

From: "Chris Martin" <chrsmrtn0@gmail.com>
 Sent: Thu, 12 Dec 2024 21:02:34 +0000 (UTC)
 Subject: Re: Nicotine Free Generation
 To: "Lesa Pearson" <lpearson@belchertown.org>

Ed wrote the article. We wanted to quickly get ahead of any discussions on the subject. To be honest, it seems like it's been a little difficult for Ed to get the BoH to agree or assist with much. But we're glad they listened where they did.

Also, the new Communications Manager starts on the 16th. I'm expecting her to be pretty busy the first few weeks, but she's meeting with the comm committee on the 19th and with Ed and I the next week.

Chris

On Dec 12, 2024, at 3:27PM, Lesa Pearson <lpearson@belchertown.org> wrote:

Well done! Did the new communications writer craft the article or did you? It would be helpful to understand what issues were raised on both sides of the topic along with the final decision reached. Doing so, allows citizens to be more fully informed not only of the 5 W's but also any supporting data that helped inform the decision-making process.

Thank you for your work on this and in setting an example of how to cover stories in the future.

Lesa

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From: btowncommunications@googlegroups.com <btowncommunications@googlegroups.com> on behalf of Chris Martin <chrsmrtn0@gmail.com>
Sent: Thursday, December 12, 2024 10:55:04 AM
To: Ed Comeau <edcomeau@gmail.com>
Cc: btowncommunications@googlegroups.com <btowncommunications@googlegroups.com>
Subject: Re: Nicotine Free Generation

Important point of correction, not deliberation. The born after date is 1/1/2004

- Last night, the Board of Health voted to become the 11th community in the state to adopt nicotine-free generation regulations. Anyone born on or after 1/1/**04** will not be able to purchase nicotine products

On Thu, Dec 12, 2024 at 9:28AM Ed Comeau <edcomeau@gmail.com> wrote:

Folks, a few things that happened last night at the Board of Health meeting that Chris and I think can serve as a model for other meetings that are covering potentially contentious issues and helping to control the narrative and get accurate information out there.

To make sure we don't violate open meeting laws, if you have any comments, please send them directly to me (REPLY) and not to the group (DON'T use reply all). Thanks! Ed

- Last night, the Board of Health voted to become the 11th community in the state to adopt nicotine-free generation regulations. Anyone born on or after 1/1/25 will not be able to purchase nicotine products
- In anticipation of a large turnout, we worked with the Board of Health to help ensure it was a smooth meeting so they didn't run into the problems that happened with the electricity choice issue or Jabish Brook building committee.
- We had planned on holding it in the auditorium to accommodate a potentially large group, but when they sent out the official notice they said it was in the Select Board room, so that's where it was held.
- It was standing room only, about 40 people in attendance in the room with another 30 online.
- I helped to manage the GoToMeeting component, which worked out well, it took that burden off of the committee members so they could focus on the issue and discussion.
- The public comment was prioritized by 1) in-person Belchertown residents, then 2) online Belchertown residents, then 3) non-residents in-person then 4) non-residents online. Each speaker was given 3 minutes.
- Each speaker was required to identify themselves and come up to the front of the room, much like town meeting. This really helped to control the comments.
- Immediately following the meeting we wrote a press release that went out this morning to the local and Boston media.
- The press release was [posted on the town's website](#) and a post was done on the town's Facebook page linking to it.

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