
[boardofhealth:12504] Nicotine Free Generation Policy Consideration in Ashland

1 message

'aturncliff@comcast.net' via Board of Health <boardofhealth@ashlandmass.com>

Thu, Jan 29, 2026 at 9:17 PM

Reply-To: "aturncliff@comcast.net" <aturncliff@comcast.net>

To: "boardofhealth@ashlandmass.com" <boardofhealth@ashlandmass.com>

Cc: Rajit Gupta <rgupta@ashlandmass.com>

Dear Members of the Ashland Board of Health,

I want to thank you, again, for your consideration of the Nicotine Free Generation policy. As you know, I am in full support of this policy, and I would ask you to reconsider joining other Boards of Health, including Hopkinton, Needham, and several others (list attached) who have used their authority to pass this addiction prevention policy. Please do not rely on town meeting vote to determine the future of tobacco policy in Ashland. As the Supreme Judicial Court has already determined, this policy is squarely in the public health domain (attached). Attached, you will find some text from the SJC decision in support of Brookline, specifically mentioning the power of local Boards of Health on tobacco policy including NFG. As our elected officials tasked with protecting our public health, I ask that you reconsider moving the Nicotine Free Generation Policy forward as a Board.

I respectfully ask that at your February meeting you vote to hold a public listening session in March or even April, so that Ashland residents can learn about NFG and you can hear from those who will be impacted, our youth. As you know, current adults will not be impacted by this policy.

I believe that the Ashland Board of Health should move the NFG policy forward, without bringing it to town meeting, for the following reasons:

- Most importantly, those who would be affected by the NFG policy, Ashland's young people (<18yo), aren't eligible to vote on this at town meeting. There is a common saying in community work: "Nothing about us, without us."
- The SJC has ruled that NFG policy falls under the Board of Health jurisdiction (Brookline does not have a Board of Health-- they have a Health Dept that makes health policy recommendations and Representative Town Meeting). The overwhelming majority of towns that have put the NFG policy in place have done so utilizing the authority of the Board of Health; 19 Boards of Health, including Hopkinton, have passed the NFG policy.
- Public health policy decisions need to be made by those tasked with dedicating time and expertise to protecting public health; this is the purpose of the Board of Health. Again, tobacco policy including NFG falls under the jurisdiction of the Board of Health. In the "About the Board" information on your website the following is included: **"Develops policies and plans that support individual and community health efforts...Environmental Health: This section of the Board of Health works to protect the community from any chemical, physical or biological agent that could adversely affect the health of the citizens of Ashland."** These are harmful products that the CDC estimates cause more than 480,000 deaths annually. The SJC draws on rulings for BoH jurisdiction to prohibit certain pesticides because of their toxicity, as part of their decision.
- As Ashland's public health authority, you have the opportunity to leave a lasting positive impact that will prevent tobacco addiction and related health harms for generations to come.
- Big tobacco is supporting opposition to this policy, for obvious reasons. By putting this to town meeting, you would allow industry influence in our town public health policy. They have used tactics such as flooding communities with fliers and misinformation. One of the reasons local Boards of Health have the authority to make this decision is to reduce the possibility of industry influence in tobacco/nicotine policy decisions...placing these decisions squarely in the public health domain.
- Public health policy decisions often require a tremendous amount of community-wide education to be successful, and with this industry influence it may be difficult for the underlying science and public health history to shine through.
- A failed attempt to pass NFG at Town Meeting, would give the tobacco industry fuel and potentially harm efforts to pass the NFG policy in other communities and at the state level.

I am happy to provide additional information. As always, thank you for your service and your consideration.

Kindly,
Amy Turncliff, PhD
Neuroscientist & Public Health Advocate
21 Rossi Lane, Ashland

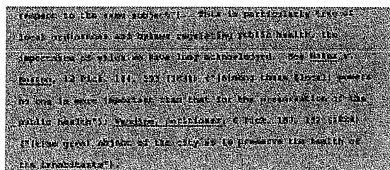
6 attachments

¹¹ The Attorney General reasoned that "the protective effect of the [Tobacco Act] is limited to local laws that would allow tobacco sales to those under the age of twenty-one except in the limited circumstances listed in [M.G.L. c. 27A, § 23(1)]." Because "both the Tobacco Act and the [Tobacco Act] are for the same goal of ensuring the sale of tobacco products to those under the age of twenty-one," because the [Tobacco Act] "simply goes further than the [Tobacco Act]," and in view of "the broad public health power of municipalities to regulate tobacco products," the Attorney General reasoned that the [Tobacco Act] was not inconsistent, contrary, or conflicting with the [Tobacco Act] enacted some years ago.

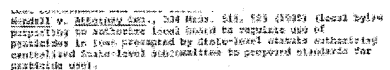
SJC Decision_NFG Brookline Decision_2021_Page 9 footnote 11.png
32K

¹² See discussion and note 7, supra Baker, 12 Pick. at 133 (localities have sovereignty the power of deciding in what cases to mitigate effect of tobacco that may endanger public health).

SJC Decision_NFG Brookline Decision_2021_Page 12 _footnote 12.png
10K



SJC Decision_NFG Brookline Decision_2021_Page 12 _preservation of PH.png
27K



SJC Decision_NFG Brookline Decision_2021_Page 13 footnote 13_comparison to ban of pesticides.png
14K

 **NFG decision-makers_ Municipalities voted on NFG_1-29-26.pdf**
73K

 **SJC Decision on Brookline NFG Policy_2021.pdf**
705K

11 The Attorney General reasoned that "the preemptive effect of the [Tobacco Act] is limited to local laws that would allow tobacco sales to those under the age of twenty-one (except in the limited circumstances listed in [St. 2018, c. 157, § 22])." Because "both [the Tobacco Act and the bylaw] aim for the same goal of barring the sale of tobacco products to those under the age of twenty-one," because the bylaw "simply goes further than the [Tobacco Act]," and in view of "the broad public health power of municipalities to regulate tobacco products," the Attorney General reasoned that the bylaw was not inconsistent, contrary, or conflicting with the Statewide minimum sales age.

¹² See discussion and note 7, supra; Baker, 12 Pick. at 193 (localities "have necessarily the power of deciding in what manner" to mitigate effect of nuisance that may endanger public health).

respect to the same subject"). This is particularly true of local ordinances and bylaws regulating public health, the importance of which we have long acknowledged. See Baker v. Boston, 12 Pick. 184, 193 (1831) ("[a]mong these [local] powers no one is more important than that for the preservation of the public health"); Vandine, petitioner, 6 Pick. 187, 192 (1828) ("[t]he great object of the city is to preserve the health of the inhabitants").

Wendell v. Attorney Gen., 394 Mass. 518, 529 (1985) (local bylaw purporting to authorize local board to regulate use of pesticides in town preempted by State-level statute authorizing centralized State-level subcommittee to propound standards for pesticide use).

All towns that have rendered a decision on NFG	Board of Health	Town Meeting	City Council	Reason for Decision-Maker
Brookline		☒		There is no board of health in Brookline
Concord	☒			jurisdiction over tobacco regulation
Malden	☒			jurisdiction over tobacco regulation
Melrose	☒			jurisdiction over tobacco regulation
Reading	☒			jurisdiction over tobacco regulation
Stoneham	☒			jurisdiction over tobacco regulation
Wakefield	☒			jurisdiction over tobacco regulation
Winchester	☒			jurisdiction over tobacco regulation
Belchertown	☒			jurisdiction over tobacco regulation
Chelsea	☒			jurisdiction over tobacco regulation
Needham	☒			jurisdiction over tobacco regulation
Newton			☒	There is no board of health in Newton
Manchester-by-the-Sea	☒			jurisdiction over tobacco regulation
Conway	☒			jurisdiction over tobacco regulation
Pelham	☒			jurisdiction over tobacco regulation
Hopkinton	☒			jurisdiction over tobacco regulation
Somerville	☒			jurisdiction over tobacco regulation
Dover	☒			jurisdiction over tobacco regulation
South Hadley	☒			jurisdiction over tobacco regulation
Leverett	☒			jurisdiction over tobacco regulation
Amherst	☒			jurisdiction over tobacco regulation
Bellingham		X		rejected by town meeting

Nicotine Free Generation: January 2026

2 messages

Nicotine Free Generation <nicotinefreegeneration@gmail.com>
To: Nicotine Free Generation <nicotinefreegeneration@gmail.com>
Bcc: lclifford@ashlandmass.com

Tue, Jan 13, 2026 at 10:36 PM

HAPPY NEW YEAR!

The NFG policy uses a birthdate to set a limit on retailers' ability to sell nicotine products. NFG prevents the creation of future demand for nicotine by preventing sales to anyone born after the designated birth date. Users who currently are legally sold nicotine are NOT affected.

Please invite us to make a presentation about NFG. We have been speaking with boards of health, other government entities, and community groups.

* * *

For a serious but readable academic discussion in *The Lancet*:
< [https://doi.org/10.1016/S2213-2600\(25\)00400-X](https://doi.org/10.1016/S2213-2600(25)00400-X) >

Nicotine Free Generation has been endorsed by the Massachusetts Medical Society (founded in 1781), representing over 25,000 physicians, residents, and students. NFG has also been endorsed by the American Medical Association (founded in 1847), representing over 271,000 members nationwide. These and other professional societies want what is best for their patients. They review established medical studies before they endorse.

However, we all know that economics is also an important concern to those who make decisions in cities and towns. Therefore, this month's email will focus on the economic benefits of Nicotine Free Generation.

Economic Impact on Individuals:

Obviously, individuals buy different nicotine products in different amounts, including cigarettes, cigars, vapes, and nicotine pouches. A typical one-pack-per-day smoker of Marlboro spends \$14.08 per day. **In 365 days, that costs \$5,139.20.** (Wow!)

Those who sell nicotine products insist that those addicted to nicotine must spend that \$5,000+ in their stores, instead of spending money elsewhere in their communities. (Most nicotine money goes out-of-state to Big Tobacco and its suppliers.) Paid lobbyists create a false dichotomy: that merchants need to sell harmful products. **MOST LOCAL VENDORS DO NOT SELL ADDICTIVE NICOTINE.**

NFG will slowly reduce the number of young people addicted to dangerous nicotine, and allow them to spend their \$5,000 in local restaurants and shops. Some of that savings will go to education, better housing, and a better life.

They likely will have a lifetime of lower medical bills and better career opportunities, including in law enforcement and the military.

Economic Impact on Towns:

A town of 15,000 people might have 250 kids born in 2005. If 10% become permanently addicted to nicotine (of the 18% who vape), then those 25 kids combined are condemned every year to spend \$5,139.20 X 25 = \$128,480. Wouldn't it be better if that money would remain in local stores instead of providing the huge payday for Big Tobacco. In ten years, that number exceeds \$1,284,000, which otherwise would be kept locally to spend in the town's other businesses. Obviously, a larger city will suffer a proportionally greater financial impact.

Economic Impact on Taxes and on State and National Governments

We all pay taxes that subsidize treating those addicted to nicotine. Massachusetts alone has 9,300 deaths annually among smokers and victims of second-hand smoke. **WE ALL ARE PAYING FOR THIS, through higher taxes, higher insurance premiums, and reduced government services.**

Right now, 55% of the state's budget is devoted to medical care, and is expected to rise in the new fiscal year. Enacting Nicotine Free Generation is a small but vital step to keep it from taking over altogether.

