

**Schroeder
Institute®**

FOR TOBACCO RESEARCH
AND POLICY STUDIES



**truth
initiative®**

INSPIRING
TOBACCO-FREE
LIVES


JUUL

who are we?

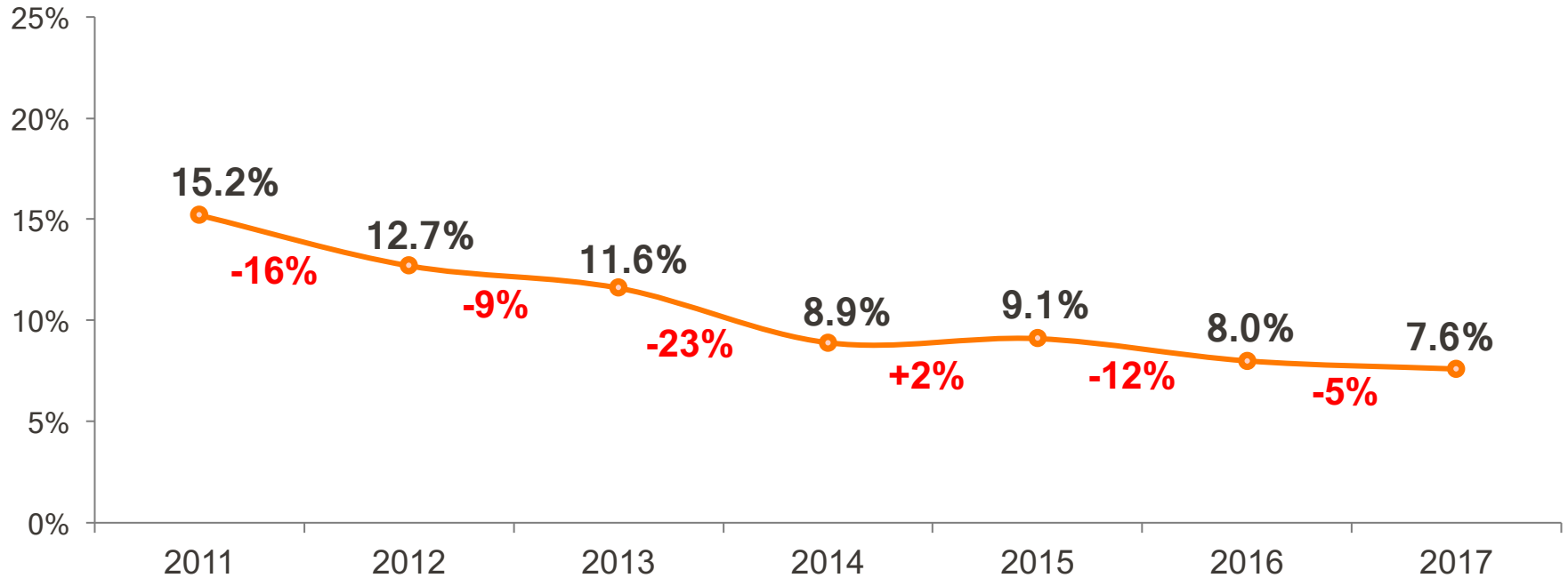
Truth Initiative
is a nationally
recognized,
non-profit
organization
combatting tobacco
use among
American teens
and young adults.

what do we do?

