



# PREVENTION CONNECTION

## QUARTERLY NEWSLETTER

*"There is no power for change greater than a community discovering what it cares about." Margaret J. Wheatley*



## COMMUNITY WELLNESS

### *Juul Labs to Pay \$40 Million*

by Ally Bergmann

North Carolina youth under the age of 21 have come out on top! This week, the state agreed to accept a payment of \$40 million from Juul to settle a landmark lawsuit that accused the company of using deceptive practices targeting youth to use their nicotine products. Along with the hefty payout (which will be used, in part, for vaping cessation and prevention efforts), Juul has agreed to stop advertising to youth under the age of 21 in North Carolina (including on social media) as well as limiting online sales to residents. In addition, retailers who want to sell Juul products will have to keep them behind the counter and use a scanning device to authenticate buyers' IDs.

In 2015, Juul hit the teen scene in a big way and their marketing practices did just what they were intended to do: increase sales and get teens addicted to nicotine to establish lifelong Juul users. There is a great deal of evidence that Juul targeted our kids. For example, Juul vape devices look very similar to flash drives, making it easy for teens to hide them from adults. Additionally, the nicotine salts Juul uses to deliver massive amounts of nicotine, create less vapor, making it much less noticeable when used. As testified in Congressional hearings in 2019, Juul sent representatives into high school classrooms where their product was touted as "safe and harmless". When Juul stopped advertising and pulled all flavors except menthol, sales fell. Also, a decrease in teen vaping rates resulted when federal law raised the age of purchase for tobacco and vaping products to 21 and flavors were restricted.

Here in Manatee County, we saw the popularity of vaping skyrocket among our teens. Vaping overtook drinking alcohol as the most used substance by high school and middle school students and created a tsunami of discipline complications for school administrators. Youth in Action students at many high schools (including Palmetto High) identified it as a problem in 2016 and implemented prevention strategies on their campuses to combat its use. In 2021, Palmetto High students participated in an anti vaping PSA that is being aired locally on cable TV and in movie theaters, as well as being shared across the country by other Drug Free Communities coalitions. You can see it [here](#).

The significance of this agreement cannot be overstated, and as this national movement against vaping picks up steam, we believe it will result in a healthier environment for our children. You can read more about North Carolina's settlement [here](#).

### Qrt. 2 Social Media Analytics

Facebook Reach: 9K & Facebook Shares: 182

Facebook & Instagram Followers: 484

YouTube views: 118

Google Business Views: 362

Website Views: 907

Website Unique Visitors: 527

*"Synergy – the bonus that is achieved when things work together harmoniously." Mark Twain*

## ***We've Been Busy...***

by Kristin Olsen

### **NORTH RIVER YOUTH COALITION**

Persistence paid off. As of April 27th, North River Youth Coalition is up and running with nine outstanding ambassadors: two from Manatee School for the Arts, four from Palmetto High School, and three from Parrish Community High School.

Our first meetings were to get to know each other, discuss ideas for the upcoming school year, and plan a few community service projects for the summer, such as a clean-up day at the FELT warehouse, helping the North River Firefighter Organization distribute backpacks to youth in Rubonia, and cleaning up litter and debris at Emerson Point.

Our plans for the school year are to collaborate with community partners to reduce vaping among their peers and to share healthy strategies for dealing with anxiety and/or stress.

### **NON-PROFIT LEADERS UNITE**

Recognizing a need for a networking group for non-profits, Ally invited leaders from north of the river organizations to meet and collaborate with the goal of supporting each other and strengthening the community.

On April 23, Ally held the first gathering of leaders at the Tenth Street Coffee Company in Palmetto. After the second meeting on June 21, she had leaders in attendance from seven organizations: Boys & Girls Club of Palmetto, Centerstone, Early Learning Coalition, FELT, Hanley Foundation, Healthy Teens Manatee, and Take Stock in Children Manatee. Ally and the participating organizations are looking forward to creating a non-profit alliance and together, doing extraordinary things.

### **COMMUNITY COLLABORATIONS**

Sexual Assault Awareness Day hosted by Centerstone



Distributing Deterra bags with Drug Free Manatee



#nryc

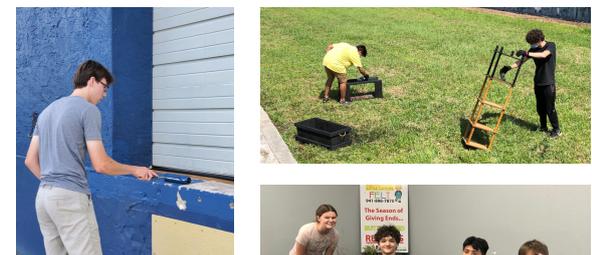
Jaliel King, President  
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Kyle Vaske



North River Youth Coalition



FELT clean-up day on 6/29/21



By, With & For Youth



Youth in Action Senior Dinner 5/20/21

#nrppmanatee