* * *

Last month, NFG was enacted unanimously in the neighboring towns of Amherst and Leverett. They are the 20th and 21st NFG communities, raising the total population of enacting cities and towns to over 627,000 people.

This growing list now includes Amherst, Belchertown, Brookline, Chelsea, Concord, Conway, Dover, Hopkinton, Leverett, Malden, Melrose, Manchester-by-the-Sea, Needham, Newton, Pelham, Reading, Somerville, South Hadley, Stoneham, Wakefield, and Winchester. More are on the way!

* * *

Please invite us to make a presentation about NFG. (Even in small towns with no tobacco licensees, we welcome supporting resolutions from boards of health. Their kids deserve to live full lives, free from nicotine addiction.)

Rajit Gupta <rgupta@ashlandmass.com>
To: Laura Clifford <lclifford@ashlandmass.com>

Thu, Jan 22, 2026 at 11:07 AM

Sincerely,



Rajit Gupta, MPH,CHO,RS

Director of Public Health

Town of Ashland

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



[Quoted text hidden]

Fwd: January 7 Combine Select Board/Board of Health meeting

1 message

Rajit Gupta <rgupta@ashlandmass.com>
To: Laura Clifford <lclifford@ashlandmass.com>

Wed, Feb 11, 2026 at 9:11 AM

Sincerely,



Rajit Gupta, MPH,CHO,RS

Director of Public Health

Town of Ashland

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



----- Forwarded message -----

From: **Rajit Gupta** <rgupta@ashlandmass.com>
Date: Mon, Jan 5, 2026 at 8:57 AM
Subject: Re: January 7 Combine Select Board/Board of Health meeting
To: rlopez430@comcast.net <rlopez430@comcast.net>
Cc: Zachary.Rich@bmc.org <Zachary.Rich@bmc.org>

Dr. Lopez,

Good Morning and Happy New Year!

Thanks for your email and willingness to assist in this matter.

We look forward to seeing you at our joint meeting with our Select Board.

Please let me know if you have any questions for me.

Sincerely,



Rajit Gupta, MPH,CHO,RS

Director of Public Health

Town of Ashland

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



On Sat, Jan 3, 2026 at 12:30 PM rlopez430@comcast.net <rlopez430@comcast.net> wrote:

Good Afternoon Mr. Gupta,

I've been informed that the Ashland Board of Health will be discussing the issue of a Nicotine Free Generation policy for the town on January 7 at 7:10pm. I am the Chair of the Board of Health in the Town

of Reading and a retired physician. Reading's Board of Health passed a NFG regulation in June 2024. I learned a lot from that initiative and would be happy to share my experience with the Ashland Board of Health. I plan to attend the January 7 meeting on Zoom and wanted to give you a heads up regarding my background.

Best,

Richard Lopez, MD

Board of Health Meeting (Zoom), Tuesday, January 20, 2026

4 messages

Laura Clifford <lclifford@ashlandmass.com>

Thu, Jan 15, 2026 at 12:04 PM

To: Board of Health <boardofhealth@ashlandmass.com>, Michael Herbert <mherbert@ashlandmass.com>, beth reynolds <breyolds@ashlandmass.com>, barbara@wacatv.com

Hello Board Members,

Please see the attached agenda, and documents to be discussed at next week's Board of Health meeting on Tuesday, January 20th, at 6:00 PM.

Here is the link to join the Zoom meeting:

<https://us02web.zoom.us/j/86844182993?pwd=VT2VHj4ZJbKoHoiVqcwSaR0G1Hf4Hj.1>

Meeting ID: 868 4418 2993

Passcode: 180940

Thank you,

Laura

**Laura Clifford**

Community Development & Health Department

Town of Ashland

a: 101 Main Street, Ashland, MA 01721

p: 508-881-0100 x 7128

f: 508-881-0182



5 attachments **January 20, 2026 BOH Meeting Agenda.pdf**
109K **Warren Conference Center HACCP Plan.pdf**
335K **JAN 6, 2026 - Chestnut Place Dumpster.pdf**
546K **December 16, 2025 Meeting Minutes - Draft.pdf**
301K **January 7, 2026 Meeting Minutes - Draft.pdf**
204K

Barbara Chisholm <barbara@wacatv.com>

Thu, Jan 15, 2026 at 12:10 PM

Reply-To: barbara@wacatv.com

To: Laura Clifford <lclifford@ashlandmass.com>

Laura,

Thanks for sending this over. There is also a Hybrid Conservation Commission meeting that night at Town Hall. Not sure if we can stream both of them.

Maybe if you could record it and then send me the file that may work better.

Barbara Chisholm
Executive Director
508-380-4397
WACA TV

Ashland Community Media

Follow Us on Twitter <https://twitter.com/home>

Follow Us on Facebook. <https://www.facebook.com/wacatv>

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Laura Clifford <lclifford@ashlandmass.com>

Thu, Jan 15, 2026 at 1:03 PM

To: barbara@wacatv.com, Rajit Gupta <rgupta@ashlandmass.com>

Hi Barbara,

Thank you, yes, we were aware of the meeting on that night, we will be sure to record and send you the recording.

Thank you!

Laura



Laura Clifford

Community Development & Health Department

Town of Ashland

a: 101 Main Street, Ashland, MA 01721

p: 508-881-0100 x 7128

f: 508-881-0182



[Quoted text hidden]

Laura Clifford <lclifford@ashlandmass.com>

Tue, Jan 20, 2026 at 3:42 PM

To: Board of Health <boardofhealth@ashlandmass.com>

Hello Board Members,

Please see the Year-to-Date Budget Reports for your review.

Thank you!

Laura

Laura Clifford



Community Development & Health Department

Town of Ashland

a: 101 Main Street, Ashland, MA 01721

p: 508-881-0100 x 7128

f: 508-881-0182



On Thu, Jan 15, 2026 at 12:04 PM Laura Clifford <lclifford@ashlandmass.com> wrote:
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2 attachments

 **Year to Date Budget Report 1-20-2026.pdf**
203K

 **Year to Date Budget Report 1-20-2026 Revolving.pdf**
205K

[boardofhealth:12453] Fwd: NFG Discussion

2 messages

Rajit Gupta <rgupta@ashlandmass.com>
To: Board of Health <boardofhealth@ashlandmass.com>

Tue, Jan 6, 2026 at 3:00 PM

Dear Board Members,
Good Afternoon!

Please see an email regarding NFG.

See you all tomorrow. We will be meeting in Meeting Room A in the basement at 7am and then move to the Select Board Room.

Thank You!

Sincerely,

**Rajit Gupta, MPH,CHO,RS***Director of Public Health***Town of Ashland**

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



----- Forwarded message -----

From: **Piyush Patel** <luckyfarm97@gmail.com>

Date: Tue, Jan 6, 2026 at 2:54 PM

Subject: NFG Discussion

To: <mherbert@ashlandmass.com>, <selectboard@ashlandmass.com>, rgupta@ashlandmass.com
<rgupta@ashlandmass.com>

Dear Town Manager, Board of Health and Select Board Members,

I am writing to express my strong opposition to the proposed "Nicotine-Free Generation" currently under discussion by the Board of Health and the Ashland Select Board.

While the public health goals are understood, this regulation presents significant concerns regarding economic consequences for small local business like my Lucky Farm located on West Union Street and all Ashland retailers selling Nicotine based products. This regulation will put all Ashland retailers at a disadvantage until the state wide regulations go in effect.

A generational ban does not effectively address existing underage use and may inadvertently foster a dangerous illicit market for these products, as consumers may seek them from unregulated online sources or our neighboring city. Instead of an overreaching ban, I urge our officials to focus on education based and harm reduction initiatives that empower young individuals with information and support, rather than prohibitionist measures that maybe ineffective.

While not going deep into concerns regarding personal autonomy and the role of government. Adults of legal age should be permitted to make informed decisions about which legal products

they consume, even if those products carry risks. We accept that adults are able to weigh the risks of various legal products like alcohol, cannabis, and gambling; nicotine products should be no different. This issue fundamentally concerns civil liberties, not just tobacco use.

I strongly believe we can protect public health without resorting to policies that erode adult freedoms and create unintended negative consequences for our community and local economy. I am asking all decision makers to not move forward with the NFG proposal and wait for the state wide NFG legislation results.

Best Regards,

Piyush Patel
1 W. Union St
Ashland MA, 01721
Business: (508) 881-8211
Cell: (508) 277-1457

Rajit Gupta <rgupta@ashlandmass.com>
To: Laura Clifford <lclifford@ashlandmass.com>

Thu, Jan 22, 2026 at 11:06 AM

Sincerely,



Rajit Gupta, MPH, CHO, RS

Director of Public Health

Town of Ashland

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



----- Forwarded message -----

From: **Rajit Gupta** <rgupta@ashlandmass.com>
Date: Wed, Jan 7, 2026 at 9:09 AM
Subject: Re: [boardofhealth:12453] Fwd: NFG Discussion
To: Maurice Krasner <mokrasner@gmail.com>

Mr. Maurice,

Good Morning!

Sorry to hear about that. Hope you feel better soon.

Here is the link to the select board meeting that we will be joining at 7.10pm.

Join Zoom Meeting

<https://us02web.zoom.us/j/85482751264?pwd=jJDHMNt2KaBj4KUAEPLk40WECrJCzn.1>

Meeting ID: 854 8275 1264

Passcode: 980727

Sincerely,

Board of Health Meeting / Joint Board of Health Meeting with the Select Board

3 messages

Laura Clifford <lclifford@ashlandmass.com>

Fri, Jan 2, 2026 at 12:09 PM

To: Board of Health <boardofhealth@ashlandmass.com>, Michael Herbert <mherbert@ashlandmass.com>, Beth Reynolds <breyolds@ashlandmass.com>

Good Afternoon Board Members,

Happy New Year!

Please see the attached Agenda for the Board of Health meeting next week, on Wednesday, January 7, 2026. We will first meet at 7:00 PM downstairs in the Lower Level, Meeting Room A, to approve the remaining Permits. The Board will then move upstairs and join the Select Board in the Select Board Meeting Room at 7:10 PM to discuss the Nicotine-Free Generation policy proposed by Dr. Zachary Rich, who has confirmed that he will be in attendance.

Thank you,

Laura

**Laura Clifford**

Community Development & Health Department

Town of Ashland

a: 101 Main Street, Ashland, MA 01721

p: 508-881-0100 x 7128

f: 508-881-0182

**January 7, 2026 BOH Meeting Agenda.pdf**

177K

Rajit Gupta <rgupta@ashlandmass.com>

Fri, Jan 2, 2026 at 12:19 PM

To: "Rich, Zachary" <Zachary.Rich@bmc.org>

Cc: Laura Clifford <lclifford@ashlandmass.com>

Dr. Rich,

Good Morning!

Please see the agenda for our upcoming meeting with the select board on Wed 7th at 7.10pm to discuss NFG. Looking forward to meeting you in person on wednesday.

Thank You!

