

Updates to The Tea on THC Campaign

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by Colorado School of Public Health | January 28, 2025

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The Colorado School of Public Health wants to address the concerns that community members recently raised regarding the imagery in materials included in The Tea on THC campaign developed in collaboration with our partners at Initium Health. We deeply regret any distress this has caused and take this matter with the utmost seriousness. We acknowledge and understand that it is our responsibility to ensure our efforts reflect cultural awareness and sensitivity in every aspect of the School's work.

ColoradoSPH will take a more active role in overseeing and guiding campaign materials, including ongoing evaluation of community feedback.

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principles.

See a [statement](#) from Initum, the agency that created the campaign.

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Dean, Colorado School of Public Health

Please contact Travis Leiker, Assistant Dean of External Relations, for questions, at 303.817.5744 or at Travis.Leiker@cuanschutz.edu.

Topics: [ColoradoSPH at CU Anschutz](#)

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