



## You Spoke, We Listened

# JUUL Settlement in Wisconsin

In summer 2023, the Wisconsin Tobacco Prevention and Control Program at the Department of Health Services held virtual listening sessions and distributed an online survey to hear from Wisconsinites about how they would like to see the youth vaping epidemic addressed.

Wisconsin expects to receive up to \$14.6 million dollars over the next five to nine years from a settlement with JUUL Labs to address electronic nicotine delivery systems (ENDS), otherwise known as e-cigarettes or vapes. Below is a snapshot of all community input, which will help inform how future settlement payments will be distributed and used across the state.

### Our input collection process



Three listening sessions

**199** total registrants

**114** total attendees



Online survey

**264** total respondents

### Emerging themes and priorities

Top three areas recommended for funding by participants:



Prevention (**28%**)









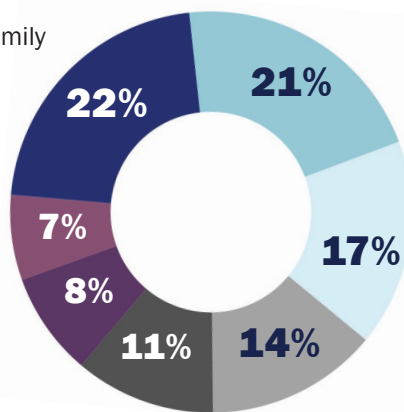
School-based efforts (**25%**)



Cessation (**20%**)

### About the participants

-  Concerned parent and/or guardian, family member, or friend
-  Government or public health agency employee
-  Health care provider
-  Community-based organization staff
-  School professional
-  Other
-  Community member affected by ENDS



\*Participants could select all interests or areas that apply.



Participants represented at least **58** counties and **two** tribes.

**50** respondents worked in multiple counties or statewide.

### Participants felt strongest about:



**Providing and integrating evidence-based prevention** programs, education, and other strategies in schools.



**Relying on local community expertise and resources** to implement prevention and cessation strategies that address community-specific needs.



**Expanding relevant and effective messages and campaigns** to reach young people and families, prevent vaping, and share cessation resources.



**Researching and providing effective, easily accessible cessation and/or treatment** for youth and young adults.



**Increasing staff and resources for schools** to address vaping and mental health needs.

## Participant recommendations:



### Prevention

- Enhance prevention programs and vaping education in schools.
- Create clear, relevant messages and campaigns for youth and families to prevent vaping.
- Distribute funds to local groups and organizations to implement community-specific prevention strategies.



### School-based efforts

- Support prevention education in schools that addresses the causes of vaping, such as mental health.
- Direct additional funds to schools to address vaping and support students in general.
- Use funds to hire school staff or community partners to support on-site prevention and cessation efforts.



### Cessation

- Support the increasing need for effective cessation and treatment programs and resources for young people.
- Increase integration of tobacco treatment and quit programs within health care settings.



### Community-based efforts

- Offer funding opportunities for communities to implement prevention or cessation strategies that are the most relevant for local needs.
- Implement community wide messages to raise awareness and change social norms about vaping.
- Enact stronger policies around ENDS use and access.



### Research

Support further research to understand the long-term effects of vaping and the most effective prevention and cessation strategies.



## Words from Wisconsinites

**“Distributing funds at the local level for prevention programs or activities surrounding vaping is crucial to address the specific gaps and needs within our community.”**

“Many of the middle school students that I work with started vaping as a way to cope with stress, anxiety and ADD and/or ADHD.”

“I would like to see an expansion of grants for those who can provide school-based prevention activities such as teachers or aids, particularly to offer programming for those who are using multiple substances.”

“As an individual who frequently presents at schools on ENDS, I believe funding needs to be made available for school-based activities. School administration and resource officers continue to share that ENDS are the largest issue they have.”

**“There are many fantastic resources available to help individuals quit tobacco like the Wisconsin Tobacco Quit Line, Live Vape Free, American Indian Quit Line, and First Breath. Funding should be directed to the promotion of these resources and enhancing their accessibility to Wisconsin residents, especially those who have been disproportionately affected by tobacco and/or nicotine use, including African Americans, LGBTQ+ individuals, and (those of) low socioeconomic status.”**

“Community-based coalitions have been pulled together in the past to work on prevention. They are experienced in alcohol, tobacco and drug prevention in their communities and that experience could be called upon once again to combat the ENDS epidemic.”

**“Let’s research \*how\* to help teens quit vaping, develop an evidence base, and then fund those programs – make them free of cost and (free of) barriers to the teens.”**

