



Kentucky should...

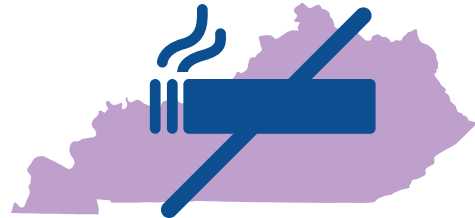
invest available dollars in youth nicotine prevention and cessation

Following the introduction and quick growth of disposable e-cigarette products over a decade ago, Kentucky schools and communities have seen a concerning nicotine dependence among youth.

Nicotine use among youth has a big impact:

- Youth who use nicotine products are at an increased risk for future addiction to other drugs.
- Students who initiate e-cigarette use are shown to have lower subsequent academic performance.
- Recent data shows an increase in emergency room visits due to e-cigarette dependence-related illnesses.

Once youth have started using nicotine products, they need support to quit – and Kentucky has a unique opportunity to direct resources to prevention and cessation programming.



In 2019, Kentucky was part of a multi-state lawsuit against JUUL for their marketing practices aimed at kids, including packaging with characters and flashy colors and kid-friendly flavors.



Beginning in 2022, Kentucky began receiving installments of a \$14 million settlement with JUUL, spanning up to 9 years of payouts. These installments are currently going into the state's General Fund.

Despite the clear indication that this settlement is due to JUUL's marketing to youth and their role in current youth nicotine use rates, **the settlement dollars are not being directed to any specific cessation or prevention activities and must be allocated by the General Assembly.**

Blueprint for Kentucky's Children Policy Solution:

Direct remaining JUUL settlement dollars to address youth nicotine dependence, including cessation programming and initiatives to reduce youth initiation.