**Press Notice**

**New Research on the Prevalence of JUUL Use and Awareness amongst U.S. Youth Age 13 to 17**

The claim that JUUL is driving an epidemic of teenage e-cigarette use in the U.S. has been a near constant in media reporting for at least the last two years. However, in contrast to such media claims there have been few attempts to systematically assess JUUL use prevalence amongst young people in the U.S. At the Global Forum on Nicotine researcher from the Centre for Substance Use Research will outline the results of their research assessing JUUL use and JUUL awareness amongst a representative sample of 13 to 17 year olds within the U.S.

The researchers found that approximately 45.5% of 15 to 17 year olds and 29.1% of 13 to 14 year olds had heard or seen a JUUL. Amongst the 15 to 17 year olds surveyed 7.6% had used a JUUL in the past and 4.0% had done so within the last 30 days. Amongst the 13 to 14 year olds surveyed 1.5% had used a JUUL in the past and 0.8% had done so in the last 30 days. The level of teen JUUL use in this study is similar to that identified in recent research undertaken by Truth Initiative. Using a similar methodology to the CSURES study the Truth researchers found that 9.5% of 15 to 17 year olds had used JUUL in the past and 6.1% had done so within the last 30 days.

Any level of e-cigarette use by teens must be of concern, however efforts aimed at tackling such use need to be based on accurate assessments of prevalence. There is a need to measure prevalence on a regular basis to assess the effectiveness of interventions aimed at reducing youth e-cigarette use.

**Ethics**

The research reported here was approved by the Advarra Institutional Review Board (Approval no: 00029560).

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The lead authors on this study Dr Christopher Russell ([Russell@csures.org](mailto:Russell@csures.org)) and Dr Neil McKeganey ([mckeganey@csures.org](mailto:mckeganey@csures.org)) will be available for comment at the Global Forum on Nicotine meeting.