

# Kentucky should...



## prevent and treat youth nicotine addiction

Despite youth smoking rates declining over the past decade, current use rates remain a concern – with Kentucky youth using nicotine and tobacco at a higher rate than the national average.

**This resurgence of nicotine use among youth is largely due to the rise of e-cigarettes or vapes over the last decade.** When the market started expanding, JUUL Labs quickly became the most popular e-cigarette, especially among youth. Their marketing campaigns featuring young people and celebrities, free sample programs, colorful packaging, and youthful flavors led to several lawsuits accusing JUUL of intentionally targeting kids.

**In 2019, Kentucky was named one of 33 states to receive settlement funds from a lawsuit against JUUL for their marketing practices aimed at kids.**

### Blueprint for Kentucky's Children Policy Solution:

Ensure JUUL settlement dollars are used to address youth nicotine dependence, including cessation programming support and initiatives to reduce youth initiation.

Beginning in 2022, Kentucky began receiving installments of a **\$14 million settlement** with JUUL, spanning up to five years of payouts. Despite the clear indication that this settlement is due to JUUL's marketing to youth and their role in current youth vaping rates, the settlement dollars are **not currently being directed to any specific activities** and must be allocated by the General Assembly.

**JUUL settlement dollars should be directed to addressing the epidemic of youth nicotine addiction in Kentucky and supporting prevention and cessation programming.**

### The Kentucky Tobacco Prevention and Cessation Program:

- Administers several quit resources available at no cost to Kentuckians
- Provides funding to local health departments to support tobacco prevention and cessation programs in communities and schools
- Provides training and technical assistance to local health departments working on tobacco prevention

**Kentucky currently spends just 3.5% of the recommended spending amount on tobacco prevention and cessation programming.**

