

hot topics in practice

A Public Health Webinar Series by **Northwest Center FOR PUBLIC HEALTH PRACTICE**

Oregon's \$18.8 Million Agreement With JUUL Labs




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www.nwcbhp.org/hot-topics

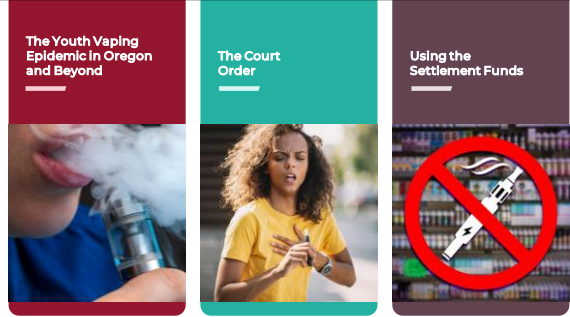
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How would you describe your level of familiarity with the youth vaping epidemic?

- A. Very familiar
- B. Somewhat familiar
- C. Not at all familiar
- D. Other (please type in chat)

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The Youth Vaping Epidemic in Oregon and Beyond

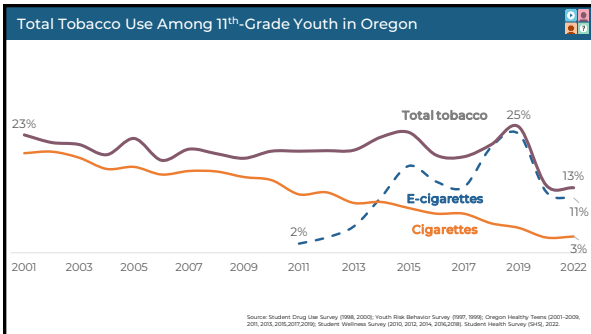
The Court Order

Using the Settlement Funds

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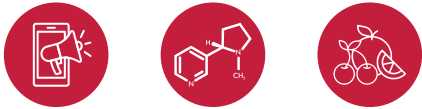


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- The US Surgeon General has referred to youth vaping as an epidemic
- From 2017-2018 e-cigarette use among high school seniors doubled—the largest increase ever recorded in any substance in the 43-year history of their Monitoring the Future Survey.
- 3.6 million youth currently use e-cigarettes.

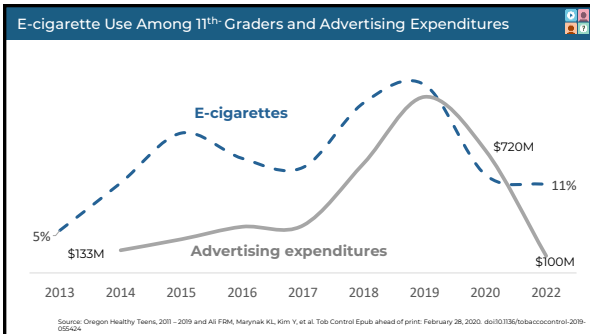
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What Led to All These Lawsuits Filed Against JUUL



