

### **Experience with JUUL**

MAX: Almost all friends own a Juul in younger grades. Younger kids especially. More common for people a year to two years below. Flavors taste good, high nicotine content. Candy flavors popular among kids.

NOAH: Saw it in high school with younger students during senior year, that was the first time I saw it, mostly sophomores so two years below. Popular among younger kids. JUUL took the place of previous vapes like the mod, replaced all other vapes with just Juul.

CHELSEY: Understand why people use JUUL, don't see the purpose of young people using it because they've never used cigarettes. Friends of mine were chain smokers before using JUUL. Supported by popular culture and meme culture. Kids going straight to JUUL are "poserish."

NATE: Introduced to Juul by a younger crowd on social media, this is coming from a 20-something. Smokepurpp, Lil Pump fans introduced me. Introduced by 18-19 year olds.

KIM: Introduced at a fraternity party, significant amount of people using JUUL indoors. Mostly freshman in college, kids from high school using the JUUL picked up in the summer of '17. Popular in college environments, can use in a dorm or in between classes.

### **Words to describe JUUL**

NATE: Convenient-small, convenient way to smoke and easy to conceal. Smoke them wherever you want, won't set off detectors.

CHELSEY: Millennial, Clout- "with the culture," used by soundcloud rappers, street cred for millennials, JUUL has style/in vogue.

BRETT: Convenient, in style for younger people, know about the dangers of cigarettes but not JUUL. No one ever talked about these devices to kids.

TYLER: Contagious-impressionable kids will use it if they see their peers or people they look up to using it. Not as much marketing against JUUL compared to cigarettes.

Harmless-product is associated with being a harmless alternative although it may not actually be harmless.

NOAH: Addictive, Unknown-people don't know the health risks. No stigma attached. Kids don't know health risks.

HANNAH: Parents and teachers don't know about JUUL making it easy to conceal. Easy for kids to smoke at school without parents knowing.

EMILY: Trendy-clean logo and packaging, similar to Apple.

### **Perceptions of the company**

KIM: The company markets towards young kids. Similar marketing to iPhone. Skinny, small, rechargeable, portable and very addictive to kids. Very high concentration of nicotine. Kids use JUUL not to quit smoking. People who wouldn't normally smoke cigarettes are smoking at a high nicotine rate. Getting people addicted to nicotine without them realizing.

HANNAH: If they are marketing their product as a cessation they should put less nicotine in the pods. 4/5 kids who started smoking started with flavored tobacco. If JUUL wants to be marketed as a cessation device they should have less nicotine than cigarettes.

TYLER: Less nicotine in devices. Flavors aimed at children. Flavors entice the youth, creme brulee is enticing to children. Cigarette companies used flavors but they were banned because of evidence that it enticed children to use the product.

MAX: JUUL has a good business model. Tobacco companies are one of the best investments. Trendy, addictive, very profitable.

NOAH: Very profitable but that is not the issue. Known ways to reduce addiction. Higher taxes on nicotine products. If they want to address youth problem they know how it is just how much money they are willing to give up to preserve kids health.

### **Is it beneficial to switch from cigarettes to JUUL?**

CHELSEY: Cigarettes are more limited than JUUL. Can't smoke them as easy as JUUL. Stinks up you're clothes. Smoking cigarettes increases tobacco time. Not worth it to switch because you will be using much more nicotine with JUUL.

BRETT: Increases time with nicotine but that is not the only factor. Cigarettes have 2,000 other properties besides nicotine. Unknown because new devices but clear that it is healthier due to ingredients as well as heat. Cigarettes have many other problems JUUL doesn't have. JUUL is better for you. But you can use more.

NATE: Would be beneficial to switch with the goal of eventually quitting. If nicotine content was lower or if there was no nicotine it would be better. With nicotine it's just running around in the same circle trying to catch a nicotine buzz.

TYLER: Doesn't hurt JUUL to decrease the nicotine in devices. Majority of users don't use it quit nicotine, they use it to be cool/fit in. You don't want kids to use it but you could make a JUUL alternative with lower or no nicotine, utilize social media.

