



The Availability of JUUL Flavored Products near Rutgers Campus

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What is the JUUL Flavor Ban?

- In November 2018 JUUL stopped selling mango, fruit, cucumber and creme pods to stores
- JUUL still sells menthol, mint, and tobacco pods to stores
- All flavors are available online
- Retailers are not punished for having flavored JUUL pods because the ban is voluntary, not FDA regulated

My Project Responsibilities

- Created a survey to assess JUUL ads and product availability
- Surveyed 33 stores in New Brunswick
- Performed a statistical analysis in excel

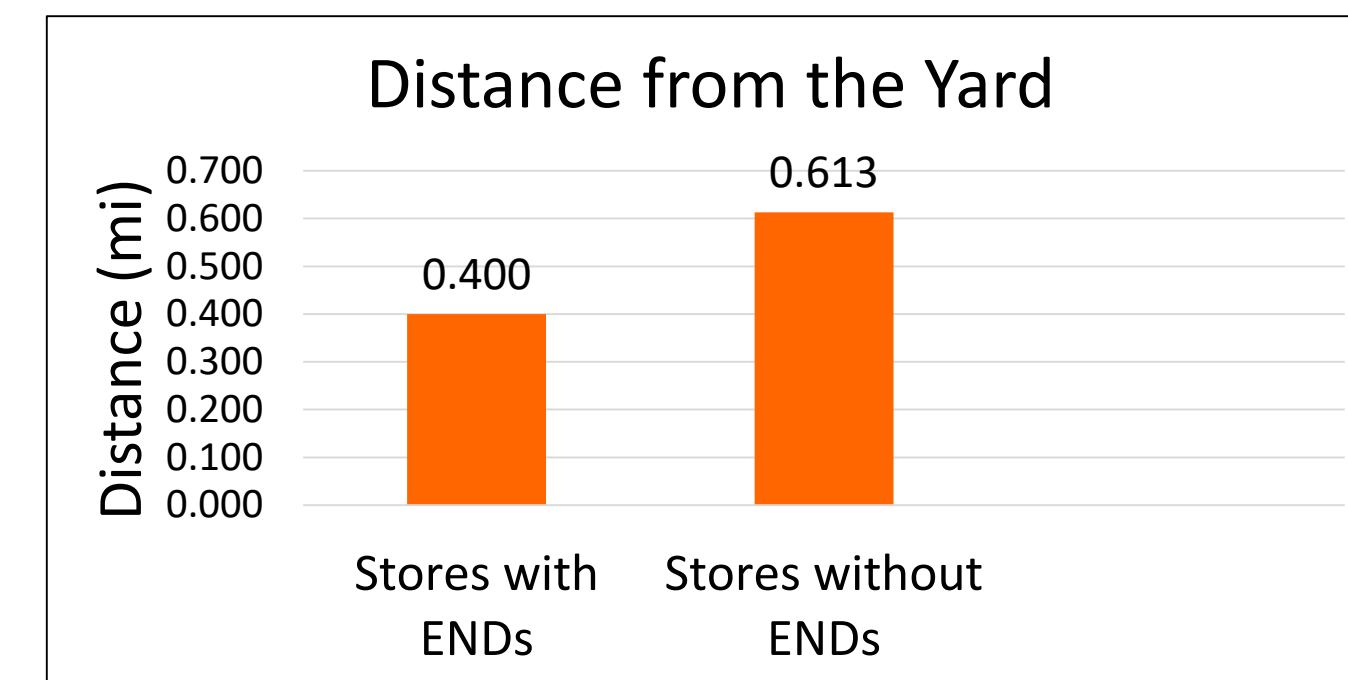


Photo of me in the field collecting store data

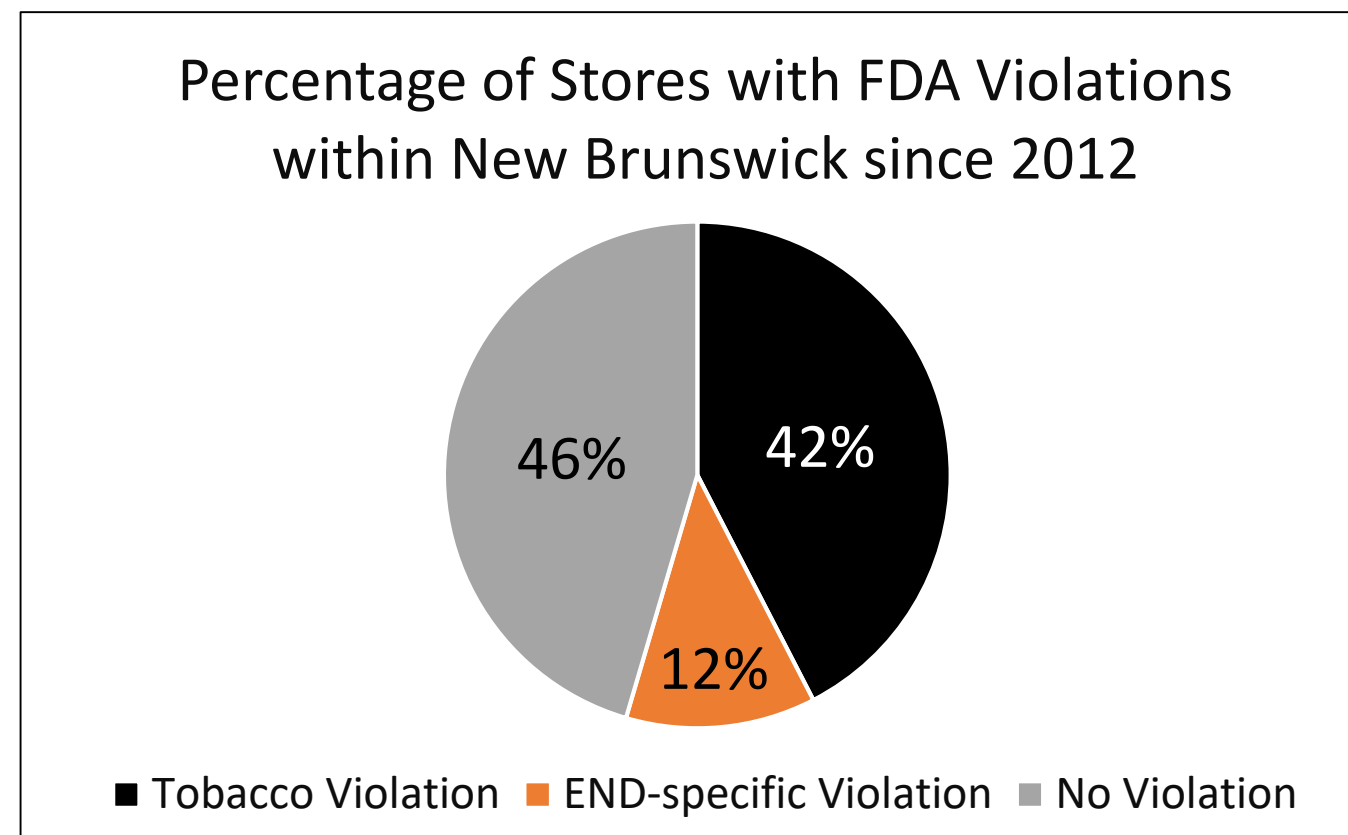
Methods

- The sample consisted of tobacco retailers and vape shops within .8 miles of the Yard, the location of a past JUUL user survey
- Tobacco retailers that did not carry e-cigarette products remained in the sample
- The survey was designed in Qualtrics and accessed via iPhone
- Information was collected about JUUL product availability, e-cigarette product availability, prices, and advertisements

Results



- Stores carrying e-cigarette products were on average more than .2 miles closer to campus

