

From: Tyra Metoyer
To: Rebecca Heimlich
CC: Deryck Spooner
Sent: 4/5/2019 4:32:07 PM
Subject: Re: Shorter summary of Columbia meetings for Ashley

Executive Summary:

Community Engagement met this week with several potential partners in Columbia, South Carolina, including veterans, health and wellness, community, business, law-enforcement, and educational organizations and institutions. We discussed JUUL’s mission, our efforts in Columbia, and potential opportunities to partner. The reception from the vast majority of those we met with was positive and we agreed to continue dialogue to further explore ways to work together.

Most of these meetings were initial meetings with the organization where we explored partnerships related to health and wellness, workforce development, youth prevention, and smoking cessation. We also had a follow-up meeting with USC, who indicated that they, the Governor, and the Secretary of Commerce are all supportive of JUUL’s desire to partner with USC on a research project. We discussed potential research opportunities and defined concrete next steps to move this research project forward.

Below is a chart that shows the organizations with whom we had significant conversations with respect to partnering, their willingness to engage with us, and next steps.

Meetings:

Organization	Relevant Focus	Interest in Partnering	Next Steps	NEXT STEPS
USC	Fundamental epidemiological study with USC College of Social Work, Public Health, and Medical School	Yes	<ul style="list-style-type: none"> • USC to define potential parameters and cost of research project • USC to explore bringing in health organizations to partner on project • JUUL to more solidly define goal and scope • Bring Ashley and Clinical/Scientific Affairs in to meet with Bill Kirkland and USC Deans and researchers 	
South Carolina Chamber of Commerce	The chamber has several programs related to workforce development and connecting youth to business in the state	Yes	They will be sending us information on their HBCU STEM and Business Week Summer Programs. Once we evaluate our interest in those programs, they will send us a proposal for membership that includes support and/or participation in the relevant programming.	
Veteran Organizations: SC Combat Veterans & Lower Richmond Combat Veterans, St. John’s Baptist Church	Both Veterans groups meet regularly, and the members are known to have high smoking rates	Yes	On the next visit, we will visit facility and get a deeper understanding of programs and the scope of a strategic partnership	

Richland County Sheriff SC DARE National DARE	Sherriff Leon Lott is the most popular elected official in the state and is the head of the State DARE program and the National DARE program, and they have a secret shopper program	Yes	Further dialogue on opportunities to partner with DARE and for JUUL to support secret shopper program
Columbia Urban League	Operate a number of internship/apprenticeships, youth STEM and workforce training programs that are potential matches for programmatic partnerships	Yes	Further discuss opportunities to partner, and they will help us with national Urban League
SC Hospital Association	Smoking cessation program	Not now	None at this time. Believes passing T21 legislation, being classified as a cessation device, or a lot more data on using JUUL as a tool for quitting would have to be done before they would engage with us.
Benedict College	As the largest HBCU in the state, BC is an ideal strategic partner in several of our focus areas including research, workforce development, and health and wellness	Yes	Continued discussions re avenues for potential partnership
Brookland Faith Foundation	This 8,000 member church has a large emphasis on youth health and wellness	Yes	Continued discussions re potential opportunities to partner
SC After School Alliance	Has high-tech, hands on programming to improve math education, and potential for additional STEM programming	Yes	Continued discussions re potential to support additional STEM programming