**We speak, seek
and spread the
truth to achieve
a culture where
all youth and
young adults
reject tobacco.**

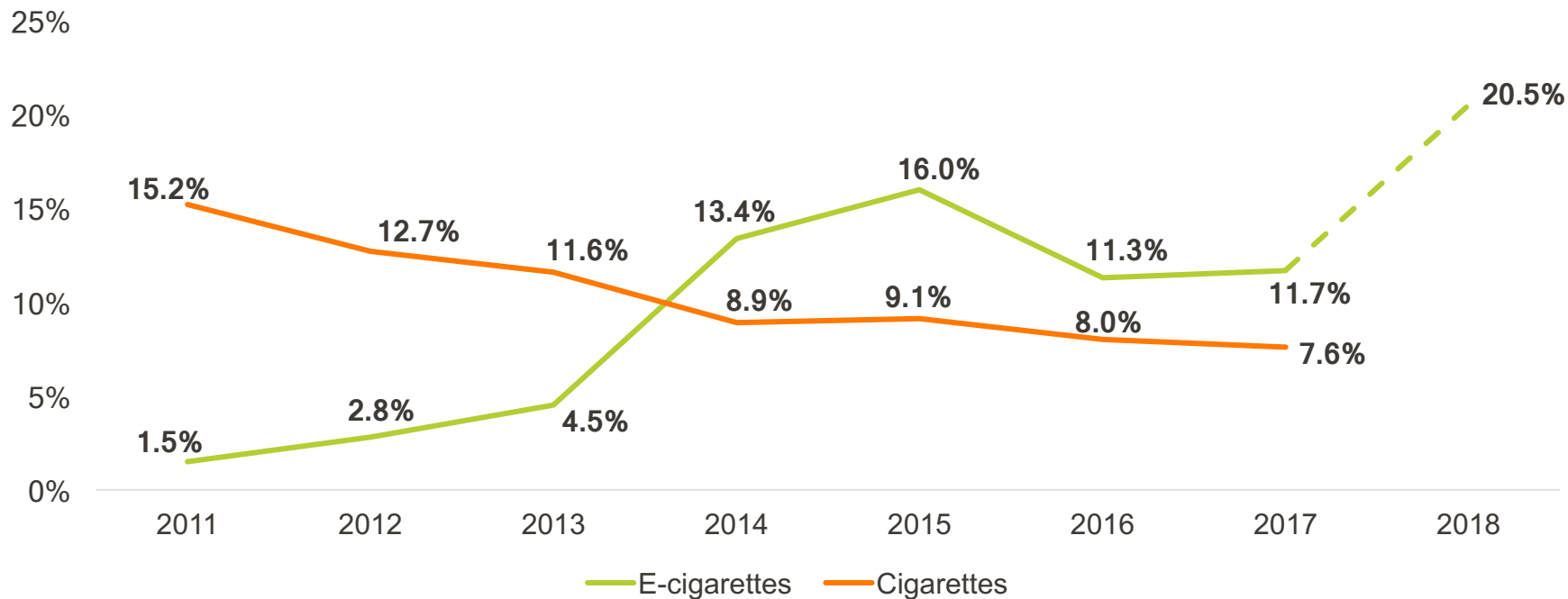


Prevalence of Past 30-Day Cigarette Use



Source: National Youth Tobacco Survey, 2011 - 2017

Prevalence of Past 30-Day Cigarette and E-Cigarette Use



Source: National Youth Tobacco Survey, 2011 - 2017

YOUNG ADULTS ARE

4X

MORE LIKELY TO START
SMOKING CIGARETTES
IF THEY VAPE.



Pod Mods: The Current Craze

- **Device and pods**

- Typically vape pre-filled, pod-like cartridges
- Two types: open-pod systems and closed-pod systems
 - Open-pod: device allows you to manually refill nicotine salt e-juice
 - Closed-pod: device requires pre-filled pods



- **Appeal to consumers**

- Low investment and maintenance
- Hassle-free and easy to use
- Light-weight, easy to carry and more discreet



What is JUUL?