### **Response to Slide 6**

NATE: They all coincide together to help prevent smoking. If more people are talking and putting in insight it will help. Even if you raise the price people will still smoke. If more people in social media helped it would make it easier.

FARZAN: Taxing the product is not the solution. Kids with money, who are the majority of students using the product, will still buy it. Taxes would just make adults who smoke have to pay more for pods and may revert back to traditional cigarettes.

BRETT: Have to agree because of all the listed reasons. Money is not the most important thing. Middle/high schools need to implement harsher punishment policies for students caught vaping. Teachers don't care enough about a whiff of nicotine.

KIM: People will pay due to addiction. Middle schoolers don't have much money to spend. Won't be able to afford to maintain a nicotine addiction. Many people quit tobacco due to inability to afford it.

CHELSEY: Don't think money will help keep people off JUUL. JUUL has a lot of youth focused advertising. Too much advertising on youth marketed social media platforms. More ads about

JUUL on more mature platforms/TV programs, making adults more aware. Social media plays a large role. Celebrities are constantly using JUUL on their social media stories. Models/celebrities describing the negative impact of nicotine on their lives. Adolescents order JUULs online, confirmation is easy. Social media/celebrity outreach could really get to the kids. Tell them to switch to a different JUUL with less nicotine.

**How do you believe adolescents obtain JUUL/What is attractive about JUUL/How can we get them to avoid JUUL**

BRETT: Order them online, verification is simple. Super easy and discreet to get them online. Convenient/Trendy/Cool/Feels good. Social media influence describing negative effects of nicotine will help keep kids off product, tell them it's bad for their skin, improve age verification on website.

HANNAH: Stricter verification online, kids send JUULs to Amazon lockers so they don't need to show ID. Flavors are attractive to younger kids. Too many different tobacco flavors, very attractive to younger kids. Tobacco cannot be advertised for or against with regards to people under 21. Making the JUUL seem less cool on social media. Make it look harmful and not cool.

CHELSEY: Very popular in New York City high schools. A lot of kids are buying JUULs wholesale and dealing them at their high schools.

NATE: JUUL is very trendy, best way to deter children is to market to a more adult audience, more adult flavors. Need to show that the JUUL is intended for adults and an adult atmosphere. Market the product in a more adult atmosphere, change the perception to something more adult. Buying JUUL and reselling is very popular at the high school level. The more you tell kids they can't have it the more they want it.

NOAH: Have mentored kids in low income schools in Berkeley and Oakland. Not prevalent at all in low income areas. More prevalent in high income areas. These are middle school kids.

MAX: Younger brother asks me to buy him JUUL pods constantly. Kids pay older students to buy it for them.

CHELSEY: Pay other kids to use their vapes or to buy them pods. Pay a premium for a pack of pods.

**Is Juul "cool", if so how can we reduce "cool factor?"**

TYLER: Seeing someone smoking a cigarette is gross. People smoking cigarettes in Silicon Valley is rare. Cigarettes are not cool, JUULs are seen as cool. JUULs are much less gross, much more socially acceptable.

KIM: Don't think JUULs are cool. JUULs are juvenile. Cigarettes are cool, they look badass, models in movies use it, counterculture.. Doesn't see people she looks up to vaping. Don't think it looks cool.

NATE: Cool factor to it. Popular social media influencers tell their followers to use JUUL. Associating JUUL with potential health risks and addictive qualities. Kids are super impressionable, when celebrities tell them to use it they listen.

NOAH: Associate JUUL with health risks and addictive quality. Associate JUUL with cigarettes. Revealing the health outcomes of potentially using JUUL and really drive home what the

purpose of the JUUL is. Kids think it's just water and flavor and it's not dangerous. Revealing that JUUL is not simply water vapor with flavoring.

HANNAH: Adults don't know about it, cool because parents don't know about it. Educating parents, adults and teachers about JUUL. Telling them what it looks like and punishing kids for JUULing in class.

