

## Protect Tennessee's Kids: Invest JUUL Settlement Dollars in Tobacco Control Programs

JUUL intentionally preyed upon young consumers with the sole goal of addicting a generation that had the potential to be the first tobacco-free generation. JUUL entered the market early, commanding a substantial share of the market, and was largely responsible for the surge in youth e-cigarette use and the growth in the percentage of youth who have become addicted to tobacco products—an epidemic which continues to this day with 19% of Tennessee high school students who use e-cigarettes.

**ACS CAN asks that Tennessee use all settlement dollars to fund fact-based tobacco control programs in accordance with the [Centers for Disease Control and Prevention's \(CDC\) Best Practices for Comprehensive Tobacco Control Programs \(2014\)](#).** The legislature should dedicate the JUUL settlement money for tobacco control to ensure that the funding plays a key role in helping to address the lasting impact of the e-cigarette epidemic. Specifying these dollars for fact-based tobacco control programs in accordance with CDC Best Practices in Tennessee is critical to reducing tobacco use.

## Lessons Learned from the Master Settlement Agreement: Invest JUUL Settlement in Fact-Based Tobacco Control

While the Master Settlement Agreement (MSA) provided the opportunity for states to invest in programs to reduce tobacco use and the related health care costs to states, most states used funds from that settlement for unrelated issues leaving the MSA in many states as an unfulfilled promise. The impact of decades of tobacco industry lies and deceit persists in so many communities. **ACS CAN calls on Tennessee Lawmakers to use lessons learned from the MSA and work to ensure that the promises of the JUUL settlement can be fulfilled by dedicating all settlement dollars to fact-based tobacco control.**

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