Juul Advertising

Template LTE

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**Should we be surprised that JUUL bought ads on kid-friendly websites?**

Dear Editor,

SHARE THAT A NEW LAWSUIT FROM THE STATE OF MASSACHUSETTS ALLEGES THAT JUUL BOUGHT ADVERTISING ON YOUTH WEBSITES LIKE CARTOON NETWORK, NICKELODEON, SEVENTEEN MAGAZINE, AND EVEN EDUCATIONAL SITES FOR MIDDLE AND HIGH SCHOOL STUDENTS. LET READERS KNOW THE LAWSUIT ALSO ALLEGES THAT JUUL REJECTED AN EARLY MARKETING PROPOSAL FOCUSED ON ADULT SMOKERS IN FAVOR OF A MORE YOUTH-ORIENTED CAMPAIGN FEATURING ATTRACTIVE MODELS. SHARE THAT THE ALLEGATIONS STEM FROM JUUL’S OWN INTERNAL DOCUMENTS.

DESCRIBE YOUR REACTION TO THE LAWSUIT, AND THE EVIDENCE THAT IS BEING PRESENTED BY MASSACHUSETTS (**YOU CAN REVIEW BOTH THE SUIT AND THE EVIDENCE AT** [**https://www.mass.gov/lists/attorney-generals-office-lawsuit-against-juul**](https://www.mass.gov/lists/attorney-generals-office-lawsuit-against-juul)). TALK ABOUT HOW JUUL USED THESE TACTICS NOT JUST IN MASSACHUSETTS, BUT IN MULTIPLE STATES, INCLUDING WISCONSIN.

EXPLAIN THAT THE MASSACHUSETTS LAWSUIT ALLEGES THAT JUUL ILLEGALLY ADVERTISED AND SOLD PRODUCTS TO UNDERAGE YOUTH AND CREATED AN EPIDEMIC OF YOUTH NICOTINE ADDICTION. TALK ABOUT WHAT THAT EPIDEMIC LOOKS LIKE LOCALLY. WHAT ARE TEACHERS/ADMINISTRATORS SEEING IN SCHOOLS?

NOW DISCUSS WHAT YOUR COALITION/NETWORK IS DOING ON THE ISSUE (**PRESENTATIONS, WORK WITH SCHOOLS, ETC.**). ALSO LET COMMUNITY MEMBERS KNOW HOW THEY CAN GET INVOLVED (**PROVIDE COALITION URL, SOCIAL MEDIA, ETC.**).

SHARE THAT YOUTH ADDICTED TO NICOTINE CAN GET FREE HELP TO QUIT BY CALLING THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW, AND THAT PARENTS CAN FIND RESOURCES AT TOBACCOISCHANGING.COM.