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**State of Alaska Secures \$7.8 Million Settlement from Juul and Altria for Targeting Alaskan Youth**

**December 9, 2025, ANCHORAGE**— The State of Alaska has secured \$7.8 million from vaping companies JUUL and Altria, holding them accountable for marketing high-nicotine products to Alaska youth. Following five years of litigation, Alaska’s per-capita fund recovery ranks among the highest in the nation.

The State sued JUUL and Altria for designing and promoting products that appealed to young people, delivering significantly higher nicotine levels than traditional cigarettes and contributing to a youth vaping epidemic. These actions set back years of public health success in reducing youth tobacco use prompting a comprehensive response from the Alaska Department of Health (DOH).

“This case took five years and a great deal of work from our public health and consumer protection teams, but it was worth it,” said Alaska Attorney General Stephen Cox. “We now have strong court-enforceable limits on how these companies can operate in Alaska, and we’ve obtained a per-capita recovery that ranks near the top nationally, with those dollars going straight into prevention and consumer protection.”

DOH Commissioner Heidi Hedberg emphasized the importance of sustaining youth prevention efforts. “This settlement allows us to strengthen programs that protect Alaska’s youth from nicotine addiction,” Hedberg said. “We will continue investing in prevention, education, and community partnerships that support healthier futures for young Alaskans.”

Legal fees are still being finalized and will affect the total amount DOH receives over the next five years. JUUL’s settlement helps offset costs the Department incurred when developing a statewide response to the youth vaping epidemic. Funding will continue supporting these critical efforts.

DOH will prioritize programs that directly counter the marketing, underage sales, and social-influencer tactics at the center of the case, including:

- Health education, including Alaska's [Not Buying It](#) campaign
- Statewide youth engagement and peer-to-peer education programs
- Educational programs for youth, including AK Live Vape Free
- Community organizations supporting local education and prevention efforts

These initiatives reach young Alaskans in schools, online, and in their communities, directly countering the tactics that contributed to increased youth nicotine use. Alaska has seen progress: Current e-cigarette use among high school students dropped from 26% in 2019 to 17% in 2023, according to the Alaska Youth Risk Behavior Survey.

However, youth vaping remains a major concern, with 17% of Alaska teens currently vaping and 38% having tried it.

The State of Alaska remains committed to reducing youth nicotine use and supporting healthier futures for all young Alaskans. DOH will continue partnering with communities and organizations statewide to build on this progress and ensure prevention resources are accessible where they are needed most. For more information on the Tobacco Prevention and Control Program, please visit the [Alaska Department of Health website](#)

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