Sincerely,

**Rajit Gupta, MPH,CHO,RS**

Director of Public Health

Town of Ashland

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



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January 7, 2026 BOH Meeting Agenda.pdf

177K

lclifford@ashlandmass.com <lclifford@ashlandmass.com>
To: rgupta@ashlandmass.com, rgupta@ashlandmass.com

Fri, Jan 2, 2026 at 12:22 PM

Your message

To: rgupta@ashlandmass.com

Subject: Fwd: [boardofhealth:12450] Board of Health Meeting / Joint Board of Health Meeting with the Select Board

Sent: 1/2/26, 12:19:42 PM EST

was read on 1/2/26, 12:22:02 PM EST

Fwd: January 7 Combine Select Board/Board of Health meeting

1 message

Rajit Gupta <rgupta@ashlandmass.com>
To: Laura Clifford <lclifford@ashlandmass.com>

Wed, Feb 11, 2026 at 9:11 AM

Sincerely,

**Rajit Gupta, MPH,CHO,RS***Director of Public Health***Town of Ashland**

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



----- Forwarded message -----

From: **Rajit Gupta** <rgupta@ashlandmass.com>

Date: Mon, Jan 5, 2026 at 8:57 AM

Subject: Re: January 7 Combine Select Board/Board of Health meeting

To: rlopez430@comcast.net <rlopez430@comcast.net>

Cc: Zachary.Rich@bmc.org <Zachary.Rich@bmc.org>

Dr. Lopez,

Good Morning and Happy New Year!

Thanks for your email and willingness to assist in this matter.

We look forward to seeing you at our joint meeting with our Select Board.

Please let me know if you have any questions for me.

Sincerely,

**Rajit Gupta, MPH,CHO,RS***Director of Public Health***Town of Ashland**

a: 101 Main Street, Ashland, MA 01721

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of Reading and a retired physician. Reading's Board of Health passed a NFG regulation in June 2024. I learned a lot from that initiative and would be happy to share my experience with the Ashland Board of Health. I plan to attend the January 7 meeting on Zoom and wanted to give you a heads up regarding my background.

Best,

Richard Lopez, MD

Fwd: Nicotine Free Generation - - response to MHOA survey

1 message

Rajit Gupta <rgupta@ashlandmass.com>
To: Laura Clifford <lclifford@ashlandmass.com>

Wed, Feb 11, 2026 at 9:01 AM

Sincerely,



Rajit Gupta, MPH, CHO, RS
Director of Public Health
Town of Ashland
a: 101 Main Street, Ashland, MA 01721
p: 508-532-7922
f: 508-881-0109



----- Forwarded message -----

From: **Buzby, Maureen** <mbuzby@cityofmelrose.org>
Date: Mon, Nov 24, 2025 at 3:46 PM
Subject: RE: Nicotine Free Generation - - response to MHOA survey
To: Rajit Gupta <rgupta@ashlandmass.com>

Thank you for your response!

It's been exciting to watch for a distance. I know you have some wonderful advocates – Dr. Zack Rich and Scott Franics to name a couple. Good luck.

From: Rajit Gupta <rgupta@ashlandmass.com>
Sent: Monday, November 24, 2025 3:27 PM
To: Buzby, Maureen <mbuzby@cityofmelrose.org>
Cc: Parivallal Thillaigovindan <pthillaigovindan@framinghamma.gov>
Subject: Re: Nicotine Free Generation - - response to MHOA survey

Hi Maureen,

Good Afternoon!

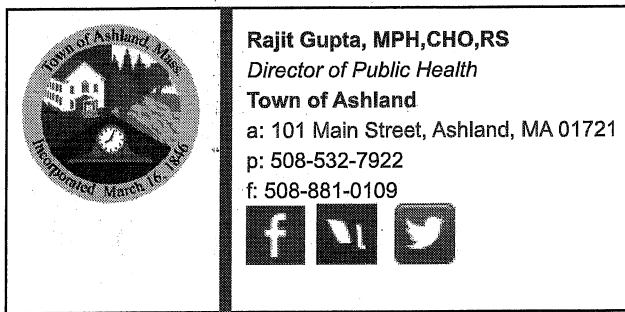
Thanks for your email and it was nice meeting you at MHOA.

My board and the select board is currently discussing this for adopting the policy.

I will reach out if any questions arise.

Thank You!

Sincerely,



On Mon, Nov 24, 2025 at 2:02 PM Buzby, Maureen <mbuzby@cityofmelrose.org> wrote:

Good afternoon Rajit,

Thank you for responding to the Nicotine Free Generation Survey presented at the MHOA Conference earlier this month. As you know, NFG has already been adopted by nineteen Massachusetts cities and towns and covers almost 600,000 Massachusetts residents. We're working to introduce NFG to additional communities across the state and we're excited that Ashland has already embarked on learning more about this groundbreaking public health policy that has such potential to reduce youth nicotine addiction and save lives. I know you are already well informed on the topic but wanted to acknowledge your survey response and also to offer any help I might be able to provide as you move forward.

Thank you and Happy Thanksgiving.

Maureen

Maureen Buzby

Regional Tobacco Prevention Program

562 Main Street

Melrose, MA 02176

781-979-4158

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[boardofhealth:12395] Fwd: Ashland tobacco free

Rajit Gupta <rgupta@ashlandmass.com>

Tue, Nov 18, 2025 at 5:33 PM

To: Board of Health <boardofhealth@ashlandmass.com>

Dear Board Members,
Good Evening!
Please see an email from one of our Tobacco Vendors regarding NFG.

Thank You!

Sincerely,

**Rajit Gupta, MPH,CHO,RS***Director of Public Health***Town of Ashland**

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



----- Forwarded message -----

From: **Ankitkumar Patel** <akkipatel1115@yahoo.com>

Date: Tue, Nov 18, 2025 at 3:31 PM

Subject: Ashland tobacco free

To: rgupta@ashlandmass.com <rgupta@ashlandmass.com>, <cbennett@ashlandmass.com>, <bkinsman@ashlandmass.com>, <ygreaves@ashlandmass.com>, <mwarren@ashlandmass.com>, <jmagnani@ashlandmass.com>, <mherbert@ashlandmass.com>

Hi all respected town select board members
Health department personnel, town manager,

My name is SHRUTIBEN PATEL and I own business as 272 POND LLC , which is gas station and convenience store
This is my only business I own and feed my family
As a town of Ashland make agenda to make Ashland nicotine free town , which is good though but I and my business oppose this reform
It will destroy small and independent businesses
In gas station business we sale 45-60 % tobacco products, which has low profit margins and if this bill comes in effect then store like mine and other independent businesses have to close businesses forever
Secondly it gives our town business to other towns
In store we add security system and our train staffs dosen't sale to minors
So I request to all select board members and others town people, board of health to oppose this bill

Thank you
SHRUTIBEN PATEL

Sent from Yahoo Mail for iPhone

Fwd: Nicotine Free Generation - - response to MHOA survey

1 message

Rajit Gupta <rgupta@ashlandmass.com>
To: Laura Clifford <lclifford@ashlandmass.com>

Wed, Feb 11, 2026 at 9:01 AM

Sincerely,



Rajit Gupta, MPH,CHO,RS

Director of Public Health

Town of Ashland

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



----- Forwarded message -----

From: **Buzby, Maureen** <mbuzby@cityofmelrose.org>
Date: Mon, Nov 24, 2025 at 3:46 PM
Subject: RE: Nicotine Free Generation - - response to MHOA survey
To: Rajit Gupta <rgupta@ashlandmass.com>

Thank you for your response!

It's been exciting to watch for a distance. I know you have some wonderful advocates – Dr. Zack Rich and Scott Franics to name a couple. Good luck.

From: Rajit Gupta <rgupta@ashlandmass.com>
Sent: Monday, November 24, 2025 3:27 PM
To: Buzby, Maureen <mbuzby@cityofmelrose.org>
Cc: Parivallal Thillaigovindan <pthillaigovindan@framinghamma.gov>
Subject: Re: Nicotine Free Generation - - response to MHOA survey

Hi Maureen,

Good Afternoon!

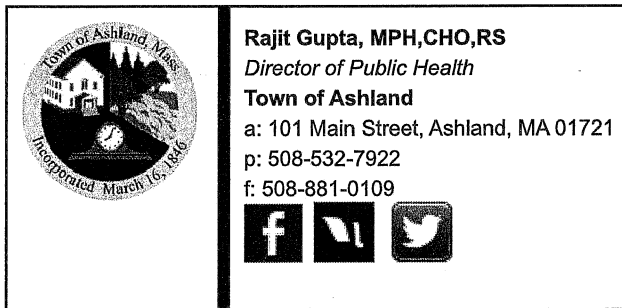
Thanks for your email and it was nice meeting you at MHOA.

My board and the select board is currently discussing this for adopting the policy.

I will reach out if any questions arise.

Thank You!

Sincerely,



On Mon, Nov 24, 2025 at 2:02 PM Buzby, Maureen <mbuzby@cityofmelrose.org> wrote:

Good afternoon Rajit,

Thank you for responding to the Nicotine Free Generation Survey presented at the MHOA Conference earlier this month. As you know, NFG has already been adopted by nineteen Massachusetts cities and towns and covers almost 600,000 Massachusetts residents. We're working to introduce NFG to additional communities across the state and we're excited that Ashland has already embarked on learning more about this groundbreaking public health policy that has such potential to reduce youth nicotine addiction and save lives. I know you are already well informed on the topic but wanted to acknowledge your survey response and also to offer any help I might be able to provide as you move forward.

Thank you and Happy Thanksgiving.

Maureen

Maureen Buzby

Regional Tobacco Prevention Program

562 Main Street

Melrose, MA 02176

781-979-4158

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****CITY OF MELROSE PUBLIC RECORDS NOTICE: Please be advised that the Massachusetts Attorney General has determined that email is a public record unless the content of the email falls within one of the stated exemptions under the Massachusetts Public Records Laws.****

Fwd: Nicotine Free Generation State Bill

1 message

Rajit Gupta <rgupta@ashlandmass.com>
To: Laura Clifford <lclifford@ashlandmass.com>

Wed, Feb 11, 2026 at 9:18 AM

Sincerely,



Rajit Gupta, MPH,CHO,RS

Director of Public Health

Town of Ashland

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



----- Forwarded message -----

From: **Rajit Gupta** <rgupta@ashlandmass.com>
Date: Mon, Dec 22, 2025 at 11:24 AM
Subject: Re: Nicotine Free Generation State Bill
To: <mark@phaionline.org>

Good Morning!

Thanks a lot for the information. I totally understand, it's a time consuming process and we are working on our end to get this adopted in our community.
Appreciate your support on this.

Sincerely,



Rajit Gupta, MPH,CHO,RS

Director of Public Health

Town of Ashland

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



On Fri, Dec 19, 2025 at 4:25 PM Mark Gottlieb <mark@phaionline.org> wrote:

Hi Rajit -

Yes. S1569 is the Senate version (attached). I would like you to know that this week both bills were sent to "study" by the Joint Committee on Public Health. They will not advance in this legislative session and will likely be refiled in January of 2027.

This was not a surprise. As you may know, with clean indoor air and Tobacco 21, more than a hundred local boards of health approved these policies before the legislature moved to take statewide action. This session, the goal, as I understood it, was to introduce the bills to generate an opportunity to educate lawmakers about the policy, draw out

opposition arguments, and help build a supportive coalition. Meanwhile, local boards will continue to consider whether the policy is a good fit in their own communities and whether they want to consider other complementary tobacco policies at the same time.

