36 percent of young adults believe meth provides energy.
- 14 percent of teens and 24 percent of young adults believes meth helps you deal with boredom.
- 12 percent of teens and 21 percent of young adults believes the drug helps escape problems.

"We have our work cut out for us," said Cindy Schaidler, coordinator of the Casa Grande Alliance and a member of the AMP advisory board. "From my perspective, there is a sense of invincibility in young people."

Dr. Dale Guthrie, a Gilbert pediatrician and AMP advisory board member, is disturbed by the findings.

"Meth is certainly not a safe way to lose weight, and it is troubling to hear that so many young women believe this is the case," he said. "Meth use can actually cause malnutrition and possibly lead to anorexia."

Guthrie said the drug's ingredients, such as battery acid, paint thinner, kerosene and acetone, are so toxic they actually increase the chances of heart attack, brain damage or stroke more than with any other drug.

Arizona Attorney General Terry Goddard, who co-chairs the AMP advisory board, said the findings are a valuable tool for measuring the campaign's outcomes and will help develop effective messages for prevention.

In addition to television ads, radio testimonials, newspapers, billboards and the Arizona Meth Project Web site, online ads are running on **Myspace.com**, **Azcentral.com**, and **Teenhollywood.com**.

The "Arizona Meth Use & Attitudes Survey" was conducted by GFK Roper Public Affairs & Media, March 22 through April 17. The firm interviewed 400 respondents in three survey groups: teens aged 12 to 17 and in eighth through 12th grades; young adults 18 to 24; and parents of 12- to 19-year-olds.

For more: www.arzonamethproject.org.

All contents of this site © American City Business Journals Inc. All rights reserved.