



**RESIST
INFORM
STEP-UP
EMPOWER**

**COLORADO'S SOCIAL JUSTICE
YOUTH TOBACCO CONTROL MOVEMENT**

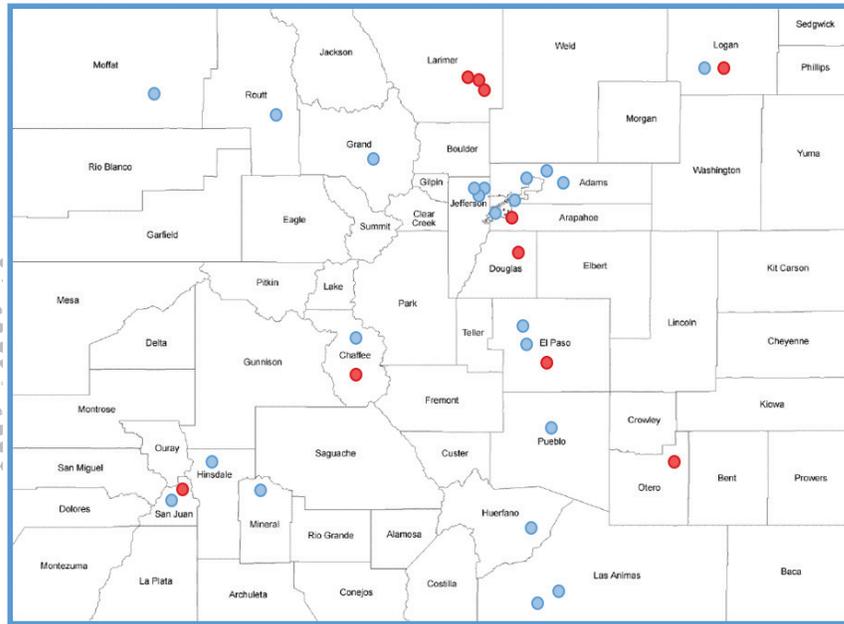
MISSION:

Amplifying Colorado young people's passion to shift perspectives about the tobacco industry and root causes of nicotine and substance use.

VISION:

Colorado's young people use their voice to create health equity.

- Youth Action Board Members
- Youth Coalitions



What is UpRISE?

UpRISE (Resist, Inform, Step-up, Empower), Colorado's Social Justice Youth Tobacco Control Movement is a youth-led movement that amplifies the voices of young people across the state to create health equity and fight against the tobacco industry.

What is the purpose of this youth movement?

UpRISE seeks to build a movement of diverse youth leaders who understand that tobacco is a social justice issue. These leaders will take action to contest unjust policies and systems that have contributed to youth tobacco use. UpRISE provides young people with the skills to examine substance use as a social justice issue, investigate underlying causes of nicotine use, and generate collective power in their communities to contest unjust policies.

Who is involved in this movement?

Twenty-two youth-serving organizations and schools across Colorado were selected and trained to host UpRISE coalitions. Each coalition, made up of 6-40 youth, learns about how power operates, the ways that the tobacco industry uses power over people to create unequal rates of nicotine use, and how youth can join together to create collective power to challenge policies in their schools or communities that have contributed to youth nicotine use and addiction. The movement is led by 10 youth leaders across the state, called the Youth Action Board (YAB).

What kinds of activities do local coalitions participate in?

UpRISE coalitions identify a root cause that contributes to youth nicotine use in their community (e.g. stress, discrimination), conduct research to identify a solution, learn about decision-makers in the community, and advocate for policy change. UpRISE coalitions also implement an annual activity to elevate a unified message across Colorado.

UpRiseYouthMovement.org