- Electronic nicotine delivery system with sleek design that looks like USB flash drive
- Promoted as a “satisfying alternative to cigarettes”
- Uses JUULpods filled with nicotine salts in flavors such as mango, cucumber, and fruit medley
- Designed to be a closed system



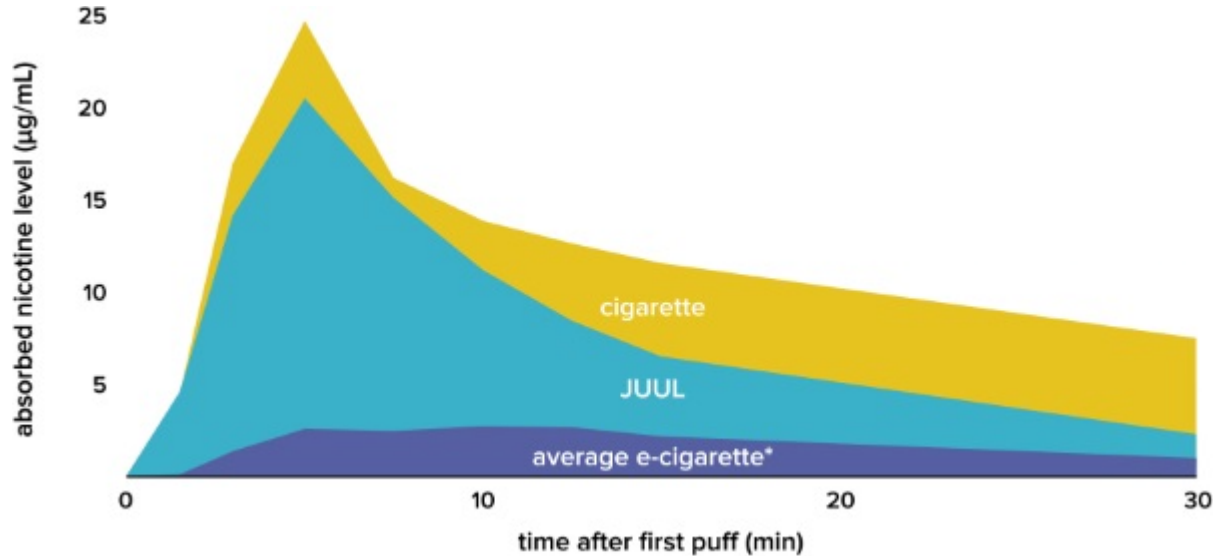
JUUL Flavors

- Virginia Tobacco
- Classic Tobacco
- Mint
- Menthol
- Mango
- Cucumber
- Fruit Medley
- Crème Brulee

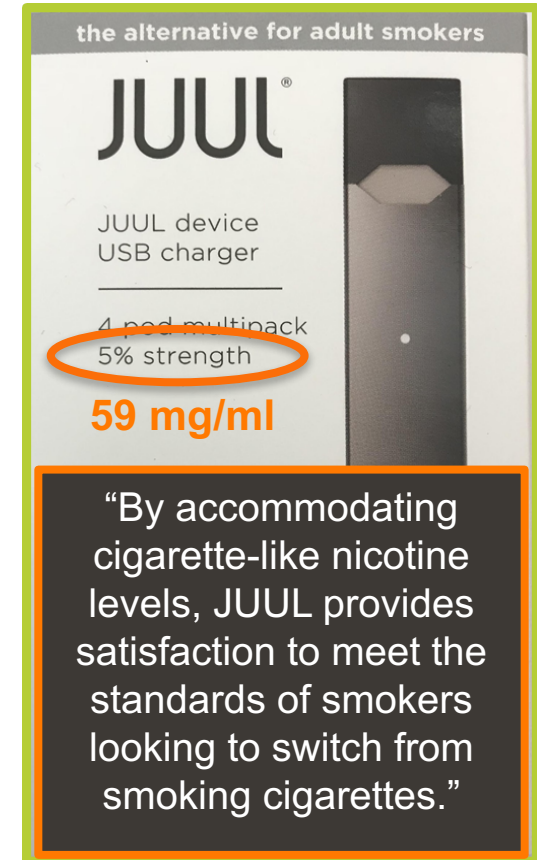
Which flavor is your favorite?



Does JUUL contain nicotine?