- ✓ Advertising, marketing, and sales practices
- ✓ Nicotine content
- ✓ Flavors

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Targeted Advertising

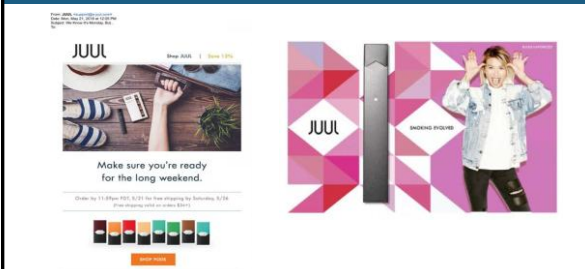
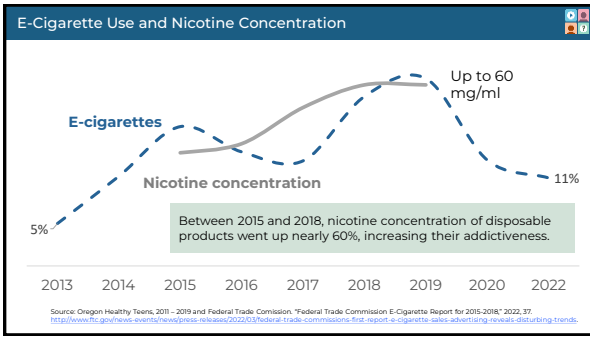
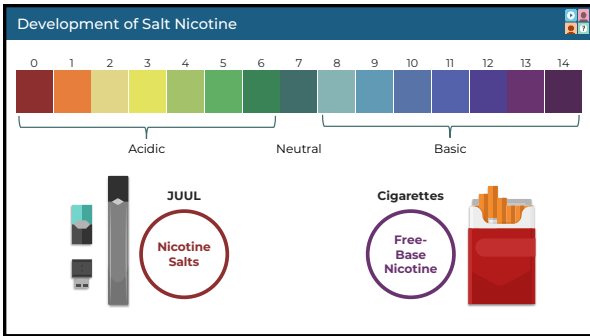


Image Source: truthinitiative.org

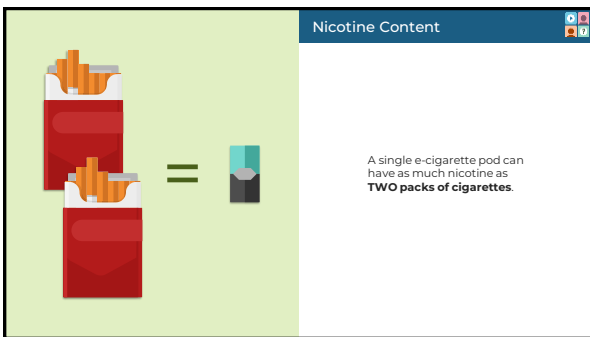
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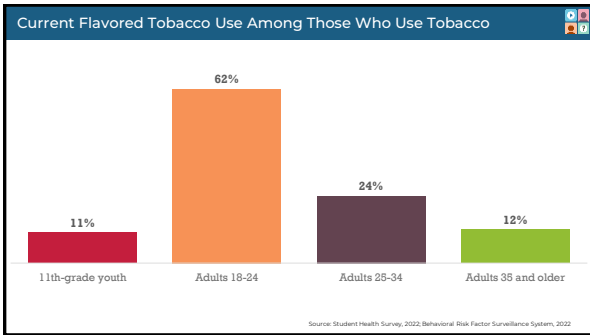
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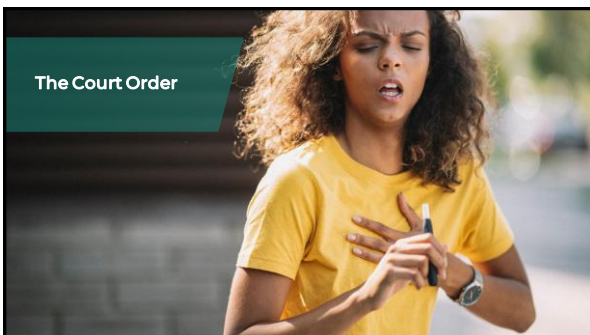
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- ### Federal Regulations on Flavored Tobacco
- Federal regulations restrict cigarette flavors (only menthol allowed) and marketing (limited to point-of-sale).
 - Cigarettes must be sold in packs of 20, making them more expensive.
 - New products like e-cigarettes bypass these rules:
 - Allow flavored options appealing to youth.
 - Use aggressive marketing visible to young audiences.
 - Are sold individually, making them cheap and accessible.
 - Tobacco control policies lag behind in regulating non-cigarette products (e.g., little cigars, hookah).

