

Oregon's \$18.8 Million Agreement With JUUL Labs



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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)

The Youth Vaping Epidemic in Oregon and Beyond



The Court Order



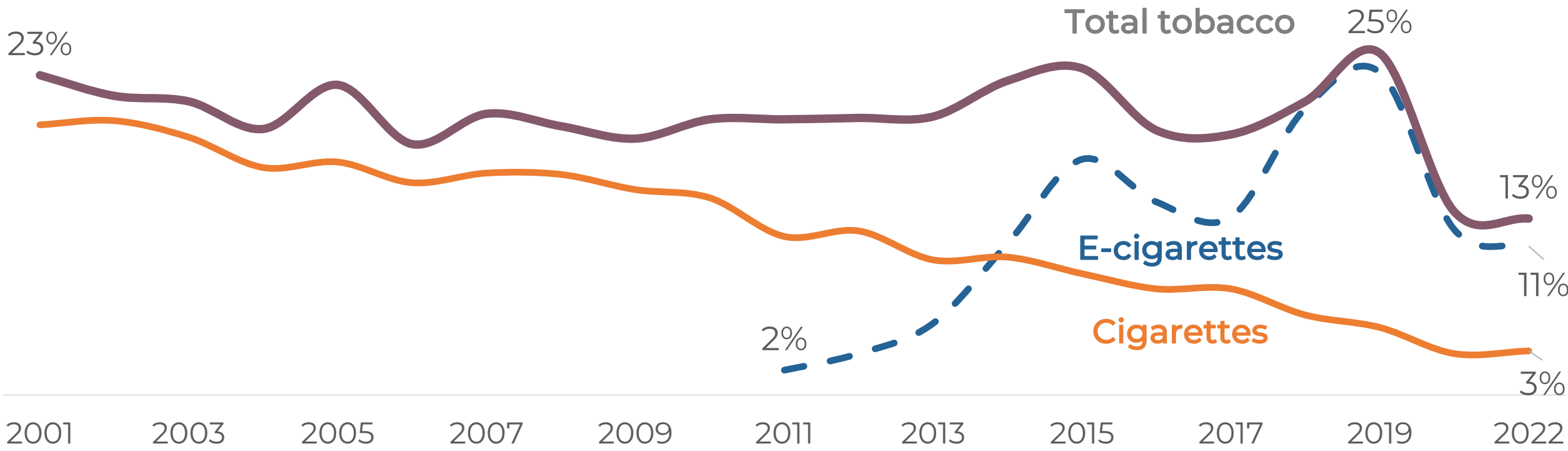
Using the Settlement Funds





**The Youth Vaping
Epidemic in Oregon
and Beyond**

Total Tobacco Use Among 11th-Grade Youth in Oregon

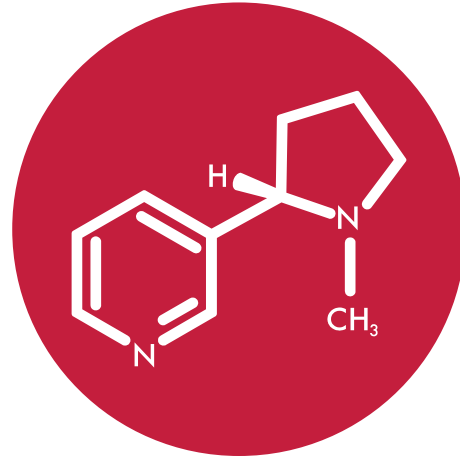
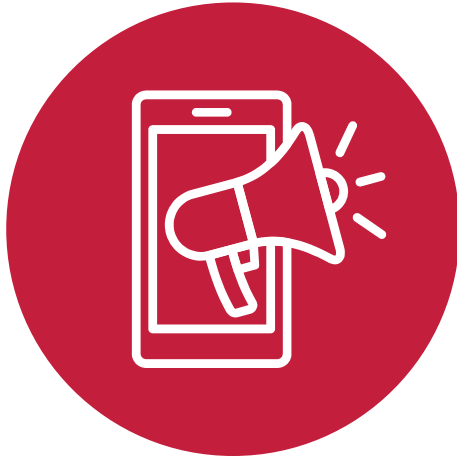


Source: Student Drug Use Survey (1998, 2000); Youth Risk Behavior Survey (1997, 1999); Oregon Healthy Teens (2001–2009, 2011, 2013, 2015, 2017, 2019); Student Wellness Survey (2010, 2012, 2014, 2016, 2018). Student Health Survey (SHS), 2022.