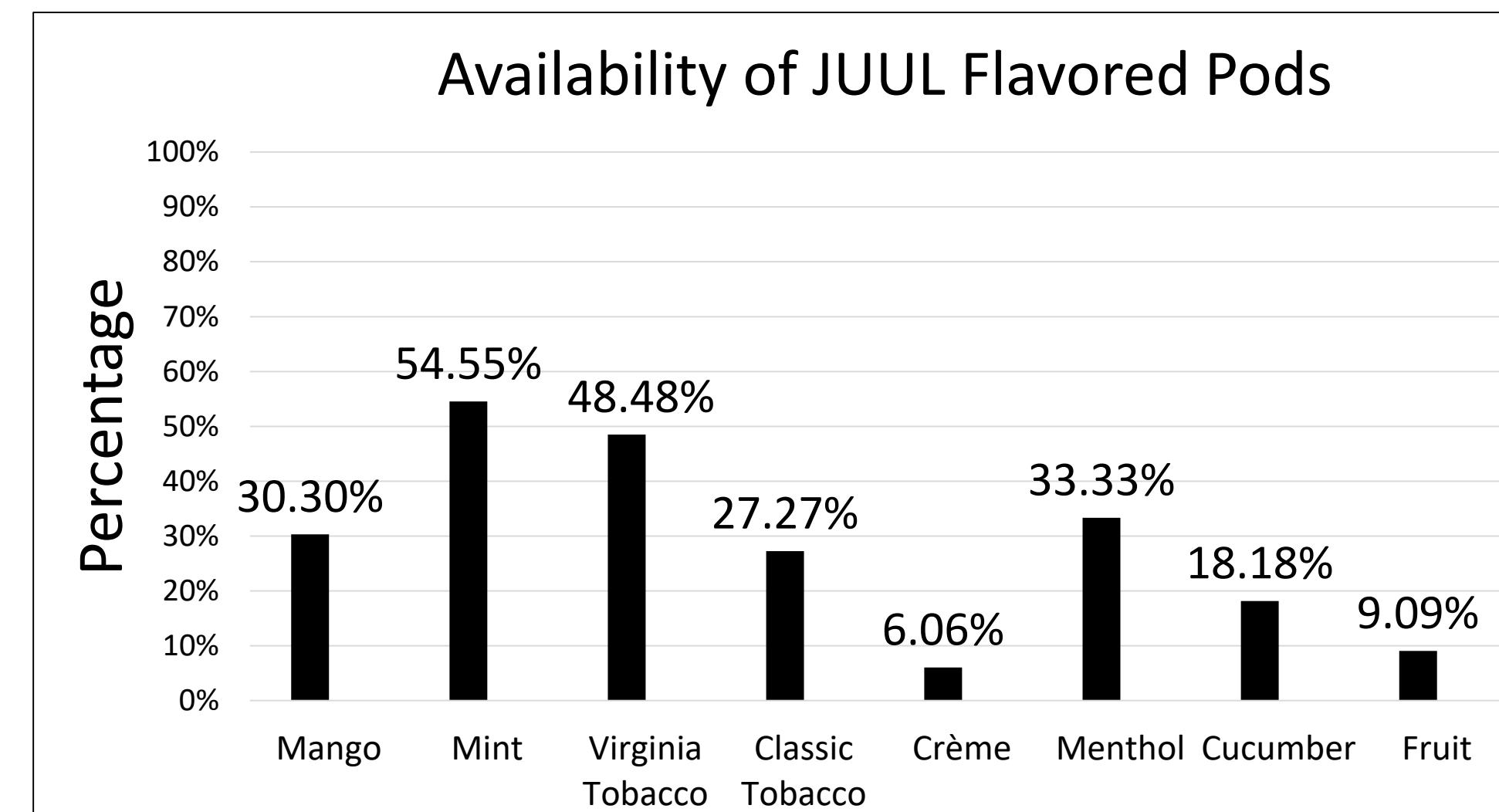


- Since 2012, 54% of stores in the sample received an FDA violation for sales to minors



2 photos of ads for JUUL's "make the switch" campaign, showing and not showing flavored pods

