



UPRISE

RESIST
INFORM
STEP-UP
EMPOWER

COLORADO'S YOUTH TOBACCO
CONTROL MOVEMENT

**To create health
equity, youth can:**

Resist the tobacco & vape
industry's influence

Inform friends about the ways the
tobacco & vape industry abuses power

Step-Up by getting involved


Empower others to create positive
change in your community

"We have never marketed to youth and never will."

~ Juul Executive, 2018

FACT OR FICTION?

FICTION



In fact, 4 in 5 current youth who use nicotine reported that they first used a flavored product.

**LEARN MORE AT:
upriseyouthmovement.org**



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