

March 21, 2018

Greetings!

The Washington State Department of Health (DOH) Tobacco and Vapor Product Prevention and Control Program (TVPPCP) has recently been made aware that the manufacturer of JUUL has contacted some schools in several states seeking their participation in a prevention program designed by the e-cigarette manufacturer.

JUUL is a type of e-cigarette/vapor product that is relatively new to the vapor product market and has become increasingly popular, especially among youth. JUULs very closely resemble a USB drive, can be charged in a USB port, and emit little to no detectable vapor or odor. Due to their easily concealable design, they are of particular concern with regards to youth use.

JUUL now represents nearly half (46.8%) of the e-cigarette/vapor product market share. The e-liquid contains .7 ml nicotine by volume, and 5% nicotine by weight. This is roughly equivalent to the amount of nicotine in a pack of cigarettes. Every flavored JUUL pod contains nicotine and they can be taken apart to allow for the user to add additional substances or liquid. The U.S. Surgeon General has determined that that e-cigarette/vapor product use is strongly associated with the use of other tobacco products among **youth and young adults, particularly the use of combustible tobacco products.**

The TVPPCP considers JUULs and similar e-cigarettes/vapor products to be part of the tobacco industry, which has a long history of sponsoring youth prevention programming that ultimately undermine evidence-based tobacco control efforts. The U.S. Surgeon General has stated that these programs have not demonstrated success in impacting young people's tobacco use.

If you hear of any schools being approached by the manufacturers of JUULs and/or offered funding to support the implementation of this program, we strongly recommend that schools/districts reject these offers and instead utilize one or more of the resources below.

- A recently developed prevention module on JUULs from Stanford University:
<http://med.stanford.edu/tobaccopreventiontoolkit/E-Cigs/ECigUnit6.html>
- 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, with a Parent Tip Sheet, Health Care Provider Conversation Card, Videos, and Fact Sheets.

Please share these resources with your communities. If you would like additional resources or technical assistance on tobacco and vapor product prevention, please contact:

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