CHRIS: A possible software or hardware solution. Create an app that connects with a JUUL and uses age verification to link the JUUL with a phone app. Adds another layer to using the JUUL. Must provide a driver's license to the app which would connect it to, and activate, a JUUL that would be linked to the profile on the app. Authorize specific JUULs to specific people. Would reduce the amount of underage people using it.

FARZAN: Nicotine is very addictive. Terminology includes vaping, JUULing. Vaping is different to me than JUUL when it comes to terminology. Product is different than other vapes that came previously. JUUL evolved from the original vapes. Sleek like the iPhone, which makes it cooler than other vapes. Inform adults, have information in schools. Spread awareness to make kids think they are less cool.

CHELSEY: JUUL is used too much in media. Huge national impact. Ad for JUUL in Jumanji, a family movie. Shouldn't have JUULs and people obsessing over JUULs in movies. Character in Jumanji was devastated after losing JUUL.

**Do you agree with this statement? If Juul/e-cigs did not exist these teens who use Juul would be smoking cigarettes instead.**

NOAH: Disagree, so much successful advertising against cigarettes has been shown in the past few years. Record lows in smoking cigarettes amongst youth have remained although JUUL and vape use has gone up. If JUUL did not exist these kids may go to cigarettes for a nicotine fix. JUUL gets people into cigarettes.

BRETT: Some people use JUUL instead of cigarette or who use it to get off of cigarettes, many people who use JUUL never would have used cigarettes. There is some conversion but the majority is people only using JUUL.

TYLER: Interested in seeing sales information about people who use JUUL for cessation/smoking alternative or just for fun/having never have smoked before.

MAX: Geography has a lot of importance on this matter. In the midwest many people smoke cigarettes at a young age instead of JUUL. They would still smoke even if there wasn't JUUL.

BRETT: From the east coast where cigarettes and smoking are much more common, agree with geography analysis. Rare to see people smoking cigarettes in the bay area these days.

**Social media/peer pressure's role in underage users**

HANNAH: Sponsored content on Snapchat from JUUL, 1-2 sponsored stories every day on Snapchat newsfeed.

EMILY: Seen ads on Snapchat.

CHELSEY: Memes about JUUL.

KIM: Have not seen advertising on Snapchat. Believe

MAX: Never seen a JUUL ads

FARZAN: Never seen JUUL ads.

CHRIS: Never seen JUUL ads.

NOAH: Never seen JUUL ads. JUUL is not actively advertising towards kids, although they are trying to attract young people. Kids are attracted to their advertising campaign. Not trying to attract underage kids they just use it. JUUL is not that upset about young people using it.

BRETT: Never seen JUUL ads. Seen articles that seem like they are paid for by JUUL but not openly. Articles about how JUUL needs to stop underage kid problem with the goal of stirring up the pot and making it cooler. Telling kids directly to not use JUUL will not work. Not supposed to market nicotine, ads should not be seen. Social media influencers should make it seem lame.

EMILY: Bright, colorful ads with young women seem targeted at a younger audience. Website is more somber, targeted towards older people. Website talks about true mission of JUUL.

Contrast is admitting guilt. Used to advertise to a younger crowd, although not anymore.

JORDAN: Can't draw the line with what kind of young person you are marketing towards, hard to distinguish marketing between 16-21 year olds. Not directly for it but there is enough difference that the marketing should be changed. Ads using young, attractive people.

### **What is the main thing attracting adolescents to the product?**

CHELSEY: Flavors, such as fruit medley and mint, as well as the sleekness of the product, are attractive to kids. Teenagers smoking cigarettes use to have to febreze themselves before they saw their parents now they can JUUL wherever. Peer pressure and being a part of a circle that uses JUUL are ways kids can begin using the product.

BRETT: JUUL is not the only player in the portable vape game, everyone has flavors. . Limited amounts of flavors compared to competitors. Main attraction is branding. JUUL is the Google of vapes, has strong name recognition. All about branding. I have a Suorin and I call it a JUUL because no one knows what it is. Not going to call it a vape. Everyone has flavors that's not what specifically attracts kids.

