

JUUL Prevention, Intervention & Replacement Initiatives

Plans & Progress

December 15, 2017

The JUUL strategy has three components:

1. Assessment of the problem in schools using, data from the Healthy Kids survey and discipline data, focus groups of high school students, reports from school administrators and police.
2. Designing alternatives to traditional prevention programs and discipline by drawing on best practice resources such as [Stanford Medicine](#), the [Spokane Regional Health District](#), [Catch My Breath](#), [California's Tobacco-Use Prevention Education Program](#), and similar programs as well as providing students with vaping replacement approaches through mindfulness which strengthens the physiological responses to stress, negative emotions, and anxiety.
3. Developing technological solutions that prevent students from using the JUUL products like wireless nodes that alert school staff to use in schools, and age-verification processes that require a connection to an adult mobile phone device for the device to function.

Progress to date includes the following:

- A. Identified target school districts based on the most current Healthy Kids data for use of e-cigarettes;
- B. Setting up focus groups of student users in identified districts as well as educators to gather information for developing prevention and intervention strategies (January 2018);
- C. Engaged long-time educational leaders Wendell Greer and Bruce Harter to lead the prevention effort in schools and school districts;
- D. Developing a pilot program for a 'Saturday School' intervention for students caught using vaping devices in schools and initiating pilots in 11 high schools (5 in NorCal, 5 in SoCal & 1 in the Central Valley) beginning in February 2018. Two schools are currently committed and the other will be lined up by mid-January 2018;
- E. Engaging law enforcement and school leaders in conversations about how JUUL can collaborate in addressing use in schools (late January/early February 2018);
- F. Employing strategies to identify and turn over to police vendors that are selling products to students including smart shoppers, Craig's list sellers, large quantity non-retail re-sellers and the sale of online copy or imitation products.
- G. Seeking partner school districts by being an exhibitor at the National School Boards Conference in San Antonio in April 2018.
- H. Submitting presentation proposals for state and national conferences of school board members, school administrators and police chiefs to build awareness and engage in developing effective prevention, intervention and replacement strategies. Target: summer, fall & winter conferences 2018.
- I. California school districts contacted include: Tamalpais Union High School District, Sequoia Union High School District, Hayward Unified School District, West Contra Costa Unified School District, Mt. Diablo Unified School District, San Ramon Unified School District, Castro Valley Unified School District, New Haven Unified School District, Los Angeles Unified Local School Districts, Oceanside Unified School District, Victor Valley Union High School District, Compton Unified School District, Santa Monica Unified School District, Centinela Valley Union High School District and Long Beach Unified School District.