I hope this is helpful context.

Best to you and your family over the holidays!

-Mark

--

Mark Gottlieb, Executive Director
Public Health Advocacy Institute
at Northeastern University School of Law
360 Huntington Avenue / 117 Cushing Hall
Boston MA 02115
mark@phaonline.org
www.phai.org
Publications

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On Fri, Dec 19, 2025 at 8:54 AM Rajit Gupta <rgupta@ashlandmass.com> wrote:

Mr. Gottlieb,

Good Morning!

Thanks for sending this over. Appreciate it. Is there a different/separate bill filed in the senate as well?

Sincerely,



Rajit Gupta, MPH,CHO,RS

Director of Public Health

Town of Ashland

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



On Thu, Dec 18, 2025 at 3:47 PM Mark Gottlieb <mark@phaonline.org> wrote:

Hi Rajit -

I had heard that you were looking for the the text of the state bill for the Nicotine Free Generation policy. I have attached it for you.

Thanks!

Mark Gottlieb, Executive Director
Public Health Advocacy Institute
at Northeastern University School of Law
360 Huntington Avenue / 117 Cushing Hall

Boston MA 02115

mark@phai.org

www.phai.org

Publications

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HOUSE No. 2562

The Commonwealth of Massachusetts

PRESENTED BY:

Tommy Vitolo

To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act to create a nicotine free generation.

PETITION OF:

NAME:	DISTRICT/ADDRESS:	DATE ADDED:
<i>Tommy Vitolo</i>	<i>15th Norfolk</i>	<i>1/16/2025</i>

HOUSE No. 2562

By Representative Vitolo of Brookline, a petition (accompanied by bill, House, No. 2562) of Tommy Vitolo relative to the prohibition of the sale of certain tobacco products to persons born on or after January 1, 2006. Public Health.

The Commonwealth of Massachusetts

In the One Hundred and Ninety-Fourth General Court
(2025-2026)

An Act to create a nicotine free generation.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 SECTION 1. Section 239 of chapter 111 of the General Laws, as appearing in the 2022
2 Official Edition, is hereby amended by striking out, in line 6, the words “and (iv)” and inserting
3 in place there of the words:- (iv) the prohibition of the sale of tobacco products to persons born
4 on or after January 1, 2006; and (v).

5 SECTION 2. Subsection (a) of section 6 of chapter 270 of the General Laws, as so
6 appearing, is hereby amended by striking out the definition “Tobacco product” and inserting in
7 place thereof the following definition:-

8 “Tobacco product”, a product containing or made or derived from tobacco or nicotine
9 that is intended for human consumption, whether smoked, chewed, absorbed, dissolved, inhaled,
10 snorted, sniffed or ingested by any other means including, but not limited to, cigarettes, cigars,
11 little cigars, chewing tobacco, pipe tobacco, snuff, electronic cigarettes, electronic cigars,
12 electronic pipes, electronic nicotine delivery systems or any other similar products that rely on

vaporization or aerosolization regardless of nicotine content in the product; provided, however, that “tobacco product” shall also include any component, part or accessory of a tobacco product; and provided further, that “tobacco product” shall not include a product that has been approved by the United States Food and Drug Administration for the sale of or use as a tobacco cessation product or for other medical purposes and is marketed and sold or prescribed exclusively for the approved purpose.

SECTION 3. Subsection (b) of said section 6 of said chapter 270, as so appearing, is hereby amended by inserting, in line 27, after the word “age” the following words:- or born on or after January 1, 2006.

SECTION 4. Said section 6 of said chapter 270, as so appearing, is hereby further amended by adding the following subsection:-

(f) Nothing in this section shall preempt further restriction by the commonwealth or any department, agency or political subdivision of the commonwealth.

SECTION 5. This act shall take effect on January 1, 2027.

SENATE No. 1568

The Commonwealth of Massachusetts

PRESENTED BY:

Jason M. Lewis

To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act to create a nicotine free generation.

PETITION OF:

NAME:	DISTRICT/ADDRESS:	
<i>Jason M. Lewis</i>	<i>Fifth Middlesex</i>	
<i>John F. Keenan</i>	<i>Norfolk and Plymouth</i>	<i>1/23/2025</i>

SENATE No. 1568

By Mr. Lewis, a petition (accompanied by bill, Senate, No. 1568) of Jason M. Lewis and John F. Keenan for legislation to prohibit the sale of tobacco products to persons born on or after January 1, 2006. Public Health.

The Commonwealth of Massachusetts

In the One Hundred and Ninety-Fourth General Court
(2025-2026)

An Act to create a nicotine free generation.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

SECTION 1. Section 239 of chapter 111 of the General Laws, as appearing in the 2022 Official Edition, is hereby amended by striking out, in line 6, the words “and (iv)” and inserting in place there of the words:- (iv) the prohibition of the sale of tobacco products to persons born on or after January 1, 2006; and (v).

SECTION 2. Subsection (a) of section 6 of chapter 270 of the General Laws, as so appearing, is hereby amended by striking out the definition “Tobacco product” and inserting in place thereof the following definition:-

“Tobacco product”, a product containing or made or derived from tobacco or nicotine that is intended for human consumption, whether smoked, chewed, absorbed, dissolved, inhaled, snorted, sniffed or ingested by any other means including, but not limited to, cigarettes, cigars, little cigars, chewing tobacco, pipe tobacco, snuff, electronic cigarettes, electronic cigars, electronic pipes, electronic nicotine delivery systems or any other similar products that rely on

vaporization or aerosolization regardless of nicotine content in the product; provided, however, that “tobacco product” shall also include any component, part or accessory of a tobacco product; and provided further, that “tobacco product” shall not include a product that has been approved by the United States Food and Drug Administration for the sale of or use as a tobacco cessation product or for other medical purposes and is marketed and sold or prescribed exclusively for the approved purpose.

SECTION 3. Subsection (b) of said section 6 of said chapter 270, as so appearing, is hereby amended by inserting, in line 27, after the word “age” the following words:- or born on or after January 1, 2006.

SECTION 4. Said section 6 of said chapter 270, as so appearing, is hereby further amended by adding the following subsection:-

(f) Nothing in this section shall preempt further restriction by the commonwealth or any department, agency or political subdivision of the commonwealth.

SECTION 5. This act shall take effect on January 1, 2027.

[boardofhealth:12370] NFG- On select board agenda Nov 5th

1 message

Rajit Gupta <rgupta@ashlandmass.com>

Mon, Nov 3, 2025 at 3:22 PM

To: Board of Health <boardofhealth@ashlandmass.com>

Dear Board Members,

Good Afternoon!

Just an update on NFG. I will be in front of the Select Board on Nov 5th to answer any questions they have on NFG before it is discussed at our meeting.

Please see the agenda attached.

Sincerely,

**Rajit Gupta, MPH,CHO,RS***Director of Public Health***Town of Ashland**

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109

**Select Board 20251105_REV.pdf**

218K

[boardofhealth:12380] Select Board Meeting- NFG discussion

1 message

Rajit Gupta <rgupta@ashlandmass.com>
To: Board of Health <boardofhealth@ashlandmass.com>

Wed, Nov 12, 2025 at 6:48 PM

Dear Board Members,

Good Evening!

Please see a link to the SB meeting, with my discussion with the Board beginning at the 1:01:00 mark regarding NFG.

<http://98.118.96.186/internetchannel/show/8335?site=3&query=select+board&fullText=false>

We will have it on for our upcoming meeting on Nov 18th.

Thank You!

Sincerely,

**Rajit Gupta, MPH,CHO,RS***Director of Public Health***Town of Ashland**

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



Fwd: Nicotine-Free Generation (NFG) legislation conversation requested

1 message

Rajit Gupta <rgupta@ashlandmass.com>
To: Laura Clifford <lclifford@ashlandmass.com>

Fri, Jan 23, 2026 at 9:10 AM

Sincerely,



Rajit Gupta, MPH,CHO,RS

Director of Public Health

Town of Ashland

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



----- Forwarded message -----

From: **Rich, Zachary** <Zachary.Rich@bmc.org>
Date: Tue, Aug 5, 2025 at 3:30 PM
Subject: Re: Nicotine-Free Generation (NFG) legislation conversation requested
To: Rajit Gupta <rgupta@ashlandmass.com>
Cc: Scott Francis <Scott@moar-recovery.org>

Hello Rajit Gupta,

I was excited to hear about the Board's interest in the Nicotine-Free Generation (NFG) policy. I wanted to follow up to see if this was discussed during the July 15th BOH meeting, or if there are plans to discuss it at the upcoming August 19th meeting.

Additionally, I wanted to ask whether it would be appropriate for Scott and/or myself to attend and speak during the Citizens Participation portion of the meeting, either in person or via Zoom.

Thank you very much for your time and consideration.

Best regards,
Zachary Rich

On Jul 14, 2025, at 2:20 PM, Scott Francis <Scott@moar-recovery.org> wrote:

CAUTION: External email. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello Rajit,

Thank you so much for your speedy and helpful response! Please let me know if there is anything I can do to be of support.

Sincerely,

Scott Francis

From: Rajit Gupta <rgupta@ashlandmass.com>
Sent: Monday, July 14, 2025 1:46 PM
To: Scott Francis <Scott@moar-recovery.org>
Cc: Zachary.Rich@bmc.org
Subject: Re: Nicotine-Free Generation (NFG) legislation conversation requested

CAUTION: External Message Warning.

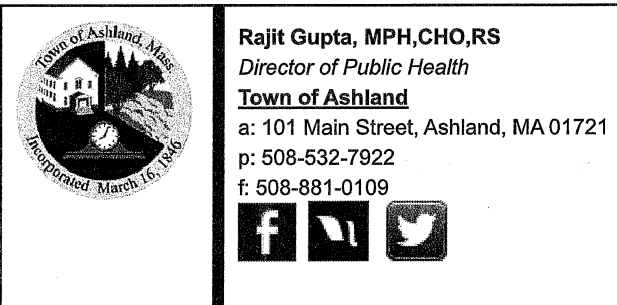
Hi Scott,

Good Afternoon!

Thanks for your email. We are definitely aware of NFG communities and the good work that is being done around it. I will bring this to my board's attention and get back to you.

Appreciate your commitment to the health of our residents.

Sincerely,



On Mon, Jun 9, 2025 at 3:43 PM Scott Francis <Scott@moar-recovery.org> wrote:

Dear Ashland Board of Health,

My name is Scott and I am a resident of Ashland. I'm reaching out to introduce myself and to begin a conversation about za, which I believe could represent a meaningful step forward for the town of Ashland.

NFG legislation establishes a date-based restriction—rather than an age-based one—on the sale of nicotine products. Under this policy, individuals who are currently of legal age may continue to purchase nicotine products, while those born after a specified date will never become eligible to do so. This approach gradually phases out the retail sale of commercial nicotine products in a fair, forward-looking manner. To date, 16 municipalities across Massachusetts—including Hopkinton just this past month—have adopted NFG policies, and several others are actively developing similar legislation. I respectfully invite the Ashland Board of Health to consider exploring this policy. I have also cc Dr. Zachary Rich, a pulmonary and critical care physician who has helped other towns in MA adopt NFG policy who would be more than happy to offer additional information, answer any questions, or support your efforts in any way—whether by email, Zoom, or in person.