NOAH: Social acceptability and becoming a part of the "in crowd" important factors in adolescents decision to use JUUL. Kids want to be liked and having a JUUL or using one is an easy way to validate yourself and seem cool. Young people are very concerned with their image and the group they associate with, JUUL is attractive to them for these reasons. Fun, tastes good.

NATE: Fitting in and peer acceptance. More other people do it the more you will do it. Everyone wants to fit in at that age so of course they will participate. Easier to go along with it then be the one person not doing it.

HANNAH: Pods are better for environment than throwing away a cigarette and looks like less nicotine than a cigarette. More convenient, can throw away, don't want to febreze after you smoke. Can throw in the trash without worrying.

NATE: Disposable doesn't make kids want it but it is easier and you won't be caught if you throw it away, don't want to febreze yourself. Throw it in the trash before you get caught.

NOAH: Ask high schoolers what attracts them to the product. Interesting to hear the perspective of someone trying to hide their smoking.

**Single most important factor attracting kids to JUUL? What does the JUUL represent to middle/high school students?**

MAX: Nicotine is the best part and only factor.

HANNAH: Flavors

TYLER: Flavors

CHELSEY: Social Acceptance between peers as well as everyone else in the world.

BRETT: Social Acceptance to start, addiction to nicotine keeps them. Better than smoking tobacco out of the bong with marijuana, a popular way to smoke in Southern California. Bong hits screw up your lungs and make you feel bad, JUUL is an easier way to get that rush.

NOAH: Social to start, nicotine to stay. Creates an addiction due to high nicotine.

CHRIS: Flavors play a massive role in creating addiction. Youth Advisory is a good first step, original intention was to get as many people as possible, especially in their 20s, with non discriminatory advertising.

FARZAN: Something to do. Kids like to sneak out of class, goofing around, experimenting.

KIM: Convenience, no smell, concealable, chargeable, portable, easy to use in class or during breaks. Packaging, parents don't know about it.

NOAH: Kids going into bathroom and taking breaks to use app HQ. Advertising on app HQ to get into that demographic and tell them not to use JUUL.

TYLER: Represents a new way to hangout and relate to friends. Get into a social group. Similar to sharing a lunch. Sharing JUUL brings people together.

MAX: New way to make friends. Symbolism of friendships. The person who has the JUUL is popular

EMILY: Notice JUUL in more affluent communities. Shows people they have to access to money to buy pods on a regular basis. Represents wealth.

NATE: Makes adolescents feel more adult/independent. People ask kids how they got it and it makes them feel special.

BRETT: Feel like an adult, create friendships. Kids want to experiment this will be kids first mind altering substance, something that is considered cool and adult.

**Is this a fad? Will adolescents find something new or is this here to last.**

NOAH: Totally depends on what JUUL decides to do. They have the market, people know their name, a lot of power associated with that. If they want to continue to expand and keep kids addicted to nicotine it won't be a fad due to the addiction it causes. If they try to shift towards adults who are trying to get off smoking it may be a fad and it may become less cool and socially desirable. Kids don't want to associate with mid 30's people trying to quit smoking.

HANNAH: Don't see how it could be a fad because of the addictive nature of nicotine. This was a problem years ago and now people in the older generations are addicted to nicotine. Tobacco industry has found a way to market their nicotine product to kids without using cigarettes. Kids will be addicted for their whole lives.

NATE: Nicotine itself is not a fad but the trend of vapes and pens may be a fad/just a trendy thing. It comes down to JUUL as a company and what they decide to do and how they decide to market the product. Nicotine won't change.

EMILY: JUUL and nicotine are both fads due to the legalization of weed. People will switch from nicotine to weed. As weed grows nicotine will fade. So many ways to use weed and people who are addicted to the feeling of getting high will switch from nicotine to weed.

TYLER: Can't see the effects of JUUL yet. We don't know if it's healthy yet, that will determine if it lasts or is a fad. Could cause cancer, not sure yet. If it causes cancer it is another terrible product introduced to society. If it's even close to cigarettes it's a bad thing. Hope it provides a benefit.

BRETT: Many older people don't know about JUUL. JUUL should advertise more towards that demographic. JUUL advertises itself through word of mouth. Never seen JUUL ads. Kids would use it even without ads. Advertise to the older demographic.