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Juul Settlements

- Juul settled multiple lawsuits in the last several years.
- States were involved in **multistate** or **independent settlement agreements**.
- Many local jurisdictions participated in **multidistrict litigation**.

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Advertising

- Prohibits JUUL from marketing and selling to children and young adults, including use of models under the age of 35, advertising on apparel, entertainment, and social media platforms, and the sale of flavored products;
- Restricts JUUL's ability to sponsor events and use outdoor advertising;
- Prevents JUUL from distributing product samples;


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Misleading Statements

- Representations about nicotine not approved by FDA
- Misleading representations about nicotine content

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If your organization was the recipient of JUUL settlement funds, what are some ways you would put them to use?
Share your ideas in the chat.

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Using the Settlement Funds

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Juul Settlement Actions in Oregon

- Settlement: 33 Multistate AG Settlement
- Total amount of money allocated - \$19,247,144.03
- How Allocated:
 - Programs for youth cessation
 - Education or prevention programs
 - Research on youth prevention
 - Programs or equipment for schools
 - Enforcement efforts for state and federal laws regarding ENDS and synthetic nicotine products

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Cessation Assistance to Oregon Residents

- Provide evidence-based cessation programs that are both culturally tailored and appropriate for youth.
- Support existing initiatives that provide counseling, support groups, and nicotine replacement therapies to help youth quit vaping.

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Programs or Equipment for Schools

- Support alternatives to punitive, exclusionary penalties (e.g., suspensions).
- Exclusionary penalties harm educational outcomes and student development.
- Schools often lack staff and training for effective alternatives.
- Use new funding to train staff on safe, healthy alternatives to suspension

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Research

Research: Allocate funds for research on the long-term health effects of vaping, especially in youth. This research can help gather evidence and inform policies and interventions.

Data Collection: Improve data collection to understand vaping trends among youth, including successful policies and approaches that effectively decrease youth uptake and encourage cessation.

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What Now?



- **June 23, 2022:** FDA denied JUUL authorization, issuing a Marketing Denial Order (MDO).
- Juul appealed, leading to a temporary stay by the U.S. Court of Appeals.
- **July 5, 2022:** FDA suspended the MDO during further review.
- **July 2023:** Juul submitted a new application for an e-cigarette with age verification and tamper-resistant pods.



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Key Takeaways

- ✓ Juul was accused of contributing to a surge in youth nicotine addiction
- ✓ Juul has reached settlements with plaintiffs to address these claims
- ✓ The settlement funds will be used to fund educational and preventative measures

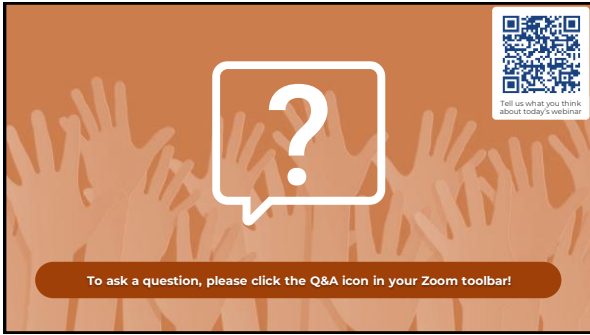
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A Chat with Sari Hargand



Sue Grinnell Sari Hargand

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Tell us what you think about today's webinar

To ask a question, please click the Q&A icon in your Zoom toolbar!

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Resources

Vaping and E-Cigarettes Toolkit
Department of Health and Human Services
https://digitalmedia.hhs.gov/tobacco/print_materials/CTP-218?locale=en

Annual National Youth Tobacco Survey
U.S. Food and Drug Administration
<https://www.fda.gov/tobacco-products/youth-and-tobacco/results-annual-national-youth-tobacco-survey>

Litigation Settlement Guide and Map
Public Health Law Center
<https://www.publichealthlawcenter.org/resources/juul-settlement-state-map>

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