Thank you for your time and for your ongoing commitment to the health of the Ashland community.

Sincerely,

Scott Francis
508-971-5421
17 Morey Drive
Ashland, MA

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Rajit Gupta <rgupta@ashlandmass.com>

Nicotine Free Generation: December 2025

1 message

Nicotine Free Generation <nicotinefreegeneration@gmail.com>
 To: Nicotine Free Generation <nicotinefreegeneration@gmail.com>
 Bcc: rgupta@ashlandmass.com

Mon, Dec 8, 2025 at 8:16 PM

The NFG policy uses a birthdate to set a limit on retailers' ability to sell nicotine products. NFG prevents the creation of future demand for nicotine by preventing sales to anyone born after the designated birth date. Users who currently are legally sold nicotine are NOT affected.

Please invite us to make a presentation about NFG. We have been speaking with boards of health, other government entities, and community groups.

* * *

This has been a very successful month for the Nicotine Free Generation and our efforts to preserve the right of young people to live full lives, free from nicotine addiction. It is a basic human right to be free from getting addicted as a teenager. Addiction is the opposite of free choice.

Last week, NFG was enacted unanimously in the neighboring towns of Amherst and Leverett. They are the 20th and 21st NFG communities, raising the total population of enacting cities and towns to over 627,000 people.

This growing list now includes Amherst, Belchertown, Brookline, Chelsea, Concord, Conway, Dover, Hopkinton, Leverett, Malden, Melrose, Manchester-by-the-Sea, Needham, Newton, Pelham, Reading, Somerville, South Hadley, Stoneham, Wakefield, and Winchester. More are on the way!

* * *

Of course, Amherst is the home of UMass Amherst, Amherst College, and Hampshire College. Combined, these three schools have over 26,000 undergraduates, most of whom are under 21. Every day, the majority of them interact with over-21 nicotine users.

Why does this matter?

Philip Morris USA, of all companies, explains why on their Connecticut convenience store signs:

"A primary way youth get access to tobacco products is from consumers of legal age."

We could not have said it any better ourselves! NFG very slowly increases the number of years between "youth" and "consumers of legal age".

Please invite us to make a presentation about NFG. (Even in small towns with no tobacco licensees, we welcome supporting resolutions from boards of health. Their kids deserve to live full lives, free from nicotine addiction.)



Rajit Gupta <rgupta@ashlandmass.com>

Nicotine Free Generation: November 2025

1 message

Nicotine Free Generation <nicotinefreegeneration@gmail.com>
 To: Nicotine Free Generation <nicotinefreegeneration@gmail.com>
 Bcc: rgupta@ashlandmass.com

Sun, Nov 16, 2025 at 5:55 PM

The NFG policy uses a birthdate to set a limit on retailers' ability to sell nicotine products. NFG prevents the creation of future demand for nicotine by preventing sales to anyone born after the designated birth date. Users who currently are legally sold nicotine are NOT affected.

Please invite us to make a presentation about NFG. We have been speaking with community groups as well as to boards of health and other government entities.

* * *

This has been a successful month for those of us who do not want young people dying prematurely from nicotine addiction.

In Massachusetts, the *Town of Dover* in Norfolk County became the **nineteenth** community to adopt Nicotine Free Generation (NFG). Their young people are among the over 580,000 state residents who live in NFG cities and towns.

Commonwealth cities and towns that have enacted NFG include *Belchertown, Brookline, Chelsea, Concord, Conway, Dover, Hopkinton, Malden, Manchester-by-the-Sea, Melrose, Needham, Newton, Pelham, Reading, Somerville, South Hadley, Stoneham, Wakefield, and Winchester.*

* * *

Nationally, over 71% of voters in the *City of Denver* approved a ban on flavored tobacco products. (These products, mostly marketed to children, are already illegal throughout Massachusetts.)

Four California communities have actually legislated TOTAL BANS on ALL nicotine sales, regardless of age. They include the Cities of *Beverly Hills* and *Manhattan Beach* in southern California, and the towns of *Ross* and *Tiburon* in northern California. Unlike these total bans, NFG in Massachusetts does not affect current nicotine users, and has minimal impact on nicotine vendors.

* * *

Internationally, the *Republic of the Maldives* enacted Nicotine Free Generation, ahead of other countries in various stages of approval. The Maldives are an upscale tourist destination in the Indian Ocean, with over half a million people.

In the *United Kingdom*, the House of Lords is reviewing the version of NFG that passed the House of Commons with the support of both the Labour and the Conservative Parties. Separately, *Scotland, Wales, and Northern Ireland* have approved *England's* legislation, which is required under UK devolution.

In *France*, Nicotine Free Generation has been introduced in the National Assembly.

* * *

Ask any parent, "At what age do you want your child to start vaping?"

The loud and clear answer is "**NEVER!**".

* * *

Nicotine Free Generation:

- **Endorsed by the MASSACHUSETTS MEDICAL SOCIETY**, representing over 24,000 physicians & medical student members;
- **Endorsed by the AMERICAN MEDICAL ASSOCIATION.**

We wish you a Healthy and Happy Thanksgiving!

RSVP to this email for more information or to volunteer or to unsubscribe.

Please forward to others who also want all of our kids to live their full, healthy lives.



Rajit Gupta <rgupta@ashlandmass.com>

Nicotine Free Generation: October 2025

1 message

Nicotine Free Generation <nicotinefreegeneration@gmail.com>
To: Nicotine Free Generation <nicotinefreegeneration@gmail.com>
Bcc: rgupta@ashlandmass.com

Sun, Oct 19, 2025 at 8:43 AM

The NFG policy uses a birthdate to set a limit on retailers' ability to sell nicotine products. NFG prevents the creation of future demand for nicotine by preventing sales to anyone born after the designated birth date. Users who currently are legally sold nicotine are NOT affected.

Please invite us to make a presentation about NFG.

* * *

The **South Hadley Board of Health** unanimously voted to enact **Nicotine Free Generation**. They are the eighteenth community, totaling over 580,000 state residents, to enact NFG to protect their young people born after 01/01/2005. Their vote will also reduce early deaths from nicotine addiction among the 2000+ students at Mount Holyoke College.

* * *

What do young people think about limiting sales of addictive nicotine to their peers? They want their friends alive to celebrate their 50th birthdays. High schoolers testified at a Public Hearing:

Belchertown BOH Meeting

* * *

Ask any parent, "At what age do you want your child to start vaping?"
The loud and clear answer is "**NEVER!**".

* * *

Nicotine Free Generation:

- **Endorsed by the MASSACHUSETTS MEDICAL SOCIETY**, representing over 24,000 physicians & medical student members;
- **Endorsed by the AMERICAN MEDICAL ASSOCIATION;**
- **The 84 "MA Youth Fighting the Tobacco and Vaping Industries"** made NFG its "Stipend Project for Fall 2025";
- **Massachusetts Tobacco Cessation and Prevention Program (MTCP)** includes NFG in its **BoH Work Plan**, stating it clearly as a goal for its Commonwealth-funded programs.

RSVP to this email for more information or to volunteer or to unsubscribe.

Please forward to others who also want all of our kids to live their full, healthy lives.



Rajit Gupta <rgupta@ashlandmass.com>

Nicotine Free Generation: September 2025

1 message

Nicotine Free Generation <nicotinefreegeneration@gmail.com>
 To: Nicotine Free Generation <nicotinefreegeneration@gmail.com>
 Bcc: rgupta@ashlandmass.com

Sun, Sep 21, 2025 at 9:17 AM

(Please post! RSVP to this email for a presentation.)

Nicotine Free Generation (NFG) aims to very gradually raise the minimum age for nicotine sales. Boards of Health select a cutoff date, like January 1, 2005, and permit sales only to those born before that date. Users who currently are legally sold nicotine are NOT affected.

Seventeen Massachusetts cities and towns, with over half a million residents, have already enacted NFG to protect their young people.

Did you know?

9,300 Massachusetts residents die of nicotine addiction each year. -- American Lung Association

Did you know?

NFG Massachusetts has MOMENTUM! Major endorsements follow:

Did you know?

MMS endorsed NFG.

The **Massachusetts Medical Society**, representing 24,000 physician and medical student members in all of our cities and towns, endorsed NFG in May:

"The MMS supports legislative efforts to establish a 'Nicotine-Free Generation' in Massachusetts through the prohibition on sale of addictive nicotine products to anyone born after a chosen date."

Did you know?

AMA endorsed NFG.

The **American Medical Association** endorsed Nicotine Free Generation in June:

"RESOLVED, that our American Medical Association advocate for legislation establishing a Nicotine Free Generation through the prohibition on sale of addictive nicotine products to anyone born after a chosen date"

"and be it further Resolved, that our AMA alert its members to current opportunities to create Nicotine Free Generation policies ... within the towns, cities, and states where they practice and live."

Did you know?

The 84 plans NFG 2025 Stipend Project.

The 84, "MA Youth Fighting the Tobacco and Vaping Industries"
made Nicotine Free Generation its "Stipend Project for Fall 2025".

Did you know?

MTCP includes NFG in its BoH Work Plan.

MTCP, the Massachusetts Tobacco Cessation and Prevention Program

now includes Nicotine Free Generation in its Board of Health Work Plan, stating it clearly as a goal for its Commonwealth-funded programs.

RSVP to this email for more information or to volunteer or to unsubscribe. Please invite us to make a presentation about NFG.

Please forward to others who want all of our kids to live their full, healthy lives.

Fwd: Tobacco Reg Update

1 message

Rajit Gupta <rgupta@ashlandmass.com>
To: Laura Clifford <lclifford@ashlandmass.com>

Wed, Feb 11, 2026 at 9:18 AM

Sincerely,

**Rajit Gupta, MPH, CHO, RS***Director of Public Health***Town of Ashland**

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



----- Forwarded message -----

From: **Mark Gottlieb** <mark@phaionline.org>

Date: Sat, Sep 14, 2024 at 4:43 PM

Subject: Tobacco Reg Update

To: <rgupta@ashlandmass.com>

Hello Mr. Gupta -

At Tuesday's meeting, I am hoping to make a comment via Zoom during citizens' participation to support the idea of the town to hear information about the Nicotine Free Generation policy that has now been passed in 8 (I think) communities in Massachusetts, beginning with Brookline.

The policy sets a birthdate after which no tobacco sales are permitted. In Brookline, it is 1/1/2000 and in the other towns, it is 1/1/2004. The idea is that the next generation never gets addicted to nicotine tobacco products and retailers lose none of their existing tobacco customers. It amounts to a gradual phaseout.

I have been promoting this approach for over a decade and represented Brookline when retailers filed a lawsuit to stop the town's bylaw. The lawsuit was adjudicated in March by the Supreme Judicial Court so that it clears the way for any municipality in the Commonwealth to adopt this approach.

In the past I worked on local and the state flavor ban and was a proponent early and often for raising the minimum sales age to 21. All of these are important incremental steps to make our communities healthier for all.

I thought it a good idea to just let you know what I plan to say. My hope is that, at some point, my colleagues and I in law, medicine and public health who understand this policy might be able to make a presentation to the Board if there is any interest in hearing about this relatively new approach to reducing the harm from tobacco products.

