

**From:** Julie Henderson on behalf of Julie Henderson <julie@juul.com>  
**To:** Ashley Gould; Kevin Burns  
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**Subject:** Youth Programs

Good morning,

Please see grid below. After so many comparisons to Big Tobacco's 'play-book' on youth, I researched public records from UCSF's collection of the litigation documents. From the 80 docs I reviewed (out of the 496 available based on search parameters), I developed the following comparison summary of our plans & existing programs with how we're being viewed based on comparable efforts from 'big tobacco'.

Are we still scheduled for Wed at 9 to discuss YP please? I've got some recommendations & ideas I'd like to run by you informally. I'll forward my re-vamped 30, 60 & 90 day plans in a separate grid.

Thanks.

YOUTH PREVENTION PROGRAMS by Type and Purpose

Type of Program	Name of JUUL's Program	Intended Purpose(s)	Possible Misinterpretations	Big Tobacco - sponsored Programs (1960 - 2000)
Youth Education	Introductory Intervention Curriculum Pilot (Intro - 3 hr pilot) - complete, needs PR polish  HS & MS Intervention Curricula ( 10-21 hr ELA units) - due 4/23  Prevention Curricula Grades 6-12 10-22 hr units embedded in ELA/SS - due 6/30 (incl new video, etc)  PSAs - media campaigns (incl social media) - due 6/30	Educate youth of the health affects of nicotine on the developing adolescent brain & body;  Provide self-efficacy strategies for addressing peer influences  Provide non-substance alternatives to addressing teen stresses  <i>Identify &amp; replicate/scale most effective prevention program(s) &amp; approaches; Ultimate goal is to reduce youth use down to below the lowest levels of youth smokers</i>	Generates good PR;  Builds alliances w/educators & school law enforcement;  Marginalizes extant health education and abuse prevention educational programs;  De-rails regulation  Collects data on youth for marketing purposes	"Right Decisions, Right Now" (RJR, 1991)  "Juveniles Should Not Smoke" (Finland, 1992)  "Smoking Can Wait" (Russia, 1994-1995)  MTV Campaign
Adult Education (Parents, Educators, School Resource Officers, Counselors)	Community Conversations/Town Hall Meetings - ongoing w/minimum of 5 completed by 6/30  Professional Development Workshops for Teachers, Administrators & SROs (1/2 day to 1 full day) - pending; Stanford week-long Institute tentatively planned for wk of 7/9/2018	Inform adult communities of vaping trends in general, including types of systems, products used widely by youth, potential hazards (w/counterfeit products), ways students may try to conceal and use, known health affects, additional research needed (and its status - if we're in the process of conducting)	Generates good PR;  Builds alliances w/educators & parents;  Marginalizes and/or discredits extant health education programs & agencies  De-rails regulation	"Responsible Living Program" (Tobacco Institute) which included "Helping Youth Decide" (Tobacco Institute, 1984) and "Helping Youth Say No" (Tobacco Institute, 1990 and Phillip Morris, 1994).
Retailer- and E-commerce targeted programs	Secret Shopper  WeCard  Talisman Take-Downs  Social Media Monitoring & Take-Downs	Identify non-compliant sources & eliminate their access to product  Identify unauthorized marketing (usually by youth) on social media sites & engage FDA's assistance in enforcing take-downs	Generates good PR;  Implies age and the law are the only reasons underage youth should not use JUUL/vape;  Undermines FDA &/or local jurisdiction's attempts to regulate age restrictions	"Action Against Access" (Phillip Morris, 1995)  "We Card" (Coalition for Responsible Tobacco Retailing)  "It's the Law" (Tobacco Institute, 1990; Phillip Morris, 1994)

				“Support the Law” (RJReynolds, 1992)
Third-party Supports	“JUUL” 501(c)(3) Foundation - draft  Introductory Intervention Pilot Curriculum	Partner with youth-focused organizations to educate youth on dangers of nicotine  Identify & fund exemplary and promising prevention programs (e.g. existing & proposed health education programs)	Attempts to use 3rd parties as mouthpieces & gain legitimacy  Builds alliances w/reputable youth groups	4-H “Health Rocks”  US Junior Chamber of Commerce partnership  Partnered w/National Association of State Boards of Education (& used president for media tours)  Sought alliances w/scouts; YMCA/YWCA, Boys & Girls Clubs, Jr Achievement

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