### **Who do you think is the target audience for JUUL?**

CHRIS: Anybody willing to pay for JUUL. All ages.

NOAH: Anybody who will pay for JUUL. Similar to tech companies, try to sell the product to as many people as possible. Move fast and break things, clean up mess afterwards. Essentially the product is marketed towards human beings/everyone.

HANNAH: Sophomores in high school to 30 year olds. Don't see it being used for cessation, mostly targeted towards young people. Most people using the JUUL are young people not smokers.

TYLER: 16 year olds, not intentionally but JUUL doesn't care.

MAX: Young people, new sexy thing to use and sell nicotine.

CHELSEY: College students, impossible to walk across campus without seeing JUULs. JUULs will be at any college party or apartment.

NATE: Juniors and seniors in high school. People going into college. Maybe not intentionally but the marketing is towards young people and the high school kids will notice that the older kids are doing it and it makes them want to do it.

BRETT: Tech savvy 20 somethings. Product took off with kids and they rolled with it because kids have a lot of money to spend. Not maliciously targeted towards kids but kids enjoy it and now it is a cultural thing.

EMILY: High school kids. Way more pressure to be cool in highschool and maintain a certain image amongst peers.

JORDAN: High school kids. Easy disguisable, looks like a USB. Not much of a risk, they don't smell like anything. The product is very marketable. Aware of how marketable it is to kids.

FARZAN: 20+ people addicted to cigarettes, useful but it spread to kids and JUUL doesn't particularly mind. Kids will use JUUL like they will use their parents iphones.

KIM: High school and middle school students, minors in general.

### **How to market the product to a 21+ audience?**

NOAH: Cigarettes/nicotine are cool among the “anti” crowd. They smoke because its not considered cool anymore in popular culture and the socially unacceptable thing to do. These people may or may not be attracted to JUUL. JUUL has to market itself as a tool to stop smoking, then it will attract itself to an older audience. Most people don’t know the intended uses of JUUL and that it is intended for switching from smoking.

CHELSEY: Celebrities on talk shows talking about the actual intended use of JUUL. Advertise on programs and shows that people from an older generation watch. Advertise as a product for people who are genuinely trying to quit nicotine.

EMILY: No one buys nicorette gum because it tastes good or is cool, they buy it because they want to quit nicotine. Do similar advertising to nicorette gum.

MAX: 21+ concerts and events. Bands from the 70s and 60s. Target blue collar people because they are more likely to smoke cigarettes already and would use the JUUL to quit. NASCAR.

TYLER: Advertising at a concert may attract the product more towards youth and make it seem cooler.

CHELSEY: Advertising at 21+ rock concerts or concerts with music that appeals to an older audience.

HANNAH: Advertisements for cessation devices don’t try to make their product cool because no one wants to be addicted to nicotine. Putting out advertisements that make it seem cool is not the correct approach. No one wants to be addicted to nicotine. Not to shame people, if you have to use nicotine this is the best way.

BRETT: Pair with bars and 21+ venues. Clean health and air initiative. Pair it with drinking.

FARZAN: Smoking is illegal in bars but JUULing is not. Smoke free bars that are open to people using JUUL.

BRETT: Talk shows that appeal to an older audience. Have older celebrities that older people respect talk about their experience quitting cigarettes and switching to the JUUL. Celebrities that young people wouldn't necessarily know/look up to. Someone who old people know.

### **Are flavors attractive to older smokers?**

NOAH: Depending on the goal of the smoker, if all they want is to quit flavors won’t hurt, although flavors won’t be what gets people to quit.

HANNAH: If people already smoke they don’t need flavors to attract them away, they already like nicotine they don’t need flavors to get them to use it.

JORDAN: Not much more convenient than gum. If someone is already addicted to smoking the flavors aren’t going to be what makes them switch. When you have to charge the device it may turn away adults because they have to take a further step towards using technology in their lives.

MAX: Flavors help attract older people to switch, but only flavors that would be attractive to an older generation such as Virginia Tobacco but not Mago.