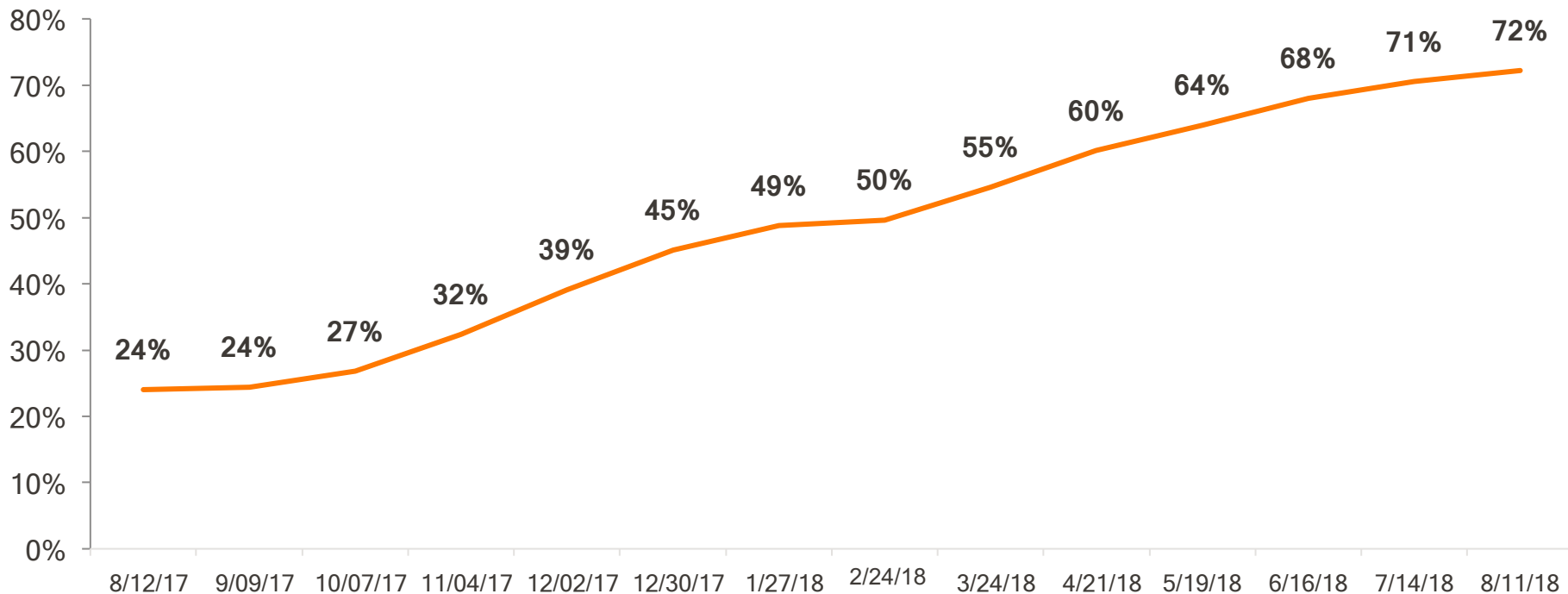


1 JUULpod = 1 pack of cigarettes



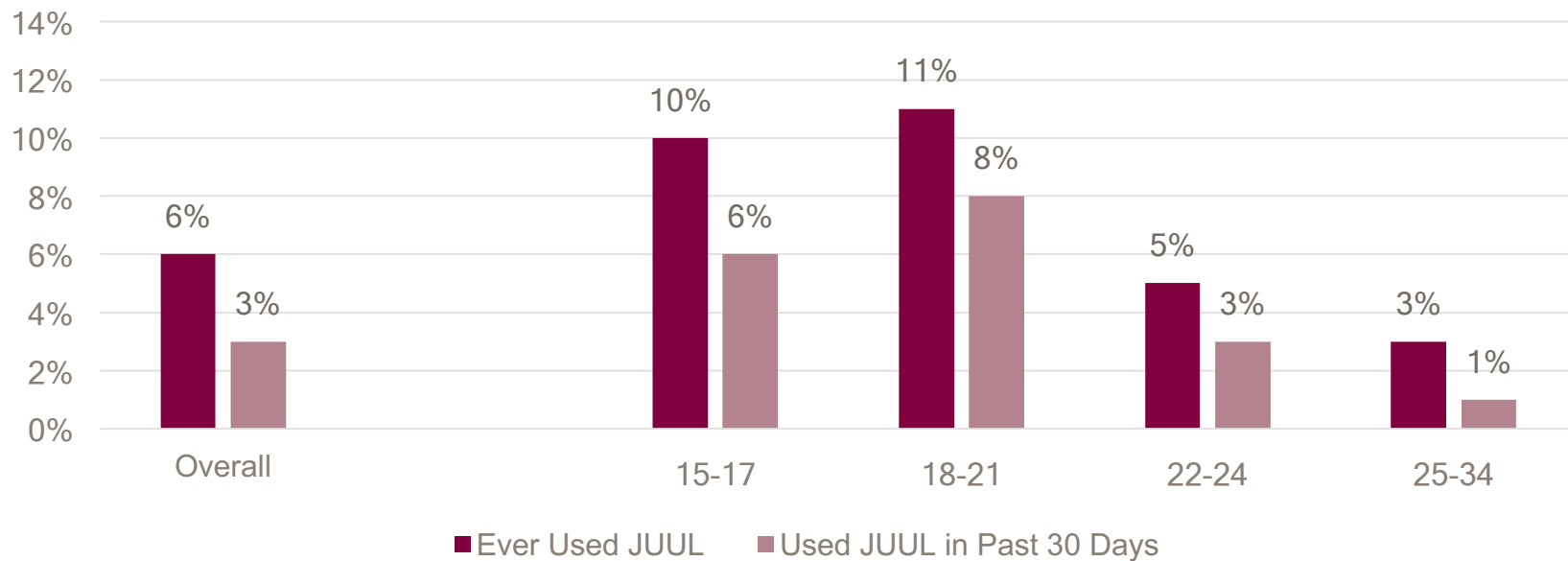
How popular is JUUL?

