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Good morning,

I first want to thank you for allowing me to speak at your March BOH meeting at which time I was able to share a bit about rolling out NFG in the Mystic Valley Region.

I've worked on many tobacco control policies over the years and while I'm immensely proud of that important public health work, I am most proud of the Nicotine Free Generation policy which has been adopted by six of seven communities in my region.

This is the first time that I feel we have put ourselves on a path to end nicotine addiction and all the harm that follows – financial impact for the user, health consequences and others who may be affected by second-hand smoke, or second-hand vape. And of course, the huge impact on our health care system as well as on our state and local budgets.

Thankfully, smoking rates are down. But the industry has been very clever as they adapt to the loss of smokers. They need replacement customers, so they continue to develop appealing, discrete, cheap products designed to attract young people – those who are most susceptible to addiction. In fact, the industry's model is "Hook them while they are young and you have a customer for life".

Same playbook, just new generation of products – a vape pen that looks just like a highlighter. Or the Bic style pen with which you can write or vape. Vape devices with LED screens that tell you how many puffs you have left. Or the latest devices that let you play video game while you vape.

What's next? We can't keep up with an industry that has billions to invest in research and marketing. It's time to do more. NFG is a policy with huge potential to save lives and reduce the impact of nicotine use.

For instance, many graduating high school students who think they are going to join the military rather than go to college won't be able to – not if they are nicotine users. They can't become a police officer or a firefighter. There are well known negative consequences and then less known lost opportunities. We can do better. NFG allows us the opportunity to prevent the next generation from becoming victims of a predatory industry.

I hope to see Dover in the growing list of communities that adopt NFG.

Thank you.

Maureen

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