

**BE REAL.**

**BE YOURSELF.**

**BE TRUE.**

Let's be real.

Using weed can really ruin things!

Your grades... your health... even your friendships.

Be true to yourself and free from marijuana.

**THAT IS FOR REAL.**



**YOU'RE BRIGHT.**

**YOU'RE BRAVE.**

**YOU'RE STRONG.**

You know what is good for you and what is not.  
Use that knowledge to show you are brave and strong – always!  
Using marijuana can hurt your health, your friendships  
and your trust with your family.  
You know what to do – don't use marijuana  
... because you are  
**Bright, Brave, and Strong!**



**COOL / KÜL /:**

**YOU**

Who defines cool? **YOU DO!**  
Making healthy decisions and protecting  
what is good for you and your friends is how to stay away  
from the things risk your cool – like using marijuana.

**You ARE the definition of COOL!**



**BEING COOL**

**IS YOUR**

**LIFE RULE**

Using marijuana just isn't cool!

It makes it difficult to concentrate, build trustworthy relationships with your parents, and be healthy.

**Your life is about fun and being cool –  
marijuana free is the only way there.**



# ALWAYS

# MOVING

# FORWARD

The truth is that life is going to happen  
– sometimes for good and sometimes not.

One true thing is that you always have control over your response.

Making decisions to move you forward puts you in control.

**DECIDING TO NOT USE MARIJUANA PUTS YOU IN CONTROL  
AND KEEPS YOU ALWAYS MOVING FORWARD.**



# RESPECT

# YOURSELF

You have power and know how to use it.  
You know that using marijuana is super risky and illegal.

How to respect yourself?

Stay away from using marijuana.

**THAT'S HOW TO RESPECT YOURSELF.**



**YOU'RE JUST**

**THAT GOOD.**

You can tell when someone is 'selling' you a story.  
Especially when it comes to using marijuana.  
You know the truth – marijuana can ruin your grades,  
your friendships and even your health.

**YOU SAW THAT A MILE AWAY –  
YOU ARE JUST THAT GOOD!**



**SIMPLY**

**STATED...**

**YOU ROCK!**

You know what is important to you  
– kindness, respect and having fun. Awesome!

Even more is that you know what  
puts you at risk of harm – like using weed.

Marijuana can impair your judgement and lead to legal consequences.

**USING MARIJUANA IS JUST  
NOT A PART OF YOUR STORY.**