NATE: Don’t care about flavors only the nicotine. Older generation are too set in their ways and don’t want to be constantly buying new JUUL pods.



MAX: Older smokers smell like cigarettes and JUUL doesn't smell.

BRETT: Flavors attract kids more than adults. If you've been smoking cigarettes for 30 years the flavors will attract everyone, kids more, portability attracts everyone. Attracts kids more, convenience attracts older smokers.

KIM: Adults have a mentality where they aren't interested in tech products. They have the mentality of wanting to use things they are used to and not the coolest sleekest tech product. They just want a convenient way to use nicotine.

NATE: Don't think it will make them want to quit cigarettes unless they already have that motivation.

### **Have you seen counterfeit JUULs or pods?**

CHELSEY: In NYC many people on the street sell fake pods or offer to fill up pods. Happens in Hong Kong, counterfeit JUULs and pods are huge in China. Don't advertise them as JUULs but they look just like them and are sketchier.

BRETT: Haven't seen fake JUUL pods sold, however, lots of people refill their JUUL pods.

JUUL gets the most heat by the media due to being the biggest most recognized nicotine vape company, other brands on the market have more flavors and market more shamelessly towards underage smokers.

### **In what ways do you think the current JUUL marketing influence students to use the product?**

HANNAH: Can't market anti tobacco or pro tobacco to anyone under 21. Can't market JUUL to kids or even to tell kids not to use it. Both are illegal. Market to parents instead to educate their kids on the JUUL.

BRETT: JUUL ads are rare and not targeted towards kids, when they have ads such as on the website they're very generic. Kids just like the product, the advertising does not contribute that much to kids using the product.

HANNAH: Kids want to feel older and more mature. Ads with young adults using JUUL will attract kids.

### **Suggestions about Odell Curriculum**

BRETT: Critical thinking and applying logic. How you intend to bring anti-nicotine into this.

HANNAH: Curriculum seems boring. Series of conversations as opposed to a few weeks of reading material leading up to an essay. Conversation is more collaborative. Essays are more inwardly reflective, not as effective. Conversation we have had tonight was very productive in learning new knowledge and could help kids learn more about nicotine. Just giving kids documents to read would not be effective because students simply would not read them.

BRETT: Talk about the lack of research and evidence with the students. People don't truly know the actual dangers of nicotine as a solo compound without the rest of tobacco. Isolated nicotine isn't carcinogenic or bad for your brain. There is evidence that wouldn't lead kids away from JUUL. It should be shown that there is ignorance on this subject.

HANNAH: Tobacco and nicotine are very dangerous. Decades of cigarette use prove this.

BRETT: Warning labels are a necessity. Nicotine is not proven to be dangerous on its own. The other things found in cigarettes have been proven to be more dangerous.

EMILY: Something that is more engaging than this curriculum. Kids make their ads or projects, something engaging. Social media should be involved. The essays will not be engaging to young students.

NATE: More social presence. Don't want it to feel like forced homework or they will not pay attention to the subject matter. Open discussion. Similar to this conversation we have had tonight where kids can talk through their opinions and beliefs.

CHELSEY: Seeing images of people suffering from nicotine related diseases could affect the kids. Bring in a battered nicotine addict. Bankrupt from buying cigarettes or JUULs and describe to them how damaging nicotine has been to their life. With teens you need to scare them.

HANNAH: Kids don't think about being unhealthy in the future. They don't think about being unhealthy in 30 or 40 years they think in terms of the present. Some scare tactics would work but showing them an older person wouldn't resonate with them.

BRETT: Scare tactics won't work super well. They will to some extent but not super well. Have people the students look up to say it's embarrassing and not cool to use the JUUL because it shows that they are addicted to nicotine. Makes JUUL less cool.

CHELSEY: In NYC JUUL is extremely prevalent, there is even JUUL support school. Advertise highly in NYC. People in NYC steal JUULs.

NOAH: JUUL is a joke at UC Berkeley, very lame and people with JUULs are considered to be tools. More people smoke cigarettes than JUUL there.