

Juul identified “thought leaders” and rated collaborators in 2018



The Juul documents that have been released so far contain an interesting [document](#) that lists people Juul considered “thought leaders” as of February 9, 2018. The [spreadsheet](#) contains several pages that suggest how Juul came up with this list.

Current Allies

Dave Abrams	NYU
Ray Niaura	NYU
David Sweanor	University of Ottawa
Sally Satel	Yale
Brad Rodu	University of Louisville
Konstantinos Farsalinos	Greece - Onassis Cardiac Surgery
Clive Bates	Counterfactual
Jeff Stier	Consumer Choice Center
Carl Phillips	Daily Vaper, Anti-THRLies
Riccardo Polosa	University of Catania
<i>Neil Benowitz</i>	<i>UCSF</i>
<i>Linda Bauld</i>	<i>U. of Stirling, UK</i>
<i>Martin Dockrell</i>	<i>PHE, UK</i>
<i>Deborah Arnott</i>	<i>ASH UK</i>
<i>Ann McNeill</i>	<i>King's College, London, UK Centre for Tobacco & A</i>
<i>Robert West</i>	<i>University College, London, UK Centre for Tobacco</i>
<i>Michael Siegel</i>	<i>Boston U, School of Public Health</i>
<i>Joel Nitzkin</i>	<i>R Street Institute</i>
<i>Sarah Jakes</i>	<i>NNA</i>
<i>Greg Conley</i>	<i>AVA</i>
<i>Scott Ballin</i>	<i>Independent</i>

Current Opponents

Stan Glantz	UCSF, Center for Tobacco Control Research and E
Margarete Kulik	UCSF, Center for Tobacco Control Research and E
Matt Myers	Campaign Tobacco Free Kids
Robin Koval	Truth Initiative
Moon-Shong Tang	NYU
Simon Chapman	U. of Sydney
Tedros Adhanom Ghebreyesus	WHO FCTC
Dr Vera Luiza da Costa e Silva	FCTC
Brian King	CDC, Office on Smoking & Health
Jonathan M. Samet	USC Keck Sch of Med

Another April 13, 2018 [spreadsheet](#) lists Juul's "ratings of collaborators":

Name	(10 = positive,	Last contact	Background
Dan Wikler	?	Never	Ethicist, Harvard, WHO
Michael Siegel	8	1 mo	
Clive Bates	10	2 mo	
Abigail Friedman	3?	Never	age restrictions. But also showed that ACA
Vaughn Rees	4?	Never	Interestingly showed that US Snus may deliver
Amy Fairchild	5?	> 1 year	campaigns suggesting need for balanced
Cheryl Heulton	7?	Dave /Ray today	Chair NYU Public Health
Mark Kleiman	5?	Never	is recording sales at store level
Jeff Levi	?	Never	Progressive healthcare / Obama appoint
David Abrams	10	1 day	
Ray Niaura	10	1 day	
Derek Yach	10	2 mo	Foundation for Smoke-Free World
Tom Glynn	5?	Not directly	Stanford, National Cancer Institute
Lynn Koslovsky	8?	1 year	semi-retired, pro-e-cig harm reduction
Steve Schroeder	7?	2 mo	Schroeder Institute, RWJ Foundation
David Sweanor	10	1 week	Canadian pro-harm reduction prof
Kenneth Warner	7	1 mo	positive under all scenarios
Dorothy Hatsukami	4?	Not directly	She can maybe support JUUL as off-ramp to

[StatNews](#) did a strong story on Dave Abrams and Ray Niaura's undisclosed links with Juul, including allowing Juul to review a draft of their influential 2018 article in [Annual Review of Public Health](#) that argued that “a reframing of societal nicotine use through the lens of harm minimization is an extraordinary opportunity to enhance the impact of tobacco control efforts.” According to the StatNews story, *Annual Reviews* is considering retracting the article. Given how heavily e-cigarette companies and advocates use this paper to promote the myth that e-cigarettes are “95% safer” than cigarettes, the journal should hold tough and retract it.

Of course, what the [actual evidence](#) shows in that, in terms of disease outcomes, for cardiovascular disease, stroke and metabolic dysfunction e-cigarette risks are indistinguishable from cigarettes and for respiratory and oral disease, while lower than smoking, they are not a lot lower.

👤 [Stanton Glantz](#) 🕒 [May 16, 2024](#)

📁 [e-cigarettes](#), [industry documents](#), [international](#), [public health](#), [tobacco companies](#), [vaping](#)

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Esteve Fernández
May 16, 2024 at 9:32 pm



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jsdunnington
May 17, 2024 at 8:07 pm



Interesting reading. Quite a few names that are familiar.
Now we just need to follow the money.

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