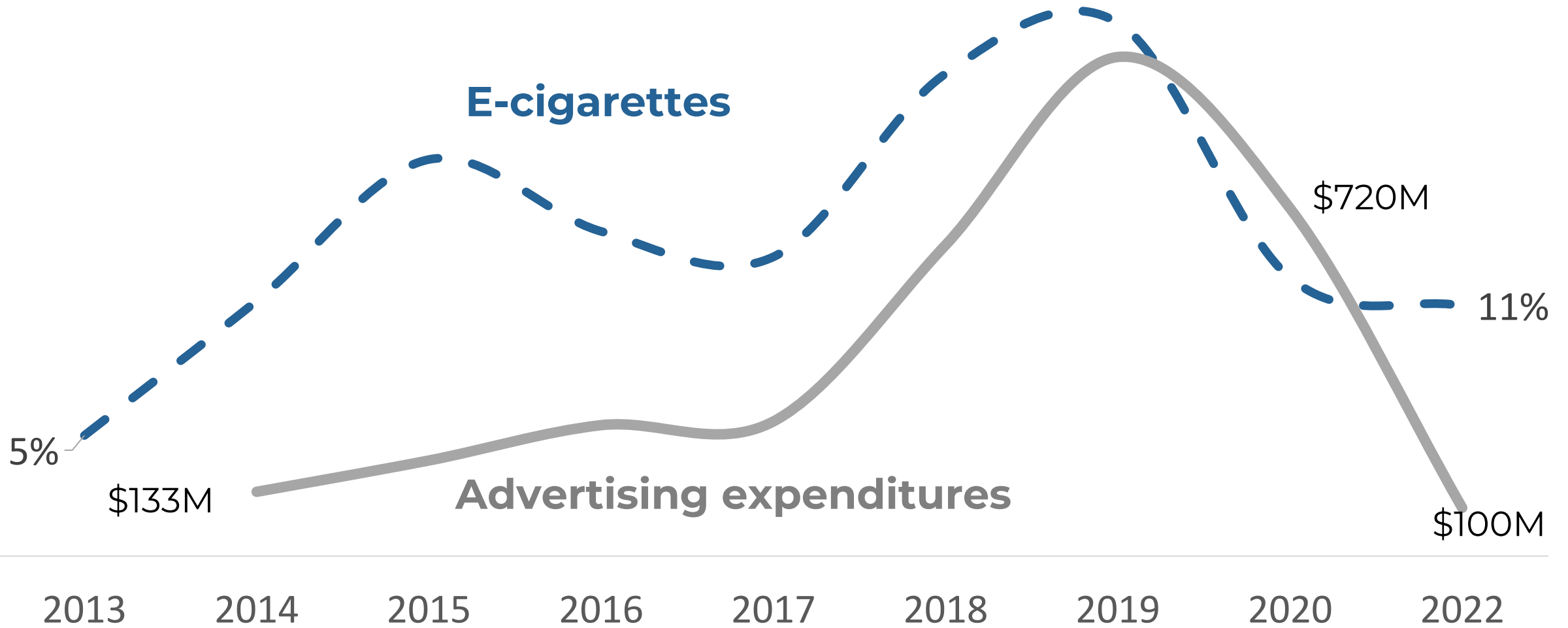
- The US Surgeon General has referred to youth vaping as an epidemic
- From 2017-2018 e-cigarette use among high school seniors doubled—the largest increase ever recorded in any substance in the 43-year history of their Monitoring the Future Survey.
- 3.6 million youth currently use e-cigarettes.

