

# ALERT

**JUUL Labs, a manufacturer of vapor products, is contacting schools with a programming and funding opportunity.**



Photo accessed from <https://truthinitiative.org/news/what-is-juul> on March 14, 2018

**Message: JUUL is providing funds and programming to schools. The tobacco industry has a long history of sponsoring youth prevention programming that ultimately undermine evidence-based tobacco control efforts, and JUUL is no different.**

- JUUL Labs are piloting their prevention program, “Moving Beyond E-Cigarettes and Marijuana,” to middle and high schools.
- This pilot program is offered in-school or at a Saturday school alternative to discipline.
- JUUL states this program is focused to help prevent youth from using e-cigarettes and marijuana.
- JUUL states that they are the only ecigarette company that is not affiliated with the tobacco industry.
- For schools that do pilot this program, JUUL is offering technological interventions to disable and detect JUULs in schools.
- Several states have already been contacted by JUUL Labs for this programming opportunity.
- **If your school/district is approached by the manufacturers of JUULs and/or offered funding to support the implementation of this program, our office strongly recommends that schools/districts reject these offers and immediately contact OSPI for more guidance if needed.**
- Parents and teachers shouldn’t get advice about e-cigarettes from companies that make and profit from e-cigarettes. We encourage you to utilize prevention materials from independent, public health sources, examples of which can be found below.

Resources:

Campaign for Tobacco-Free Kids, “JUUL and Youth: Rising E-Cigarette Popularity”, 2018, <https://youthengagementalliance.org/wp-content/uploads/2016/08/JUUL-Fact-Sheet-2-5-18.pdf>

[Know the Risks: E-cigarettes and Young People](#), based on the United States 2016 Surgeon General's report on E-cigarettes and Young People. This site has resources, including a Parent Tip Sheet, Health Care Provider Conversation Card, Videos, and Fact Sheets.

Stanford’s Tobacco Prevention Toolkit, 2018, <http://med.stanford.edu/tobaccopreventiontoolkit.html>. See also specific JUUL lesson: <http://med.stanford.edu/tobaccopreventiontoolkit/E-Cigs/ECigUnit6.html>

*For additional information and technical assistance about this alert, contact Stacia Wasmundt, Youth Tobacco and Vapor Product Prevention Consultant, Washington State Department of Health: [stacia.wasmundt@doh.wa.gov](mailto:stacia.wasmundt@doh.wa.gov), 360-236-2568.*