

CITY OF PEABODY
DEPARTMENT OF HEALTH AND HUMAN SERVICES
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BOARD OF HEALTH
THOMAS J. DURKIN III, CHAIRPERSON
ANTHONY CARLI
JULIA FLEET, D.O.

SHARON CAMERON
DIRECTOR

December 9, 2024

Dear Tobacco Permit Holder:

The Peabody Board of Health conducted a public hearing on October 24, 2024 to discuss the potential for revising its tobacco sales regulations to restrict sales to individuals born after 1/1/2004.

At that meeting, the Board of Health heard a willingness from retailers to develop programs to improve compliance across the industry within Peabody, and to work collaboratively with the Board to prevent youth addiction to nicotine products.

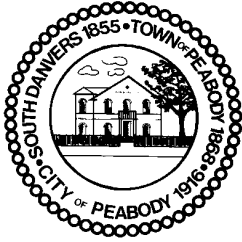
The Board of Health agreed to table further discussion of this proposal for a period of up to one year to provide an opportunity for an industry-led voluntary self-regulation program to be implemented and evaluated.

We would like to invite 3 representatives of the Peabody retail tobacco permit holder community to participate in a meeting on Wednesday, January 15, 2025 so we can discuss your plans to develop and implement a self-regulation program.

We envision that the program will be implemented on a voluntary basis by all Peabody tobacco permit holders and will include features that address, at minimum, the following:

1. Development of a training program to educate retailers about existing tobacco laws as well as new products being promoted by distributors/manufacturers that undercut existing laws.
2. Development of a compliance monitoring (self-inspection) program to promote compliance among retailers.
3. Voluntary restriction on the sale of products designed to appeal to youth.
4. Development of protocols for assessing new products for flavors (beyond acceptance of manufacturer letters or distributor marketing materials) and for appeal to youth before introducing them for sale.
5. Plans to improve visibility of signage that educates/informs purchasers of health risks of tobacco/nicotine use and addiction potential.
6. Funding to support additional public safeguards relative to enforcement of the Regulation of the Peabody Board of Health Restricting the Sale of Tobacco Products.
7. Outline an evaluation to assess retailer compliance with the voluntary program.

The Board of Health will have this item on the agenda for their January 23, 2025 meeting. At that meeting, we expect that there will be a Memorandum of Agreement signed by the Peabody tobacco



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permit holders and by the Board that outlines the self-regulation program and the intention of the Board to further table the discussion of additional regulation of tobacco product sales age for a period of time.

Please provide me with contact information for your 3 retail tobacco permit holder representatives by December 19 so that we can confirm details of the January meeting with them.

We look forward to working with Peabody's business community in our efforts to protect Peabody youth from the lifelong harms of tobacco and nicotine addiction.

Thank you.

On behalf of the Peabody Board of Health,

Sharon Cameron
Director of Health and Human Services
City of Peabody