What Led to All These Lawsuits Filed Against JUUL



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

E-cigarette Use Among 11th- Graders and Advertising Expenditures



Targeted Advertising



From: JUUL <support@juul.com>
Date: Mon, May 21, 2018 at 12:05 PM
Subject: We Know It's Monday. But...
To:

JUUL Shop JUUL | Save 15%



Make sure you're ready
for the long weekend.

Order by 11:59pm PDT, 5/21 for free shipping by Saturday, 5/26.
(Free shipping valid on orders \$34+)



SHOP PODS

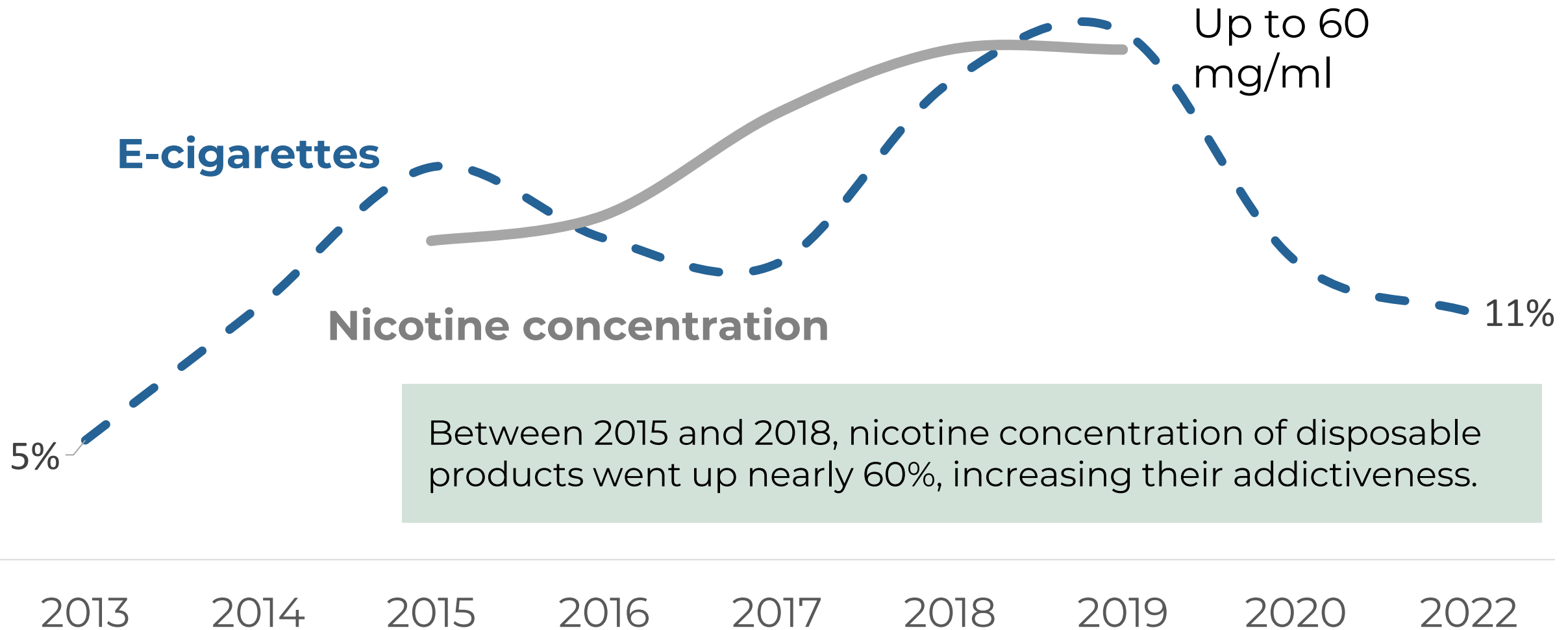


JUUL

SMOKING EVOLVED

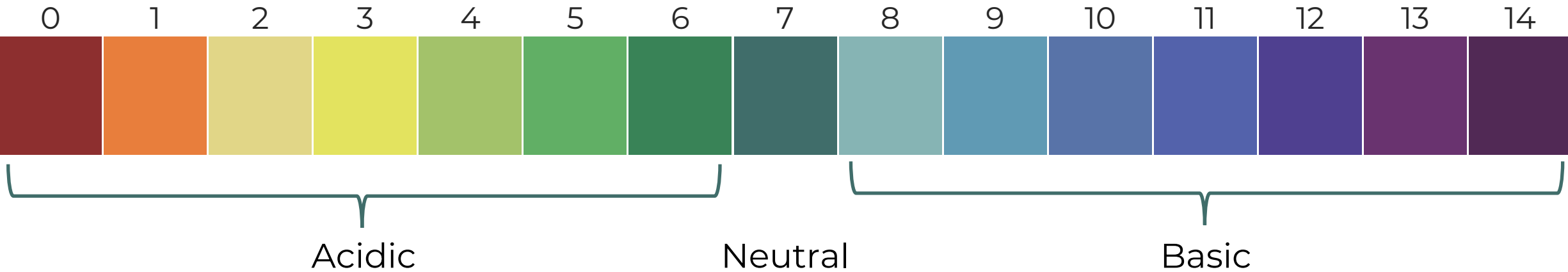
#JUULYAFORITTO

E-Cigarette Use and Nicotine Concentration



Between 2015 and 2018, nicotine concentration of disposable products went up nearly 60%, increasing their addictiveness.