-Mark

--

Mark Gottlieb, Executive Director
Public Health Advocacy Institute
at Northeastern University School of Law
360 Huntington Avenue / 117 Cushing Hall
Boston MA 02115
mark@phaio.org

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Rajit Gupta <rgupta@ashlandmass.com>

Nicotine Free Generation: August 2025

1 message

Nicotine Free Generation <nicotinefreegeneration@gmail.com>
To: Nicotine Free Generation <nicotinefreegeneration@gmail.com>
Bcc: rgupta@ashlandmass.com

Thu, Aug 21, 2025 at 12:49 PM

(Please post! RSVP for a presentation.)

Nicotine Free Generation (NFG) aims to very gradually raise the minimum age for nicotine sales. Boards of Health select a cutoff date, like January 1, 2005, and permit sales only to those who were already age 21 or over on that date. Current nicotine users are NOT affected.

Did you know?

Seventeen cities and towns in Massachusetts have already enacted NFG. The total population of these communities is over 570,000 people. Recent municipalities to enact NFG include Newton, Somerville, Hopkinton, Pelham, and Conway.

Did you know?

Nicotine restrictions do work, especially when changes occur gradually like NFG! Nicotine addiction in the US is down 74% since the first Surgeon General's report. This has saved EIGHT MILLION LIVES, the majority being younger than age 65.

Did you know?

9,300 Massachusetts residents die of nicotine addiction each year. -- American Lung Association

Did you know?

There are 6,344 licensed retailers of addictive nicotine in Massachusetts. In a first approximation, the average retailer can be said to be responsible for 1.5 deaths per year, all for just a small portion of their profits.

Did you know?

Most licensed retailers also have sales of gasoline (>50 cents/gal), groceries, lottery tickets (5%+1% bonuses), etc.

Did you know?

Big Tobacco continually introduces new products, like flavored vapes and pouches, to addict young people. This business model is necessary because their products kill 50% of their customers. They falsely claim that people addicted to nicotine have freedom of choice.

Did you know?

No one has the freedom to sell asbestos or lead paint, both of which are deadly and once were legal. We should eventually add nicotine to that list, by enacting NFG.

RSVP for more information or to volunteer or to unsubscribe. Please invite us to make a presentation about NFG.

Please forward to others who want our kids to live their full, healthy lives.



Nicotine Free Generation FAQ.pdf

63K

Fwd: Framingham Collaborative Tobacco Control Meeting

1 message

Rajit Gupta <rgupta@ashlandmass.com>
To: Laura Clifford <lclifford@ashlandmass.com>

Wed, Feb 11, 2026 at 9:17 AM

Sincerely,

**Rajit Gupta, MPH, CHO, RS***Director of Public Health***Town of Ashland**

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



----- Forwarded message -----

From: **Parivallal Thillaigovindan** <pthillaigovindan@framinghamma.gov>

Date: Fri, Jun 21, 2024 at 1:07 PM

Subject: Framingham Collaborative Tobacco Control Meeting

To: Rajit Gupta <rgupta@ashlandmass.com>, Melanie Dineen <mdineen@concordma.gov>, Moles, Scott <molest@holliston.k12.ma.us>, Shaun McAuliffe <smcauliffe@hopkintonma.gov>, Lauren Antonelli <lantonelli@townofhudson.org>, Derek Kwok <dkwok@townofmedway.org>, Michael Boudreau <mboudreau2@natickma.org>, Jessica Cliff <jcliff@natickma.org>, Zeng, Vivian <ZengV@sudbury.ma.us>, Taylor West <twest@southboroughma.com>, Jennifer Sullivan <jsullivan@westboroughma.gov>, Schuckel, Michele <mschuckel@wayland.ma.us>

Cc: William Murphy <wmurphy@framinghamma.gov>, Robin E. Williams <rwilliams@framinghamma.gov>, Maria McHugh <mmchugh@framinghamma.gov>, John McVeigh <jmcveigh@millisma.gov>, Junghanns, Julia <JJunghanns@wayland.ma.us>, Porter, Heidi <hporter@bedfordma.gov>, Morello, Marisa <mmorello@bedfordma.gov>

Dear Directors,

Thank you for participating in Framingham Collaborative Tobacco Control Meeting today.

Please find attached today's presentation in PDF (I couldn't send PPT due to its size) and a copy of updated Model BOH Tobacco Sales Regulation (shared by Lisa M. Goodnight, Esq., MMA), for your reference.

Please share your feedback and suggestions if any.

Looking forward to working with you in FY2024-25.

Thank you,

Best Regards,

Pari

(P.S - I will be out of office next week and will be back on July 1st 2024)

From: Parivallal Thillaigovindan

Sent: Tuesday, June 18, 2024 12:33 PM

To: 'Rajit Gupta' <rgupta@ashlandmass.com>; 'Melanie Dineen' <mdineen@concordma.gov>; 'Moles, Scott' <moless@holliston.k12.ma.us>; 'Shaun McAuliffe' <smcauliffe@hopkintonma.gov>; 'Lauren Antonelli' <lantonelli@townofhudson.org>; 'Derek Kwok' <dkwok@townofmedway.org>; Michael Boudreau <mboudreau2@natickma.org>; 'Jessica Cliff' <jcliff@natickma.org>; 'Zeng, Vivian' <ZengV@sudbury.ma.us>; 'Jennifer Sullivan' <jsullivan@westboroughma.gov>

Cc: William Murphy <wmurphy@framinghamma.gov>; Robin E. Williams <rwilliams@framinghamma.gov>; Maria McHugh <mmchugh@framinghamma.gov>; Noelia L. Valdez <nvaldez@framinghamma.gov>; Brendon J. Wilkinson <bjw@framinghamma.gov>

Subject: Framingham Collaborative Tobacco Control Meeting - Parking details

Dear Directors,

Thank you for accepting the invitation for FY2023-24 Framingham Collaborative meeting on Tobacco Control Program in Framingham Public Health Department (FPHD).

Please find attached PDF on the parking details in Framingham Memorial building. FPHD is located in 188 Concord St, next to Memorial building on Concord St (Rt 126).

The parking Space is behind Memorial and FPHD buildings and you can park the car where there is no Employee parking sign. Additional parking space is available in Danforth Building @ 123 Union Ave.

In case, if you park the car on Union Ave or Concord St, please share your number plate details (after you arrive) to me. We shall do the needful.

Looking forward to meeting you on Friday June 21st at 10 AM.

Please let me know if you need any clarification.

Thank you,

Best Regards,

Pari

Parivallal Thillaigovindan MSc MPH

Tobacco Control Program Manager MetroWest District

Framingham Public Health Department

(774) 279-1434

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2 attachments

 **Framingham Collaborative Meet FY2023-24.pdf**
6501K

 **Model Tobacco Sales Reg 4.29.24 (3).docx**
547K

Nicotine-Free Generation (NFG) Overview

What is Nicotine:

The term *nicotine* includes all tobacco and synthetically derived nicotine products such as vapes or e-cigarettes, cigarettes, cigars, chew, and pouches.

The Problem:

Nicotine containing tobacco products remain the number one addiction and lethal substance in Massachusetts with over 9,000 deaths each year¹, over three times the number of deaths from the state's opioid crisis. Tobacco kills one-half of its users², accounting for 1 out of every 5 deaths in the US³. Despite decades of control efforts, the tobacco industry continually innovates new products and nicotine delivery methods, undermining regulation and targeting susceptible young adult populations.

Nicotine-Free Generation:

Nicotine-Free Generation (NFG) proposes a definitive, streamlined approach to tobacco control. NFG policy prohibits the sale of nicotine products to anyone born after a chosen date (e.g. January 1, 2004). Those born before this date, who currently use nicotine, may be sold products indefinitely. The policy prevents sales to the next generation, phasing out sales slowly over time.

NFG:

- *Respects the rights of users:* Those who already use nicotine products can continue to be sold nicotine indefinitely. NFG doesn't shame or stigmatize users.
- *Considers retailer needs:* NFG is gradual, providing retailers time to adjust their business model so it does not depend on selling a deadly, addictive product—the market declines only marginally each year.
- *Is socially reinforcing:* Over time, teens and young adults will be further removed in age from those who can be sold nicotine, decreasing early nicotine initiation that sparks lifelong addiction.
- *Accounts for personal rights and freedoms:* The Massachusetts Supreme Court unanimously upheld the policy in Brookline⁴. Like asbestos or lead paint, selling tobacco is not a constitutional right. The purchase, use, or possession of tobacco is never criminalized.
- *Provides a smooth transition:* NFG avoids black market sales, as current dependent users are never cut off from legal nicotine access. Additionally, NFG curtails future demand by preventing the next generation from becoming addicted.
- *Comes at the right time and place:* NFG policy is spreading quickly, and has already been adopted by fourteen Massachusetts towns. MA has led the country in spearheading nicotine policies such as flavor restrictions and minimum sales age of 21. Many places are meaningfully considering NFG, including other jurisdictions in the US and the countries of UK, EU, Malaysia, Singapore, Ireland, Denmark, France, Spain, and Canada.

¹ Campaign for Tobacco-Free Kids, "The Toll of Tobacco in Massachusetts," April 17, 2024, <https://www.tobaccofreekids.org/problem/toll-us/massachusetts>.

² World Health Organization, "Tobacco," July 31, 2023, <https://www.who.int/news-room/fact-sheets/detail/tobacco>.

³ Centers for Disease Control and Prevention, "Health Effects of Cigarette Smoking," October 29, 2011, https://www.cdc.gov/tobacco/data_statistics/fact_sheets/health_effects/effects_cig_smoking.

⁴ Action on Smoking and Health, "Massachusetts Supreme Judicial Court Upholds Tobacco-Free Generation Law," March 8, 2024, <https://ash.org/massachusetts-supreme-court-upholds-tobacco-free-generation-law>.

Citation: Savage T, Chadwick G, Winickoff JP. Nicotine Free Generation One-Page Overview. Version 09272024

Fwd: Thank you

1 message

Rajit Gupta <rgupta@ashlandmass.com>
To: Laura Clifford <lclifford@ashlandmass.com>

Wed, Feb 11, 2026 at 9:13 AM

Sincerely,



Rajit Gupta, MPH,CHO,RS

Director of Public Health

Town of Ashland

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



----- Forwarded message -----

From: **Parivallal Thillaigovindan** <pthillaigovindan@framinghamma.gov>

Date: Tue, Nov 18, 2025 at 10:16 AM

Subject: RE: Thank you

To: Depina, Zendilli M (DPH) <Zendilli.M.Depina@mass.gov>

Cc: Brush, Mary (DPH) <mary.brush@mass.gov>, William Murphy <wmurphy@framinghamma.gov>, Robin E. Williams <rwilliams@framinghamma.gov>

Thank you, Zendilli 🙏

All these accomplishments was possible only because of the support of my 16 Health Directors, Health Departments and Board of Health in Framingham Collaborative.

I thank all my Directors and Board of Health for their trust on me and their continuous support.

I also take this opportunity to thank Mary Brush, Cheryl Sbarra, Chis Banthin, Lisa Goodnight, Sarah McColgan and you for the continuous support and guidance and most importantly having patience to answer all my questions 😊.

Thank you once again.