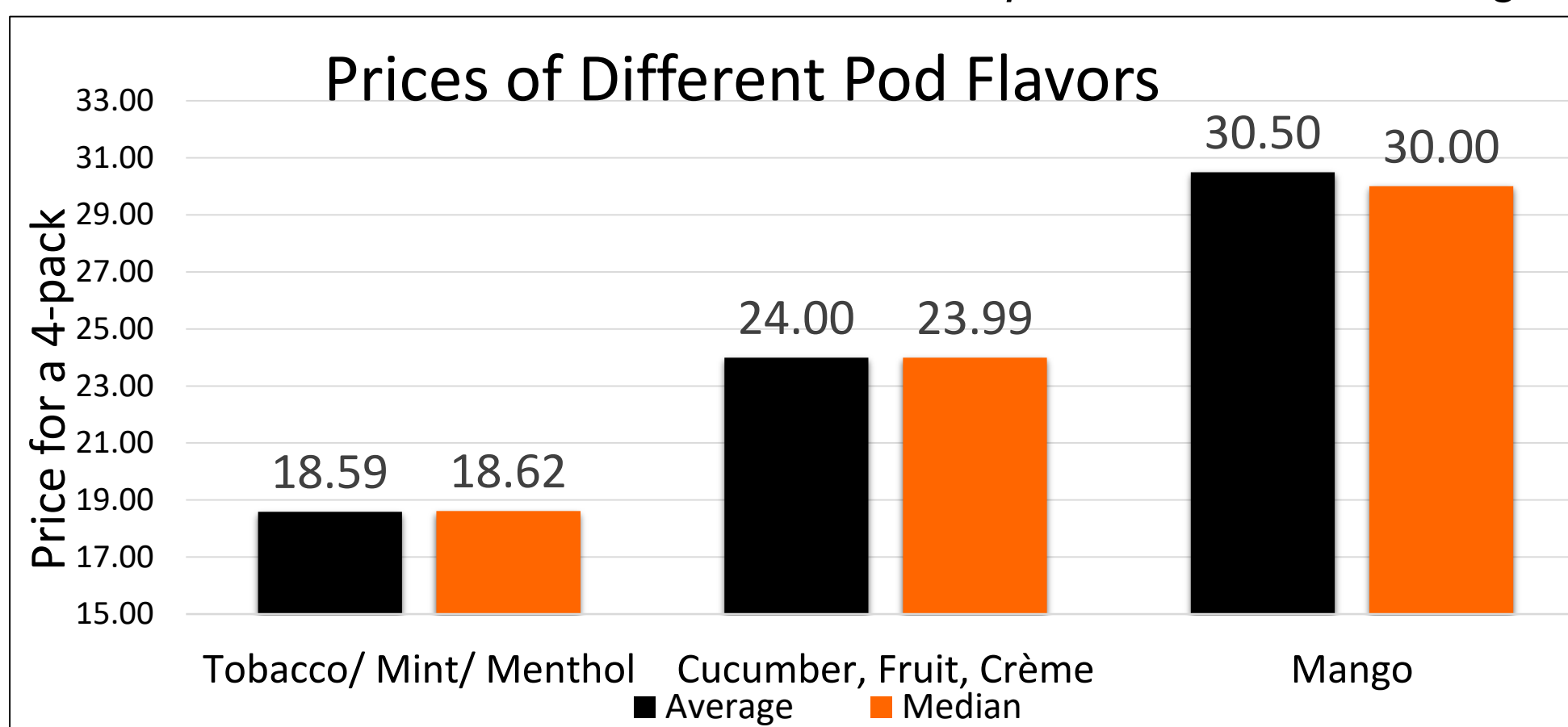
- 27.27% of stores contained flavored JUUL ads
- JUUL is trying to re-brand itself as catering to adults who use JUUL for smoking cessation



- Mango JUUL pods were available at 30.30% of stores
- Mint JUUL pods were available at more stores than tobacco pods
- Fruit, Crème, and Cucumber pods were available at 6-18% of stores



A photo taken of a mango ad



- Mango JUUL pods were the most expensive, and were about \$10 more than the non-banned flavors
- Other flavored pods were about \$5 more than the non-banned flavors
- Mango JUUL pods are the most popular flavor among youth, according to a recent Truth Initiative survey

Conclusion

- JUUL flavored pods were readily available, despite the JUUL flavor ban
- Retail stores closer to campus had more e-cigarette products
- Many flavors were available in JUUL compatible pods and other e-cig brands
- Many stores still contained flavored ads
- Majority of stores had FDA violations

My General Internship Responsibilities

- Assisted mass mailings and data entry for PACE, a NIH-funded survey to doctors regarding e-cig recommendations
- Performed content analysis of magazine ads to update a tobacco ad database
- Performed data entry for the Modified Risk Tobacco Project, which analyzes perceptions of labels and fact sheets
- Coded Cigar packages collected in Oakland, CA, the site of a menthol ban

Looking Ahead

I am considering applying to M.D/ MPH programs so that I can effectively perform public health research as a physician.

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