Development of Salt Nicotine

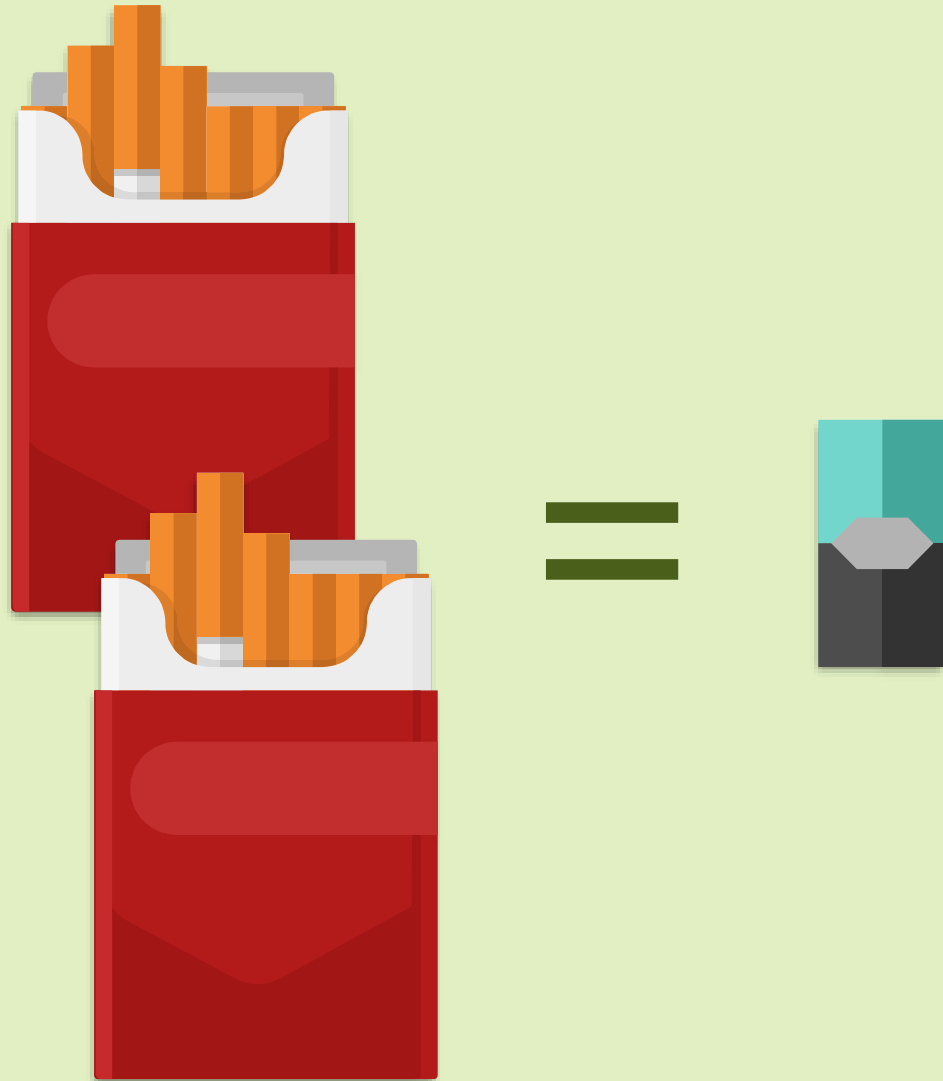


JUUL

Nicotine Salts

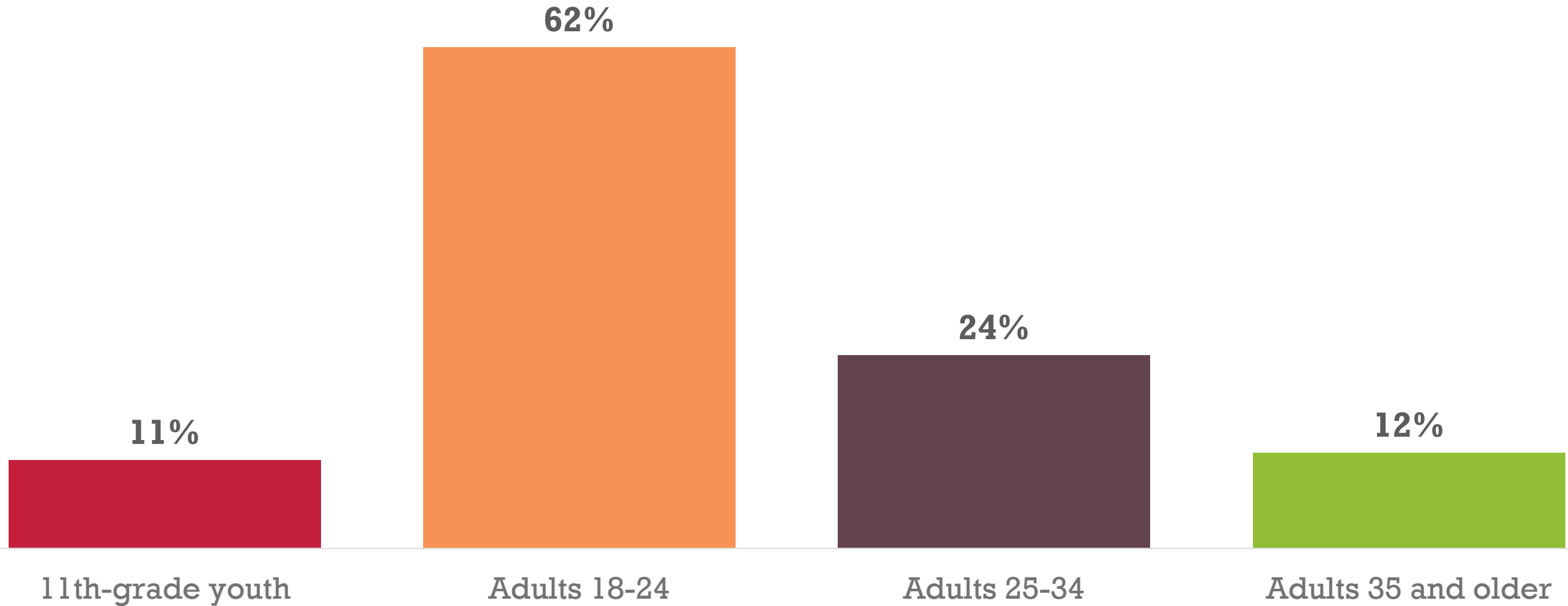
Cigarettes

Free-Base Nicotine



A single e-cigarette pod can have as much nicotine as **TWO packs of cigarettes.**