Best Regards,

Pari

From: Depina, Zendilli M (DPH) <Zendilli.M.Depina@mass.gov>
Sent: Tuesday, November 18, 2025 9:38 AM
To: Parivallal Thillaigovindan <pthillaigovindan@framinghamma.gov>
Cc: Brush, Mary (DPH) <mary.brush@mass.gov>; William Murphy <wmurphy@framinghamma.gov>; Robin E. Williams <rwilliams@framinghamma.gov>
Subject: Re: Thank you

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Great, I'm glad I didn't miss anything! Thank you for sharing these accomplishments. It's wonderful to see what you have been able to do these past couple years. I will be sure to add them to my meeting notes.

I will update you on the action points as soon as I can.

Enjoy the rest of your week,

Zendilli Depina, MPH (she/her)

Senior Tobacco Prevention Programs Specialist

Massachusetts Tobacco Cessation and Prevention Program

Massachusetts Department of Public Health

250 Washington Street, Boston, MA 02108

zendilli.m.depina@mass.gov



Book time to meet with me

From: Parivallal Thillaigovindan <pthillaigovindan@framinghamma.gov>
Sent: Tuesday, November 18, 2025 9:32 AM
To: Depina, Zendilli M (DPH) <Zendilli.M.Depina@mass.gov>
Cc: Brush, Mary (DPH) <mary.brush@mass.gov>; William Murphy <wmurphy@framinghamma.gov>; rwilliams <rwilliams@framinghamma.gov>
Subject: RE: Thank you

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Hi Zendilli,

I hope all is well.

Thank you for the follow up and feedback on yesterday's DPH visit to Framingham. I really appreciate sharing the action points and it covers everything that we discussed.

I would like to add Our collaboratives (16 communities) biggest accomplishment with the past 1-2 years, as per the Site visit agenda,

1. Prohibition of Blunt wraps (Fronto & 21+ Cigars)
2. Prohibition of Flavored Hemp Wraps
3. Prohibition of Discounts & Coupon redemption
4. Prohibition of Smoking Bars (Victory Cigar & Rolling Stogies (Mobile))
5. Prohibition of Flavored Tobacco products (Concord, Norfolk, Westborough, Framingham, Southborough)
6. Prohibition of Nicotine pouches (Concord (except Zyn Smooth), Norfolk, Hopkinton, Westborough, Southborough)
7. Prohibition of Kratom (Westborough & Marlborough)
8. Adoption of Nicotine Free Generation (NFG) policy (Concord & Hopkinton)
9. Updated Local BOH Tobacco Sale restriction regulations for 11 communities among which
 - a. Concord, Marlborough, Norfolk, Southborough and Westborough adopted new regulations.
 - b. Ashland, Framingham, Hudson, Sudbury and Natick are in the process.

Please let me know if you have any clarification.

Thank you for your support and guidance.

Best Regards,

Pari

From: Depina, Zendilli M (DPH) <Zendilli.M.Depina@mass.gov>
Sent: Tuesday, November 18, 2025 9:08 AM
To: Parivallal Thillaigovindan <pthillaigovindan@framinghamma.gov>

Cc: Brush, Mary (DPH) <mary.brush@mass.gov>
Subject: Re: Thank you

CAUTION: This email originated from outside your organization. Do not click links or open attachments unless you recognize and verify the sender and know the content is safe.

Hi Pari,

Thanks for such a great meeting yesterday. We appreciated the refreshments and getting to meet the leaders in your collaborative. Below are the action items from the meeting that Mary and I will follow up on. Please let me know if there is anything we missed. I plan to bring up the majority of your concerns during our meeting with TA at 10am.

Thanks,

Zendilli

ACTION ITEMS
Item(s)
On POST there used to be a pull-down method on inspection feature. We will check on this as he already reached out to Marty about it
Clearinghouse • Out of stock on some items • Send Mary items and will ask Rachel ▪ Metal signs for schools, etc
Bring up at CAST: • Permits issue ○ 254 retailers (2 permits missing from FDA) ○ Conflicts between BOH permits and not DOR permits ▪ Some stores selling with just DOR permits ▪ Should BOH be first authority to determine permits, not DOR?

- Some retailers get DOR permits first so what can BOH do?

- Ex DAB smoke shop has DOR permit but not BOH permit

- Distributors

- Hard to talk to distributor—where is the jurisdiction?
- Are our BOH authorized to work with distributors?-What can we do?
- Can we stop distributors from entering state?

- Manufacturers letter's

- Update definition of Manufacturers document that includes 'Authority for BOH to remove products from Manufacturers who have nontraceable business names and addresses'
- Add "Manufacturer" and "Distributor" definitions (that includes (Both) with legit DOR permit, business name and address that can be traceable and able to visit/contacted) in MHOA FY25 Sample regulation restricting the sale of Tobacco and Nicotine products

- The MHOA Manufacturers letter guidance document is missing Manufacturers name and address details (missing Manufacturers definition in MHOA guidance doc & BOH Model regulation) that can be tracked by the local Board of Health or any Health Agency from the State or Local government.

- Manufacturers name and address, makes the manufacturer a legit entity that may exist with the US or overseas. If the manufacturer is based in the US, it's not difficult to track the legitimacy of their existence.

- Almost all of the disposable flavored vape and Nicotine pouches are from manufacturer based outside of the US (who are not authorized by FDA or DOR?) which makes it important for the local BOH or any Enforcement Agency to know the legitimacy of the manufacturer.

- This gap allowed/allows a lot of fake manufactures letter into the retails responsible for the flavored vape & nicotine pouch sales in MA.

- Sniff test

- Need better sniff test guidance document-We are working on this

- Should BOH do a blind panel?

- Issue-some boards don't meet in person and can be a challenge so what are their options?

- Can they add to reg that if another board finds it to be flavored they can let the other town know and add it to their regs?

- Update Sniff test guidance document with clarity on controls for Vapes and Nicotine pouches (Cigar? If possible)

- Even though flavored products were specifically selected for the sniff test, there were one or two products few board members couldn't predict the flavor so had to vote as not flavored.

- Moreover, the guidance document for the sniff test provided by the TAs lacked clarity on the comparisons. Marlboro red can be a control for cigarettes but there was no specific control for vape and Nicotine pouches in the guidance document. I would suggest this as a barrier for BOH sniff test.

- Other ideas

- Permission from funding agency (MTCP/DPH) to utilize unutilized budgeted amount for HPLC/HPTLC testing vape/nicotine pouches products that are decided as flavored by/for BOH and health departments.
- Not selling products on known pesticide list?—Can they say nicotine is a pesticide?
- Asking parents to check kids bank accounts to see if they have large deposits—way to go after illegal /underage/social sales
- Compliance checks
 - Hard to feel motivated when there are still flavored products in the store and they cannot do anything about it.—What can we do to reduce whack a mole?
 - Want to train all retailers and employees—have MHOA training to assist with this—how far along is this?
- Fines
 - BOH appeals tend to waive suspension or fine—how can we advise BOH?
 - Some documentation that this is a mandatory requirement and state law
 - No way they can appeal a fine?
 - Amounts are hard
 - Disconnect between local regs and state laws
 - Simple statement that boards cannot reduce a fine and they still need to pay the amount—can we do this?—do we have something already written?

- What fines are non-negotiable? If it's up to the board—can MMA or MAHB reach out to town counsel and advise them on the law?

Zendilli Depina, MPH (she/her)

Senior Tobacco Prevention Programs Specialist

Massachusetts Tobacco Cessation and Prevention Program

Massachusetts Department of Public Health

250 Washington Street, Boston, MA 02108

zendilli.m.depina@mass.gov



Book time to meet with me

From: Parivallal Thillaigovindan <pthillaigovindan@framinghamma.gov>

Sent: Monday, November 17, 2025 12:53 PM

To: Depina, Zendilli M (DPH) <Zendilli.M.Depina@mass.gov>

Subject: Thank you

CAUTION: This email originated from a sender outside of the Commonwealth of Massachusetts mail system. Do not click on links or open attachments unless you recognize the sender and know the content is safe.

Hi Zendilli,

Thank you for the Visit and providing us the opportunity to host today's meeting.

I hope everything went well. Please provide your feedback on the todays Meeting on any aspect that will help me be prepared for the next one.

Thank you once again,

Best Regards,

Pari

Parivallal Thillaigovindan MSc MPH

Tobacco Control Program Manager

MetroWest Tobacco Control District (Ashland, Bedford, Concord, Framingham, Holliston, Hopkinton, Hudson, Marlborough, Medway, Millis, Natick, Norfolk, Southborough, Sudbury, Wayland, Westborough)

Framingham Public Health Department

188 Concord St, Room 102

Framingham, MA 01702

(508) 532-5668

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RECEIVED

SEP - 8 2025

**Town of Ashland
Board of Health**

September 5, 2025

Ashland Board of Health
101 Main Street
2nd Floor
Ashland MA 01721

Dear Members of the Board,

I am the executive director of the non-profit Public Health Advocacy Institute at Northeastern University School of Law in Boston where I also teach public health advocacy to upper-level law students.

I am eager to share some information about the Nicotine Free Generation proposal because I represented the Town of Brookline (along with my colleagues) *pro bono* in successfully defending the policy from a legal challenge brought by the retail sector of the tobacco industry. The case went to the SJC and established Nicotine Free Generation as a valid exercise of local public health power in Massachusetts. All possible appeals have been exhausted, and the legal issues are settled.

My organization offered our legal help to Brookline and any other place adopting this policy in Massachusetts (including Ashland, although I do not believe you will need our help) because a tobacco phase-out creates healthier communities by gradually ending the sale of tobacco products without affecting a single existing retail customer who can be sold tobacco products today. If widely adopted, it will make a huge difference. Someday, like smoke-free workplaces, Tobacco-21, bans on tobacco sales in pharmacies, and the 2019 flavor ban, it could become a statewide law. But only if it is widely adopted at the local level first!

As I'm sure you know, seventeen Massachusetts municipalities have now passed and are implementing this policy to phase out the addiction and illness caused by nicotine and tobacco products, starting with the next generation of future customers. They are all now on a decisive path toward improving health outcomes and reducing their burden of chronic disease. Importantly, this is a policy focused on prevention and does not directly address the challenges faced by existing residents who are suffering from a tobacco use disorder. Tobacco users who are nicotine dependent still need help, although there is only so much that a local board can do about that other than to

promote available cessation assistance.

Nicotine Free Generation ("NFG") is not a panacea. But it will create significant health improvements in the mid and long term. For example, older peers with access to tobacco products are a significant source of these products for youth.¹ Under NFG, such access will be reduced with the progressive increase of the minimum sales age. This is because, while a 21-year-old may still be an older peer or sibling to a high school or even middle school student, it becomes less likely that someone in their mid-to late twenties, after this policy has been in effect for several years, would still be in any teen's social circle.

This is the same effect that was forecast by the Institute of Medicine's model used to predict the impact of raising the minimum sales age for tobacco to 21 or 25.² The IOM's modeling was important evidence supporting the policy to adopt Tobacco-21. As you know, Tobacco-21 started as a local Massachusetts policy in Needham and, in less than 15 years, became national policy.

Likewise, peers who model the use of tobacco products have been a strong predictor of youth initiation.³ But with fewer older peers modeling tobacco product use as a result of NFG, it can be expected to result in a reduction in tobacco initiation by Ashland's middle and high school students.

