

BACK-TO-SCHOOL CAMPAIGN:

KEEPING JUULS

OUT OF

SCHOOLS

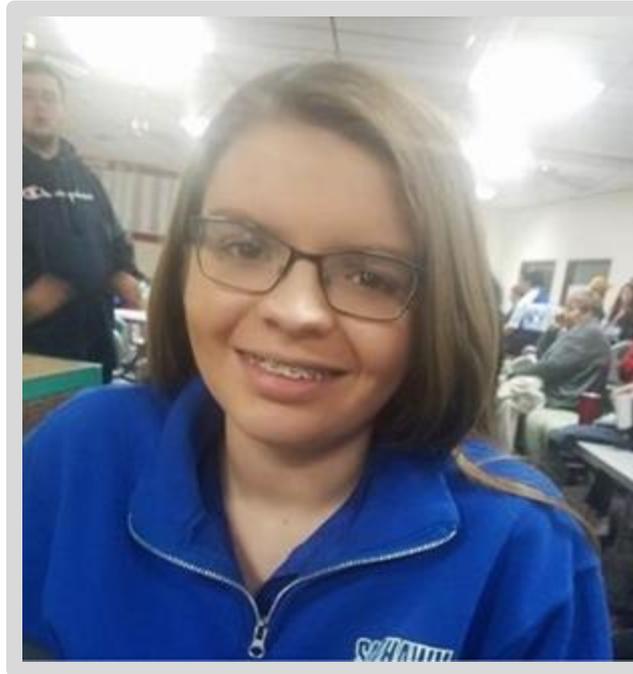


WHO ARE WE?



Hailey Kisner

Hailey is a senior at Hutchinson High School and has been involved in tobacco prevention for five years. Hailey currently serves as the president for the Resist Youth Council and was recently chosen as a National Youth Ambassador for the Campaign for Tobacco-Free Kids.



Mackenzie Dunigan

Mackenzie is a junior at Hutchinson High School and has been apart of tobacco prevention for four years. Mackenzie is an ambassador for Reno County Communities That Care and a member of the Resist Youth Council.



Kayley Brown

Kayley is a sophomore at Fairfield High School and this is her first year serving on the Resist Youth Council. She is interested in being in the generation that can stop the smoking trend.

