



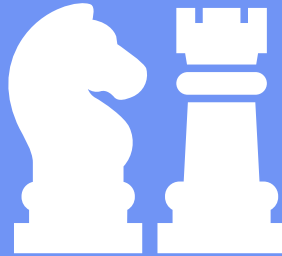
Juul Settlement Funds 2025  
Report  
October 22, 2025

## Agenda

### 01. Background & Disbursement



### 02. Strategic Overview



### 03. Priorities & Activities



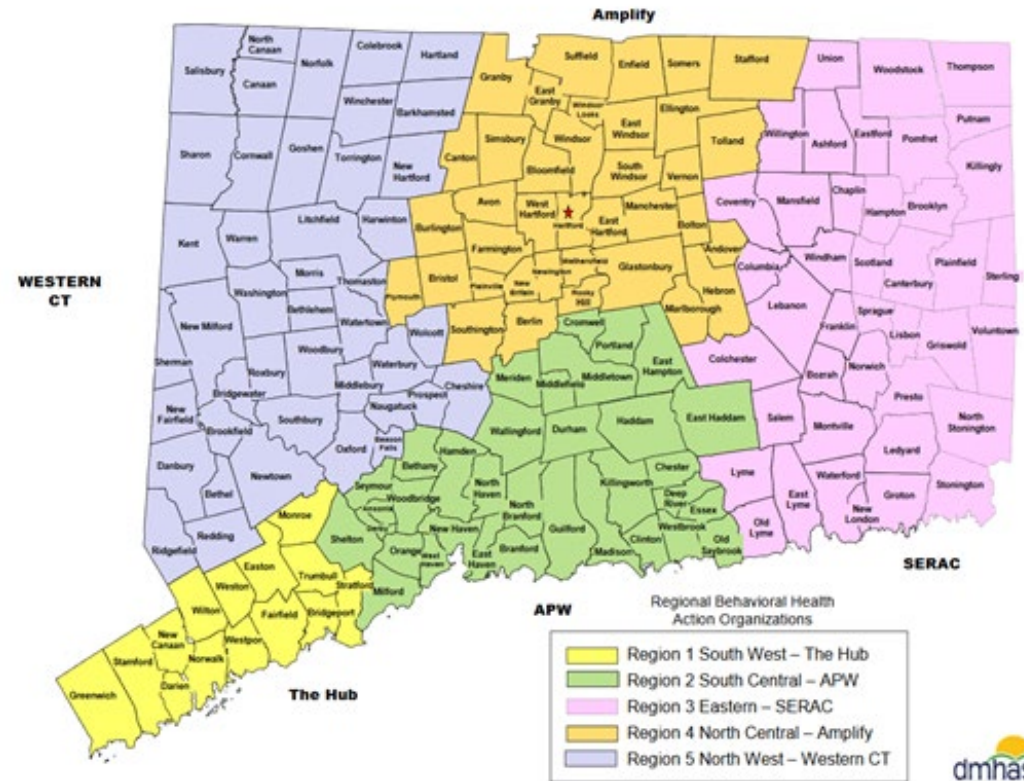
# 01. Background & Disbursement

# Background & Disbursement

## Public Act 23-92

JUUL settlement funds are disbursed from DMHAS to the **Regional Behavioral Health Action Organizations (RBHAOs)** for youth prevention work relating to nicotine or nicotine-synthetic products.

In May 2024, seventeen-month contracts were executed with the five (5) RBHAOs in the amounts of \$300,000 each for a **total of \$1.5 million** to be disbursed by September 30, 2025.



## 02. Statewide Strategic Overview

# Strategic Overview

Statewide strategies include but are not limited to:

1. Information dissemination
2. Comprehensive school vaping policy review
3. Tobacco Treatment Specialist (TTS) certification
4. Disseminate nicotine “Quit Kits”
5. Nicotine retailer outreach & education
6. Community outreach and identification of relevant cross-sector partnerships



## 03. Priority Needs & Prevention Activities

# Priority Needs & Prevention Activities

## Retailer Education



**4,795 retailer inspections** in SFY24



**17% were non-compliant**



**42% increase** in retailers since 2020

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Over the past year, significant efforts were made to **promote the Tobacco 21 Law and improve compliance rates across the five (5) regions** by conducting 125+ additional retailer education visits with a focus on communities with higher rates of non-compliant retailers.

From 2023 to 2024, Regions 2 & 4 saw a decrease in non-compliance from **29.8% to 20.2%** and **22.4% to 16.7%**, in their respective target communities.



# Priority Needs & Prevention Activities

## School-Based Prevention, Education & Outreach



### Key factors driving youth vaping:

- easy access
- mental health
- perception that most peers are vaping
- belief that vaping is not harmful
- lack of concern for school consequences



**31.4% rise** in “drugs, alcohol, tobacco” incidents from 2018 to 2022



**60+** dynamic classroom educational sessions reaching **2,200+** middle & high school students.

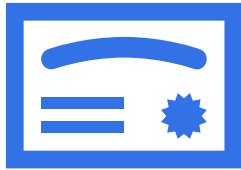
These sessions offered data-driven content on the health effects of vaping, chemicals found in vapes, and alternative coping strategies.

# Priority Needs & Prevention Activities

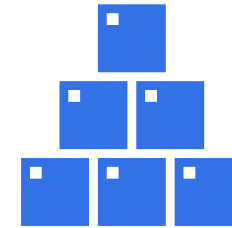
## Cessation

In 2023, more than **1 in 10 CT high school students** reported using vaping products in the past 30-days.

Additionally, **nearly half** of all Connecticut high school students **attempted to quit** using all tobacco and nicotine products. (2023 CT YRBS)



**20+ new Tobacco Treatment Specialists (TTS)** are now serving their communities across the five regions.



**700+ tobacco quit kits** were distributed across Connecticut.

# Priority Needs & Prevention Activities

## Community-Based Prevention, Education & Outreach

- E-cigarette users often perceive them as less harmful than traditional cigarettes
  - Many **young people are unaware of the harmful ingredients** and the addictive nature of nicotine
  - Parents play a significant role in shaping adolescent e-cigarette use
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**Close to 200 prevention, education and outreach events** were conducted, reaching 8,500 individuals



**Over 2,000 popcorn bags** with information highlighting the risks of “popcorn lung” were distributed to middle and high school students



**10 pediatric practices** received tailored resource packets to support youth nicotine screening and education

# Priority Needs & Prevention Activities

## Policy Advocacy



1. Increase awareness of ENDS retailer density and zoning
2. Advocate for proper disposal of e-cigarettes
3. Promote restorative school policies for vaping-related infractions

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- Provide data, model ordinances, and develop recommendations to **reduce youth exposure to ENDS retailers** for Planning & Zoning Committee in Shelton.
  - Review middle and high school ATOD policies and enforcement strategies to help **advance restorative approaches such as alternatives to suspension.**
  - "Vapes are Trash" campaign sent to 21,556 households in 7 towns to **raise awareness about safe disposal challenges.**



# Next Steps

New Contract (10/1/25–6/30/27)

- Community Mini-grants
- Positive Social Norm Campaign
- Advocate Policy: schools, disposal, zoning
  - Vape Waste Forum (LOB 9/30)
- Reach Target Populations:
  - Youth, Parents, Retailers, Healthcare Professionals, School Faculty/Admin., Law Enforcement / SRO's, Legislators