Percent of all E-cigarette Sales that are JUUL



Who is using JUUL?

JUUL USE BY AGE

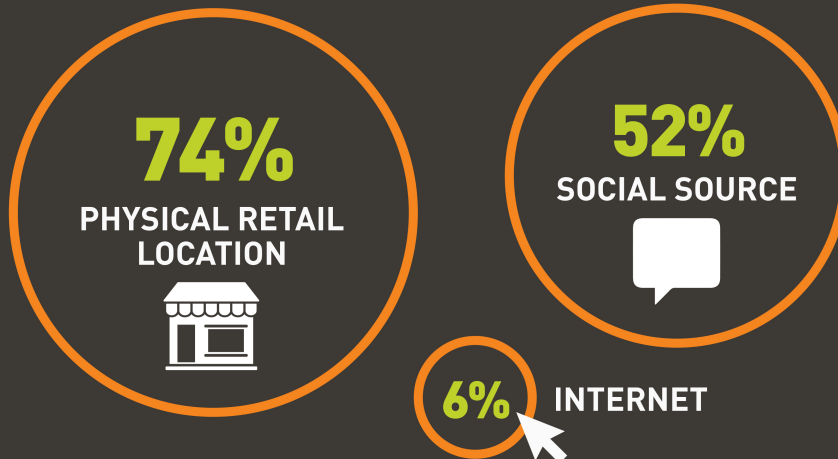


JUUL use among youth



Where are young people getting JUUL?

