
JUUL SETTLES NORTH CAROLINA LAWSUIT FOR ROLE IN IGNITING NATIONAL YOUTH E-CIGARETTE EPIDEMIC

Statement by Robin Koval, CEO and President of Truth Initiative

WASHINGTON, D.C. (June 28, 2021) – Today’s settlement with the state of North Carolina against JUUL is an important step forward in holding the e-cigarette company accountable for igniting the national youth vaping epidemic. It sends a strong message that state officials will not sit idly by as the industry recruits young people to become the next generation addicted to nicotine, which research shows can have profound negative effects on their physical and mental well-being. It also underscores the on-going need for national, comprehensive action by the FDA to clear the market of all forms of youth-appealing flavored, high nicotine e-cigarette products including menthol, that continue to sustain the youth e-cigarette epidemic with nearly one in five high school students currently vaping.

We are pleased to see that the settlement intends for funds to be used for youth prevention and cessation, and hope the funds will be put toward evidence-based programs that make sure the young people of North Carolina who vape get the help they need to quit and to prevent future youth uptake. Insights from our own youth-focused, proven-effective [truth](#)[®] national tobacco prevention and education campaign to end youth vaping, along with [This is Quitting](#), a first-of-its kind, text message e-cigarette quit program show that adolescents and young adults benefit from national programs that provide the facts and free resources they need to quit vaping or never start in the first place. A new study published in [JAMA Internal Medicine](#) demonstrated the effectiveness of *This is Quitting* in helping young adults quit vaping e-cigarettes. The randomized clinical trial found that young adults aged 18-24 who used *This is Quitting*, now with over 335,000 young people enrolled, had nearly 40% higher odds of quitting compared to a control group.

We commend Attorney General Josh Stein for his leadership in holding JUUL accountable for its undeniable role in the youth vaping crisis and hope it inspires other state and federal officials to continue to take action on the dangers of youth vaping and move to make all tobacco and nicotine use a thing of the past.”

About Truth Initiative[®]

Truth Initiative is a national public health organization that is inspiring lives free from smoking, vaping and nicotine and building a culture where all young people



reject tobacco. In 2020, we celebrated 20 years of saving lives and preventing millions of youth from smoking. Our impact has helped drive the teen smoking rate down from 23% in 2000 to an all-time low of 3.7% in 2019. The truth about tobacco and the tobacco industry are at the heart of our proven-effective and nationally recognized **truth**[®] public education campaign. **truth** has also recently taken on the youth epidemics of vaping and opioids. Our rigorous scientific research and policy studies, community and youth engagement programs supporting populations at high risk of using tobacco and innovation in tobacco dependence treatment, are also helping to end one of the most critical public health battles of our time. Based in Washington D.C., our organization, formerly known as the American Legacy Foundation, was established and funded through the 1998 Master Settlement Agreement between attorneys general from 46 states, five U.S. territories and the tobacco industry. To learn more, visit truthinitiative.org.

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