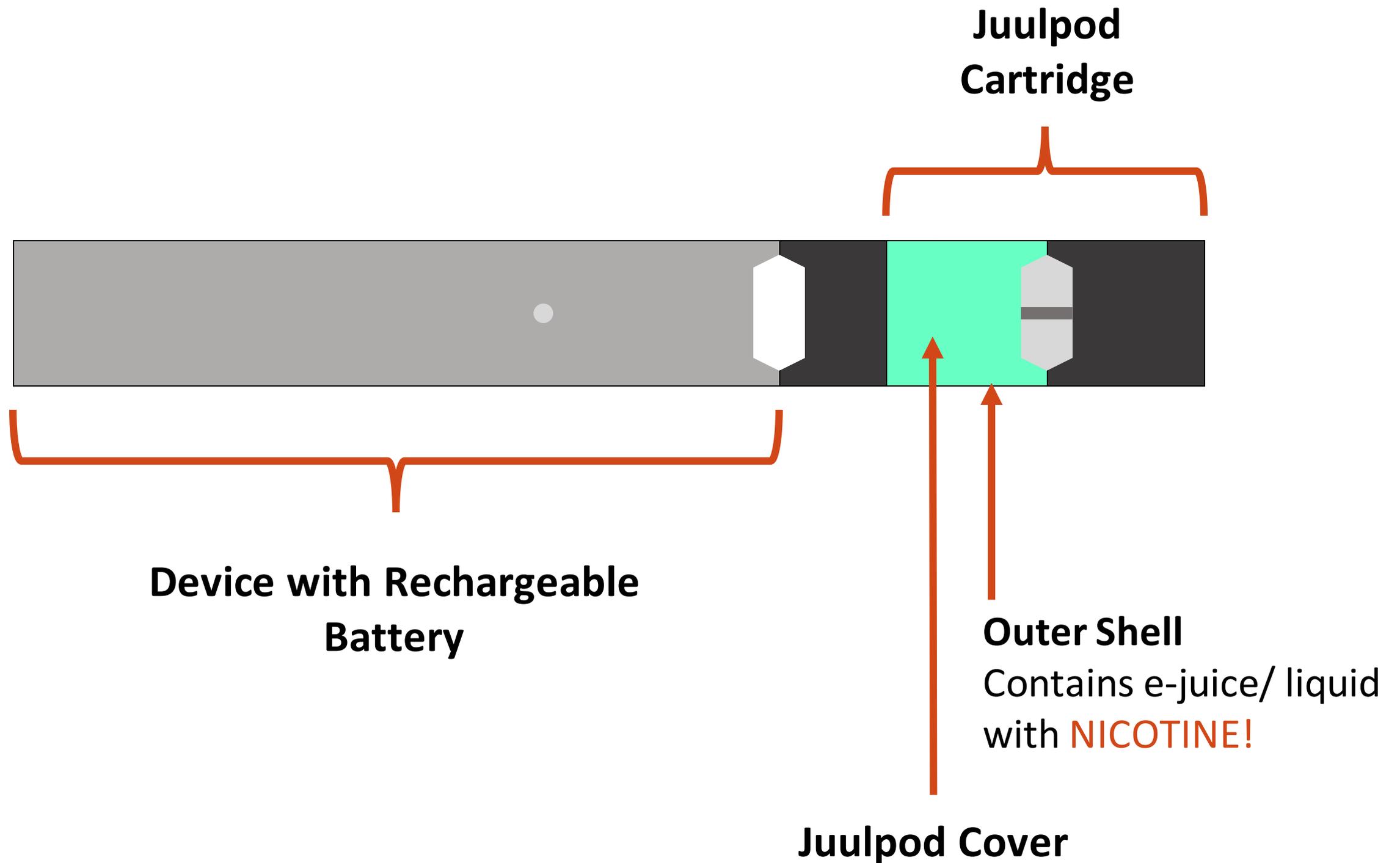
PRESENTATION OBJECTIVES

RECOGNIZE & IDENTIFY A JUUL

**UNDERSTAND THE DANGERS & POTENTIAL
HEALTH RISKS ASSOCIATED WITH JUUL'S**

**UNDERSTAND WHY TEENS ARE ATTRACTED TO
THESE PRODUCTS**

WHAT IS A JUUL??





<https://youtu.be/sYQM0tkVs4s>

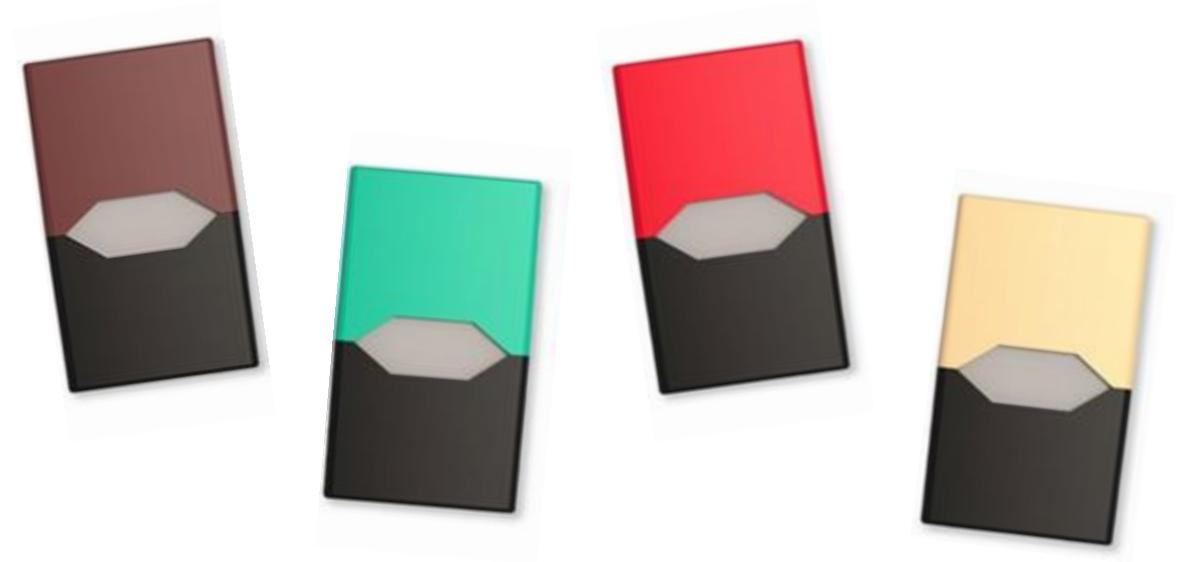
WHY IS THIS A PROBLEM?

1. **GAINING IN POPULARITY**
2. **EASILY CONCEALABLE**
3. **ALARMING LEVEL OF NICOTINE**

POPULARITY

WHAT MAKES THESE SO POPULAR?

- Sleek & high tech design
 - Status symbol
- Gives teens a stronger “buzz”
- Available in sweet flavors
 - Tobacco, cool mint, fruit medley, mango, and creme brule
- Small and easily concealable
- Social media influence
- “Just water vapor”
- Teens don’t consider a JUUL an electronic cigarette



HOW POPULAR ARE JUUL'S IN SCHOOLS?

STUDENTS' PERSPECTIVE:

*"I looked around my third hour class and saw **seven** boys charging their JUUL's in the USB ports of their laptops... all I could think about was what **"hitting hard"** in the bathroom... they produce smaller clouds and lack in smell so I can **easily** do it in class."*

~ SHAWNEE MISSION EAST SENIOR

*"It's **'really easy'** to vape in class... it **doesn't** belong to any one clique—kids in every group are doing it."*

~ HIGH SCHOOL STUDENT, EDUTOPIA

EDUCATORS' PERSPECTIVE:

"I think this is going to be the health problem of the decade..."