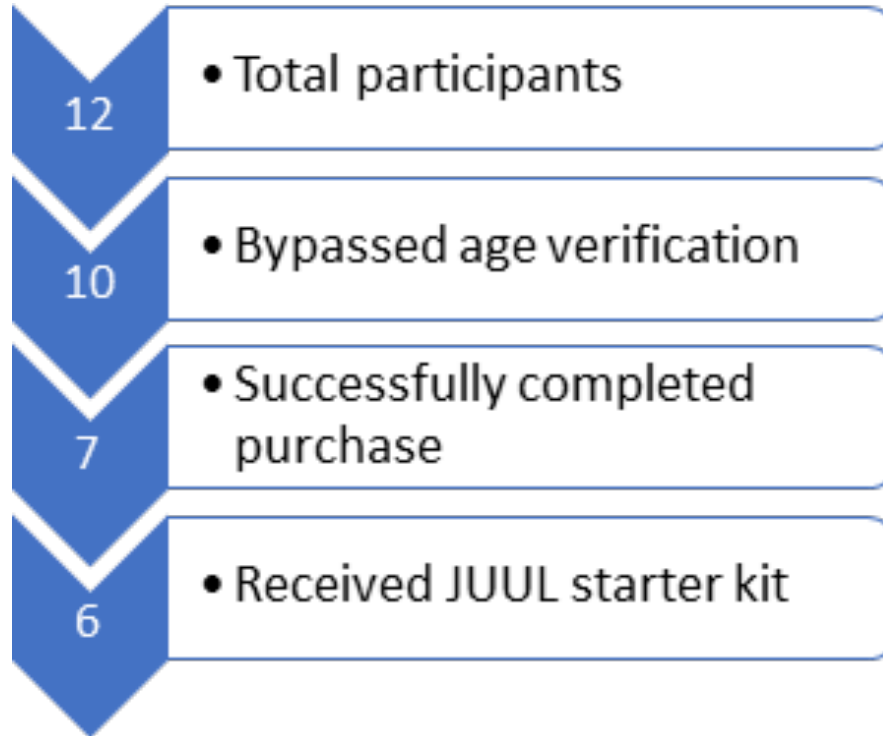
YOUTH WHO USED **JUUL FLAVOR PODS** IN THE PAST 30 DAYS SAID THEY **OBTAINED THE DEVICE IN THE FOLLOWING WAYS.**



*youth could select multiple answers

truthinitiative.org

Can young people purchase JUUL?



JUUL on Social Media



24 Tweets About Juul's That Only Teens Will Find Funny

"Yo, you gotta pod?"

Posted on February 5, 2018, at 4:07 p.m.



Kevin Smith

BuzzFeed Staff



Dorsey Shaw

BuzzFeed Staff



OK, here's the thing, maybe you clicked on this article because you didn't know what a [Juul](#) is...If you don't, it's a vape that everyone is obsessed with* and it looks like this:



Are E-cigarettes Regulated?

August 2016

E-cigarettes fall
under FDA
regulation

March 2018

Several
organizations sue
FDA for delaying
regulations on e-
cigarettes

August 2018

E-cigarette
packages must
display nicotine
warning

September 2018

FDA
Commissioner
calls youth e-
cigarette use an
“epidemic”

E-cigarette Regulations



- Currently no federal regulations on:
 - Clean indoor air
 - Flavors
 - Excise tax
- Unlike with cigarettes, e-cigarettes can be marketed on TV and radio
- E-cigarette packages must contain the message “WARNING: This product contains nicotine. Nicotine is an addictive chemical.”
- Federal legal age of purchase is 18



What can parents do?

- Talk to your kids about JUUL
 - Safer doesn't mean it's safe
 - Products are highly addictive – lead to smoking
- Educate other parents about JUUL & similar products
- Share stories about youth using the product
- Tweet at the FDA asking them to regulate vaping products

Jenny Sexton

Substance Abuse Counselor

Kenmore Middle School (M,W,F) &
Williamsburg Middle School (T,TH)

Arlington Public Schools

Department of Teaching and Learning

703-228-2631 (Kenmore/Voicemail)

703-228-5477 (Williamsburg/Voicemail)

jennifer.sexton@apsva.us



questions?

mbennett@truthinitiative.org
ataylor@truthinitiative.org

[contact info for school
substance abuse coordinator]

