

FOR IMMEDIATE RELEASE

truth® confronts JUUL and other e-Cigarette manufacturers as part of e-cigarette prevention campaign, ‘Tested on Humans’

Facts about vaping will be shared digitally with Guam teens

December 03, 2019, Tamuning, Guam **truth**, the highly effective youth smoking prevention campaign from Truth Initiative®, announced that their “Tested on Humans” vaping prevention campaign will run digitally in Guam to help tackle the growing youth e-cigarette epidemic. Attorney General Leevin Taitano Camacho contacted **truth** to request that the campaign be shared in the territory to educate teens about vaping. According to the 2017 Guam Global Youth Tobacco Survey, 1 out of every 3 students between the ages of 13 and 15 used e-cigarettes. Another study showed that nearly 1 in every 4 middle school students in Guam vape.

For the first time ever, the **truth** campaign is directly confronting the role JUUL and other e-cigarette manufacturers have played in fueling the youth vaping epidemic through a new campaign. “Tested on Humans,” highlights how little is known about all [the short- and long-term effects of e-cigarettes](#), which are still unregulated, putting an entire generation at risk for nicotine addiction and allowing them to be treated like human guinea pigs.

“We applaud Attorney General Camacho and Guam for taking action against this rapidly expanding epidemic. JUUL and other e-cigarette manufacturers are targeting and recruiting a new generation, most of whom didn’t smoke prior, putting their future health at great risk and treating them like lab rats while becoming fat cats, raking in billions of dollars,” said Robin Koval, CEO and president of Truth Initiative, the national public health organization that directs and funds the **truth** campaign. “**truth** has a long history of calling out Big Tobacco for its deadly exploits, and Tested on Humans is the latest example which exposes just how little is known about the long-term health effects of e-cigarettes. Our message to JUUL and the entire tobacco industry remains clear: the current and future health of America’s youth is not for sale.”

Since the campaign launched during the 2019 MTV Video Music Awards, more than 65% of all 12-24-year-olds in Guam and the Northern Mariana Islands have seen these vaping prevention messages through digital placement on channels including Facebook, Snapchat, Google, YouTube, Instagram, and hundreds of other websites popular with youth and young adults. Additionally, the spots have saturated youth broadcast coverage on networks, including MTV, MTV2, Nick At Nite, Teen Nick, VH1, TruTV, and Comedy Central.

Get Involved

Young people can join the thousands of other teens in making their voices heard by:

- [Signing a pledge](#) to tell JUUL to take responsibility for their actions.
- [Sharing their truth](#) on social media and telling everyone why they should #DITCHJUUL for good.

For more information on e-cigarettes, visit thetruth.com.

-more-

About truth

truth is one of the largest and most successful youth smoking prevention campaigns. The campaign exposes the tactics of the tobacco industry, the truth about addiction and the health effects and social consequences of smoking. **truth** gives teens facts to make their own informed choices about tobacco use and inspires them to use their creativity in the fight against tobacco. The campaign is credited with preventing hundreds of thousands of teens from starting to smoke and is empowering this generation to end smoking for good. To learn more, visit thetruth.com. **truth** is part of Truth Initiative®, a national public health organization dedicated to achieving a culture where all youth and young adults reject tobacco. To learn more about Truth Initiative, visit truthinitiative.org.

###