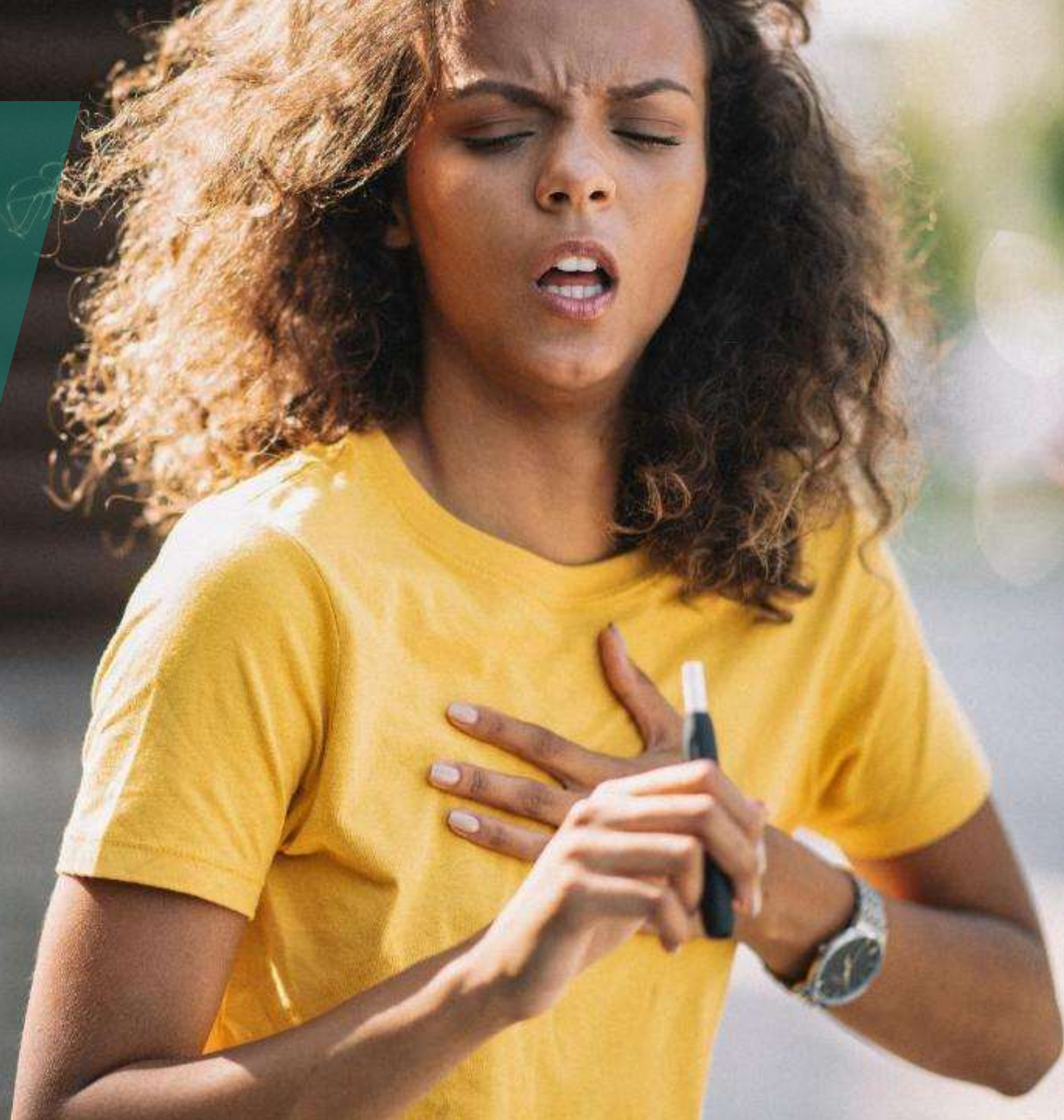
Current Flavored Tobacco Use Among Those Who Use Tobacco





- 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).

The Court Order





- 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**.



- 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;



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



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.

Using the
Settlement Funds





- 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



- 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.



- 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



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.

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.



- ✓ 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



Sue Grinnell



Sari Hargand



Tell us what you think
about today's webinar



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

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>