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Subject Nicotine Free Generation: January 2026

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.

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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 $\$5,139.20 \times 25 = \$128,480$. Wouldn't it be better if that money would remain in local stores instead of providing huge paydays 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.

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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!

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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.)