

School District Advisory
JUUL – A Trending Vape form factor
Effective Date: December 5, 2017



Geo Listening will notify client and non-client school district leaders when it has discovered safety or disruptive actions trending on Social Networks or from recognized studies, authorities or news agencies. These advisories will be sent to leadership via email.

We know by now that school districts should be well aware of Vapes or e-cigarettes as they became popularized in 2013-14. A company released a new form factor that grew in popularity over the summer and is now being utilized in secondary schools and higher ed classrooms and campuses across the country due to its small and discreet form factor. It is about twice the length of a basic USB drive and equally as slender.

As technology continues to evolve regarding the power supply, these devices will continue to become popularized due to their shrinking size. The current form factor sells flavor pods that provide an estimated 4 doses.

While many districts have existing policies in place for these types of devices and regulate them in accordance with drug paraphernalia or tobacco it is important to refresh the awareness of district staff of the smaller and more discreet form factor. It is also important to know some of the slang terms being used to reference the device.

Suggestions in detection of the use of these devices on your campuses are: 1. Ask the Janitorial and Maintenance staff if they have seen the colored flavor pods in trash, in bathroom, on grounds. 2. Educate teaching staff that the device being charged is not a wireless modem or other. 3. Educate staff members to look for students that may hold a fist to their mouth for more than 5 seconds. 4. Understanding the device: There is a subtle indicator light that portrays inhale strength and charge strength. The colored end is the mouthpiece.



Related Articles:

- <https://www.npr.org/sections/health-shots/2017/12/04/568273801/teenagers-embrace-juul-saying-its-discreet-enough-to-vape-in-class>
- <https://www.usatoday.com/story/money/nation-now/2017/10/31/juul-e-cigs-controversial-vaping-device-popular-school-campuses/818325001/>
- <https://www.tidelinews.com/single-post/2017/09/22/Juul-Never-Believe-It-The-Rise-of-Teen-Vaping>
- <https://www.cdc.gov/features/ecigarettes-young-people/index.html>
- <https://www.cdc.gov/tobacco/campaign/tips/diseases/dual-tobacco-use.html>