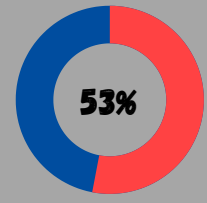


In 2019, 1 in 4 middle schoolers said they had tried a tobacco product



In 2019, over half of high schoolers said they had tried a tobacco product

WHO WE ARE

YOUTH COALITION THAT ENGAGES, EDUCATES, AND EMPOWERS YOUNG LEADERS, AGES 13-18, TO LIVE -TOBACCO FREE-

WHAT WE DO

- SERVICES PROJECTS
- PEER EDUCATION
- ADVOCACY
- LEADERSHIP EXPERIENCES

THAT FIGHT AGAINST DECEPTIVE TOBACCO MARKETING TECHNIQUES TARGETING YOUTH AND MINORITY GROUPS

WHY WE MATTER

PEER TO PEER EDUCATION HAS PROVEN EFFECTIVE IN REDUCING TEEN TOBACCO USE

COPING MECHANISMS GAINED TO REDUCE TOBACCO USE CAN BE USED FOR OTHER STRESSORS

USE OF DISPOSABLE E-CIGARETTES INCREASED ABOUT 1,000% AMONG HIGH SCHOOL E-CIGARETTE USERS IN 2020

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