
From: Julie Henderson on behalf of Julie Henderson <[REDACTED]@juul.com>
To: Bruce Harter
CC: Wendell Greer
Sent: 4/18/2018 9:58:11 AM
Subject: Re: Chicago - Hinsdale

Thanks Bruce. Let me check in w/Dr. Greer re: best times for a quick call Fri - I'm on the road down to Stanford at 12:30 to meet re: summer PD plans. This might change but wanted to keep you posted in the event it doesn't.

[REDACTED]

On Wed, Apr 18, 2018 at 7:29 AM, Bruce Harter <[REDACTED]@hotmail.com> wrote:

Julie,

I'll be on an airplane on Friday for a non-JUUL trip [REDACTED] My plan lands about 1:00 PM PDT so I could participate in a call any time after 1:00 PM.

Bruce

From: Julie Henderson <[REDACTED]@juul.com>
Sent: Tuesday, April 17, 2018 10:17 AM
To: Bruce Harter <[REDACTED]@hotmail.com>
Cc: Wendell Greer <[REDACTED]@aol.com>
Subject: Re: Chicago - Hinsdale

Thanks Bruce, for this candid and affirming response. And thanks, too, for verifying that Hinsdale Central invited us. I'll be sure to stress that point as I confirm our participation w/Ashley & Kevin.

Agreed - our bigger question revolves around how we distinguish JUUL from big tobacco & that's a longer discussion we can continue in Chicago.

Let me know if you want to touch base for a few min this Friday - If not, we'll just talk when we get to Chicago.

Thank you! Your and Wendell's support means a lot!

On Tue, Apr 17, 2018 at 7:45 AM, Bruce Harter <[REDACTED]@hotmail.com> wrote:

Julie

While I don't disagree about the comparison to big tobacco, I'd be very concerned about withdrawing a week before the fair. Hinsdale Central invited us. We didn't find out about their health fair and then ask if we could participate. The schools staff believes we can support them in their effort to keep young people from using nicotine. If we don't go, we'll almost certainly lose the Hinsdale schools as part of our pilot. I also think we lose credibility by revoking a commitment. My recommendation would be go to Hinsdale.

The question I think you're raising with your research about the initiatives of big tobacco is how do we distinguish JUUL from big tobacco. JUUL created a product to save lives by putting combustible cigarettes out of business. The unintended consequence is that teenagers find JUULs irresistible. How can we have an impact on underage use if we limit our opportunities to interact with young people to only those that big tobacco didn't do? The people and groups that see JUUL as big tobacco are not going to change. It's in their interest to have a villain to keep their funding streams flowing. We have to build demonstration sites / programs that prove to be effective in reducing and eliminating underage use. Finding schools and other venues to do that has been challenging. That's why I'm reluctant to break a commitment to a school (and potentially two schools) where we have an opening.

Bruce

From: Julie Henderson <[REDACTED]@juul.com>
Sent: Monday, April 16, 2018 4:30 PM
To: Bruce Harter <[REDACTED]@hotmail.com>; Wendell Greer <[REDACTED]@aol.com>
Subject: Chicago - Hinsdale

Hi guys,

Just spoke w/Ashley & she shares my concern about the optics of us attending a student health fair given our new understanding of how much our efforts seem to duplicate those of big tobacco (Philip Morris attended fairs and carnivals where they distributed various branded items under the guise of 'youth prevention').

How strongly do you feel we need to be there? Can we not send the flyers to the principals and request they distribute them for us? Thoughts?

Thanks for your patience as we work through these bumps.

--

Julie Henderson

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Julie Henderson

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