~ MILAGROS VASCONES-GATSKI, HIGH SCHOOL COUNSELOR

*"In nearly 17 years of working with teens, I have **never** seen a tobacco product become so popular so quickly. Juuling is **more** than a **youthful rebellion**... it's an **addiction**."*

~ HIGH SCHOOL EDUCATOR, NBC NEWS

EASILY CONCEALABLE





SIMILAR PRODUCTS



KandyPen's
Rubi



MLV's
Phix



Mylé



ITG Brands'
myblu

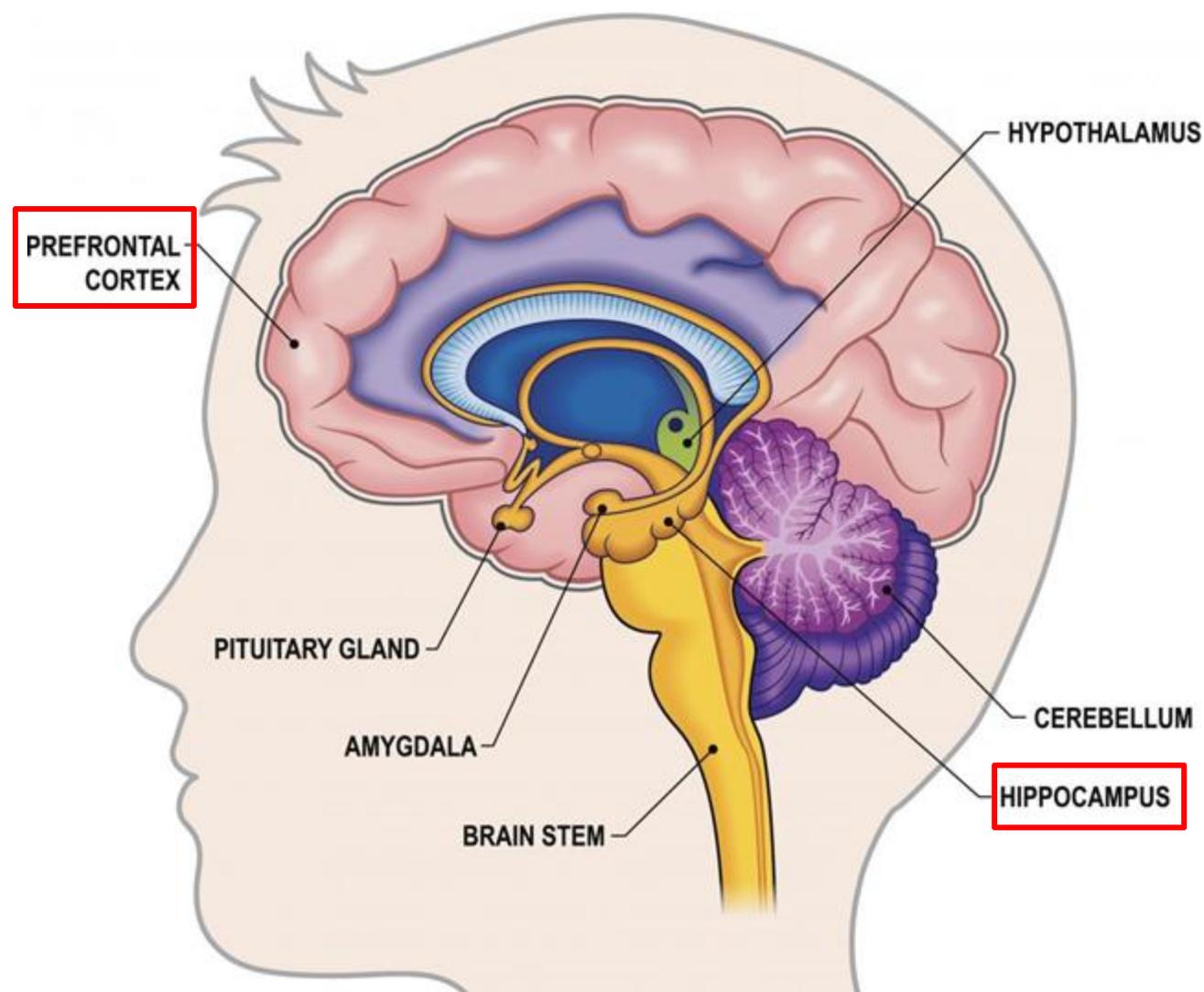


Altria's
MarkTen Elite



Suorin Drop

NICOTINE & THE TEEN BRAIN



NICOTINE EXPOSURE IN TEENS CAN POTENTIALLY CAUSE...

- DEPRESSION
- ANXIETY
- COGNITIVE IMPAIRMENT
- ATTENTION DEFICITS
- LONG-TERM ADDICTION

HOW CAN WE ADDRESS THIS??

THROUGH COLLABORATION WITH KANSAS SCHOOL DISTRICTS WE WOULD LIKE TO REACH **THREE** GROUPS OF PEOPLE:

1. STUDENTS

2. TEACHERS

3. PARENTS

TEACHER RESOURCES

TAKING DOWN TOBACCO



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