While the impact of this policy on retailers will be felt over the long term, the loss of new tobacco customers who just turn 21 each year represents only a tiny percentage of overall tobacco sales. UT us a gradual phase-out that will minimize disruption to retailers' businesses. This stands in marked contrast with the impact on retailers from the 2019 state law that banned the sale of all flavored tobacco products. Suddenly, a large portion of retailers' tobacco sales was immediately banned. Some retailers are still very unhappy about that law and do not fully understand that NFG takes the opposite approach by phasing out sales over decades in a way that provides ample opportunity for retailers to adjust to the regulatory environment.

I have found that most local retailers who have complained about this policy are under the misimpression that the policy will have a substantial near-term impact on their bottom line. I suspect that they are often alarmed by tobacco industry retail groups like the New England Convenience Store and Energy Marketers Association (NECSEMA), the National Association of Convenience Stores, the National Association of Tobacco Outlets, and other lobbying organizations linked closely with the tobacco industry like the R Street Institute. In fact, NECSEMA has funded a "grassroots" campaign called "Citizens for Adult Choice" to target policymakers with cookie cutter letters and emails, often from out of state senders, with "robo" opposition of NFG, calling it "the tobacco ban".⁴ Perhaps some Board members here have received such materials.

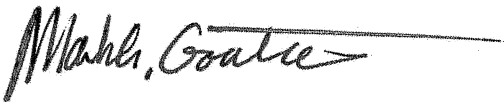
Finally, I would like to address the concerns raised around contributing to black markets

with this policy. There needs to be an existing strong demand for a product to create a black market. Consider the 2019 flavor ban where there was an existing demand for a product removed from retail shelves (Newports, Salems, and flavored vapes). That has resulted in out-of-state purchases and a small but not trivial black market. Contrast this with Tobacco-21. One of the reasons Tobacco-21 did not create a black market was because young people did not lose their pre-existing ability to purchase tobacco. They never had it, so there wasn't an established retail demand from those under the legal age. Likewise, Nicotine Free Generation affects sales only to the next generations, for whom there is no strong existing demand for nicotine products. For this reason, concerns about this proposed policy creating a black market akin to that created by alcohol prohibition are misplaced.

I hope very much that you take the opportunity to advance this regulation to allow the possibility that Ashland can join the growing list of communities that are seeking to protect future generations from the physical, psychological, and financial trap that nicotine addiction causes.

I am enclosing a few copies of a policy guide to NFG I worked on earlier this year. While it contains draft language from the MAHB/DPH model regs at the time, please check to make sure you are using the language from the current model regulations.

Sincerely,

A handwritten signature in black ink, reading "Mark A. Gottlieb", with a long horizontal line extending to the right.

Mark A. Gottlieb
Executive Director

References:

- ¹ White MM, Gilpin EA, Emery SL, et al. *Facilitating adolescent smoking: who provides the cigarettes?* *Am J Health Promot* 2005;19:355-60. doi:10.4278/0890-1171-19.5.355.
- ² Committee on the Public Health Implications of Raising the Minimum Age for Purchasing Tobacco Products; Board on Population Health and Public Health Practice; Institute of Medicine; Bonnie RJ, Stratton K, Kwan LY, editors. Washington (DC): National Academies Press (US); 2015 Jul 23.
- ³ East, K., McNeill, A., Thrasher, J. F., and Hitchman, S. C. (2021) *Social norms as a predictor of smoking uptake among youth: a systematic review, meta-analysis and meta-regression of prospective cohort studies*. *Addiction*, 116: 2953–2967. [https://doi.org/10.1111/\(ISSN\)1360-0443](https://doi.org/10.1111/(ISSN)1360-0443)
- ⁴ "NECSEMA Launches Campaign Opposing Generational Tobacco Bans" https://www.convenience.org/Media/Daily/2024/May/21/3-NECSEMA-Campaign-Opposing-Tobacco-Bans_GR

Fwd: Next Generation

1 message

Rajit Gupta <rgupta@ashlandmass.com>
To: Laura Clifford <lclifford@ashlandmass.com>

Wed, Feb 11, 2026 at 9:19 AM

Sincerely,



Rajit Gupta, MPH,CHO,RS

Director of Public Health

Town of Ashland

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



----- Forwarded message -----

From: **Rajit Gupta** <rgupta@ashlandmass.com>
Date: Wed, Sep 17, 2025 at 10:57 AM
Subject: Re: Next Generation
To: Lisa Mead <lisa@mtclawyers.com>
Cc: Beth Reynolds <breyholds@ashlandmass.com>

Good Morning!
Thanks for your prompt response on this.

Sincerely,



Rajit Gupta, MPH,CHO,RS

Director of Public Health

Town of Ashland

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



On Wed, Sep 17, 2025 at 10:56 AM Lisa Mead <lisa@mtclawyers.com> wrote:

Rajit,

I reviewed the Attorney General decisions. I have attached the guiding decision from Brookline related to a bylaw and then one from Hudson related to a regulation. You will see the AG has upheld these types of bylaws and regulations and therefore the BOH may legally either a. adopt a regulations or b. prepare a bylaw instead.

Regardless, as we discussed, you should have a conversation with Michael and the Select Board chair about this issue.

Regards,

Lisa

Lisa L. Mead

[she/her/hers]



Mead, Talerman & Costa LLC

30 Green St

Newburyport MA 01950

978 463 7700 ext 101

978 463 7747 (fax)

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 Think before you print.

Fwd: Tobacco Reg Update

1 message

Rajit Gupta <rgupta@ashlandmass.com>
To: Laura Clifford <lclifford@ashlandmass.com>

Wed, Feb 11, 2026 at 9:18 AM

Sincerely,

**Rajit Gupta, MPH, CHO, RS***Director of Public Health***Town of Ashland**

a: 101 Main Street, Ashland, MA 01721

p: 508-532-7922

f: 508-881-0109



----- Forwarded message -----

From: **Mark Gottlieb** <mark@phaionline.org>

Date: Sat, Sep 14, 2024 at 4:43 PM

Subject: Tobacco Reg Update

To: <rgupta@ashlandmass.com>

Hello Mr. Gupta -

At Tuesday's meeting, I am hoping to make a comment via Zoom during citizens' participation to support the idea of the town to hear information about the Nicotine Free Generation policy that has now been passed in 8 (I think) communities in Massachusetts, beginning with Brookline.

The policy sets a birthdate after which no tobacco sales are permitted. In Brookline, it is 1/1/2000 and in the other towns, it is 1/1/2004. The idea is that the next generation never gets addicted to nicotine tobacco products and retailers lose none of their existing tobacco customers. It amounts to a gradual phaseout.

I have been promoting this approach for over a decade and represented Brookline when retailers filed a lawsuit to stop the town's bylaw. The lawsuit was adjudicated in March by the Supreme Judicial Court so that it clears the way for any municipality in the Commonwealth to adopt this approach.

In the past I worked on local and the state flavor ban and was a proponent early and often for raising the minimum sales age to 21. All of these are important incremental steps to make our communities healthier for all.

I thought it a good idea to just let you know what I plan to say. My hope is that, at some point, my colleagues and I in law, medicine and public health who understand this policy might be able to make a presentation to the Board if there is any interest in hearing about this relatively new approach to reducing the harm from tobacco products.

-Mark

--

Mark Gottlieb, Executive Director
Public Health Advocacy Institute
at Northeastern University School of Law
360 Huntington Avenue / 117 Cushing Hall
Boston MA 02115
mark@phai.org

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Fwd: Nicotine-Free Generation Webinar - Follow up from Friday Tobacco Control Meeting

1 message

Rajit Gupta <rgupta@ashlandmass.com>
To: Laura Clifford <lclifford@ashlandmass.com>

Wed, Feb 11, 2026 at 9:08 AM

Sincerely,



Rajit Gupta, MPH, CHO, RS
Director of Public Health
Town of Ashland
a: 101 Main Street, Ashland, MA 01721
p: 508-532-7922
f: 508-881-0109



----- Forwarded message -----

From: **Schuckel, Michele** <mschuckel@wayland.ma.us>

Date: Mon, Jun 24, 2024 at 10:31 AM

Subject: Nicotine-Free Generation Webinar - Follow up from Friday Tobacco Control Meeting

To: Parivallal Thillaigovindan <pthillaigovindan@framinghamma.gov>, Rajit Gupta <rgupta@ashlandmass.com>, Melanie Dineen <mdineen@concordma.gov>, Moles, Scott <moless@holliston.k12.ma.us>, Shaun McAuliffe <smcauliffe@hopkintonma.gov>, Lauren Antonelli <lantonelli@townofhudson.org>, Derek Kwok <dkwok@townofmedway.org>, Michael Boudreau <mboudreau2@natickma.org>, Jessica Cliff <jcliff@natickma.org>, Zeng, Vivian <ZengV@sudbury.ma.us>, Taylor West <twest@southboroughma.com>, Jennifer Sullivan <jsullivan@westboroughma.gov>

Cc: William Murphy <wmurphy@framinghamma.gov>, Robin E. Williams <rwilliams@framinghamma.gov>, Maria McHugh <mmchugh@framinghamma.gov>, John McVeigh <jmcveigh@millisma.gov>, Junghanns, Julia <JJunghanns@wayland.ma.us>, Porter, Heidi <hporter@bedfordma.gov>, Morello, Marisa <mmorello@bedfordma.gov>

Great to see everyone last week.

FYI - Great timing: **MHOA** has a *Summer Lunch and Learn* on the Nicotine-Free Generation Initiative that we discussed. More info in the weekly MHOA newsletter, free to members - click through and register here.

7/11 Nicotine-Free Generation

Presenters: Chris Bantin, Program Manager and Senior Staff Attorney at the Public Health Advocacy Institute, and Maureen Maureen Buzby, Tobacco Prevention Coordinator for seven Mystic Valley municipalities

-Michele

Michele F. Schuckel, MBA, BSN, RN, MPH Candidate

She/Her/Hers
Public Health Nurse

Town of Weston, Public Health
Email: Schuckel.M@WestonMa.Gov
Board of Public Health Main Office: 781-786-5030

Town of Wayland, Public and Community [School] Health
Email: MSchuckel@Wayland.MA.US
Health Department Main Office: (508) 358-3617

Health Resources:

- *Substance use and addiction recovery and other health resources including local vaccine clinics available here* If you or someone you know needs suicide or mental health crisis support, call or text 988 or chat 988lifeline.org

If you need this information translated, please copy and paste it into Google Translate. The link to Google translate is <http://translate.google.com/>

Arabic: إذا أردتم ترجمة هذه المعلومات، فيرجى نسخها ولصقها في خدمة الترجمة الآلية لغوغل. رابط ترجمة غوغل هو com.google.translate://http/

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Thank you for participating in Framingham Collaborative Tobacco Control Meeting today.

Please find attached today's presentation in PDF (I couldn't send PPT due to its size) and a copy of updated Model BOH Tobacco Sales Regulation (shared by Lisa M. Goodnight, Esq., MMA), for your reference.

Please share your feedback and suggestions if any.

Looking forward to working with you in FY2024-25.

Thank you,

Best Regards,

Pari

(P.S - I will be out of office next week and will be back on July 1st 2024)

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-Michele

Michele F. Schuckel, MBA, BSN, RN, MPH Candidate
She/Her/Hers

Public Health Nurse

Town of Weston, Public Health

Email: Schuckel.M@WestonMa.Gov

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