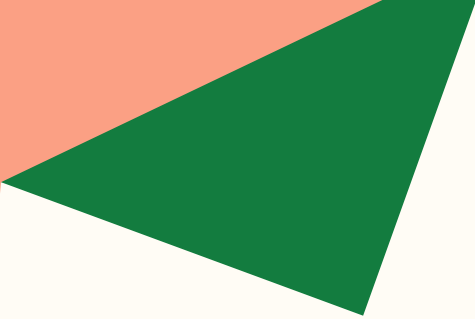
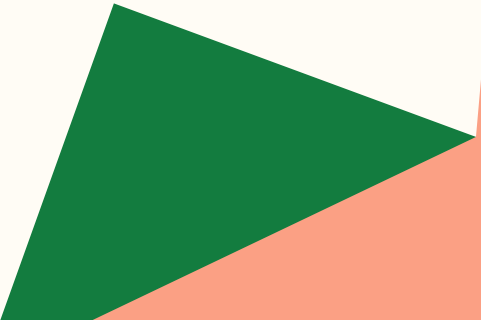




Tobacco Control Updates and Resources for Local Public Health

December 12, 6-7 p.m.



Topics

- Board of Health Responsibilities in tobacco control: for towns with and without local regulations
- Emerging tobacco/nicotine trends that are a threat to public health
- Work being done in Western MA to enforce tobacco control laws
- Supports available to your Board of Health

Presenters

Merridith O'Leary

Pioneer Valley Tobacco Coalition

Sarah McColgan

Massachusetts Health Officers Association

Heather Warner

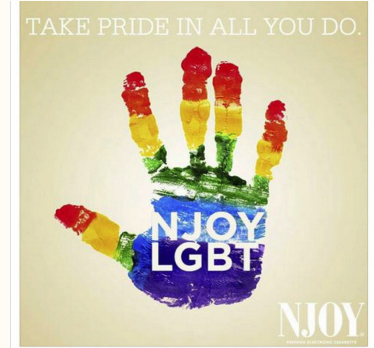
Hampshire Franklin Tobacco-Free Community Partnership

Ilana Gerjuoy

FRCOG, Communities That Care Coalition

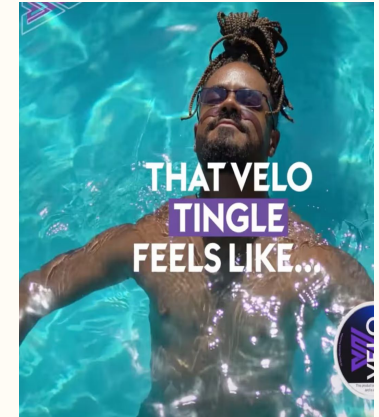
Why is tobacco a health equity issue?

Targeting BIPOC and LGBTQ Communities



Structural Racism makes tobacco harms worse

[Health Risks of Tobacco Use](#)

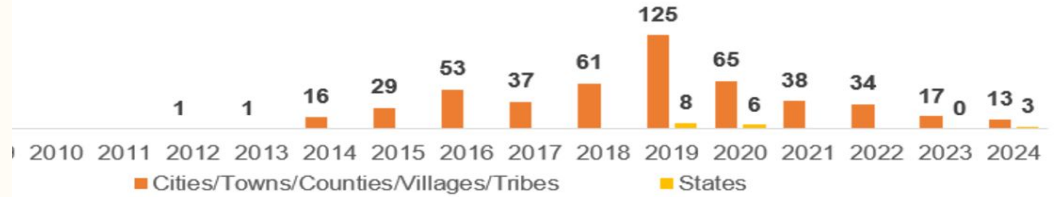


Emerging Issues: Flavored Products

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Flavored Tobacco Policies Passed By Year



More than 80% of youth who have used a tobacco product report that they began with a flavored product.

97% of youth who vape use flavored products

2020 MA banned the sale of all **flavored** nicotine products in non-age-restricted retail stores, including: flavored e-cigarettes, flavored cigars, and menthol cigarettes.

2020 US US banned flavored tobacco - and later cartridge-based e-cigarettes. Did NOT include menthol and many synthetic nicotine products

Loopholes and Get-arounds



Sources:

1. Truth Initiative Report: Local restrictions on flavored tobacco and e-cigarette products Sep. 30, 2024.

<https://truthinitiative.org/research-resources/emerging-tobacco-products/local-restrictions-flavored-tobacco-and-e-cigarette>

2. CDC Foundation and Truth Initiative Report revised November 21, 2024 <https://tobaccomonitoring.org/wp-content/uploads/2024/11/2024MonitoringE-CigaretteTrendsUS-1.pdf>

Emerging Issues: Nicotine Pouches

Small, disposable pouches containing nicotine, flavoring, and fillers, typically placed between the lip and gum for oral absorption.

Popular Brands:

Zyn, On!, Velo,
Rogue, and more.

Health Concerns for All Ages:

Nicotine is highly addictive

Oral Health Impact

Misleading marketing, leading consumers to believe pouches safe or a possible cessation tool



Risks to Youth: Youth are at even higher risk for addiction due to their developing brains, and nicotine harms brains development. Pouches are marketed as “discreet” (easy to hide at school and home), and come in flavors that are particularly attractive to young people. 86% of youth who currently use tobacco or nicotine products use flavored ones. Some companies pay social media influencers (“ZYNfluencers”) to entice youth.

High potency pouches are easy to find online



Flavors
that appeal
to youth

ICEBERG
Strawberry Banana Gum
35 mg / pouch

0 ★

1 can 10 cans 30 cans 60 cans 100 cans

\$4.69 / can

\$4.69



ICEBERG
Sweet Mint
35 mg / pouch

0 ★

1 can 10 cans 30 cans 60 cans 100 cans

\$4.69 / can

\$4.69



ICEBERG
Double Mint
35 mg / pouch

0 ★

1 can 10 cans 30 cans 60 cans 100 cans

\$4.69 / can

\$4.69



PABLO
50 mg Blue Raspberry
30 mg / pouch

0 ★

1 can 10 cans 100 cans

\$4.39 / can

\$4.39

Cheaper
than
cigarettes

Nicotine Pouches: More Resources and Info

- Centers for Disease Control & Prevention (CDC) [page on nicotine pouches](#).
- Tips and a Free Quitting Resource from the Truth Initiative: [Quitting Zyn and Other Nicotine Pouches](#)
- [Post on nicotine pouches](#) from [Those Nerdy Girls](#) (public health researchers and clinicians). There are additional links in the post if you want to learn more about this trend, including what's happening on social media and what you can do to help protect youth.
- Communities That Care Coalition (CTC) [website](#) with a variety of [youth survey data](#) on youth use and perceptions of substances, including nicotine and tobacco products and a page with [resources](#) for parents, municipalities, and schools.

What are local BOH Tobacco Control Responsibilities ?

What must your Board of Health do?

- Issue fines for violations of state laws.
- Local BOH issues the fine,
- Health Agents deliver the Order,
- Vendor pays the Town.
- State-Mandated fee goes into General Fund.

What may your Board of Health do?

- Pass local regulations to permit tobacco sales establishments and set local guidelines for number of establishments, age of legal purchase, and more.
- Passing local regulations lets you respond to the needs in your community.
- Local sales permits give you leverage with local vendors.

Towns fall into a few buckets..

Funded by MA Tobacco Cessation & Prevention (MTCP)

Get support from PVTC in our region

Agawam, Amherst, Belchertown, Buckland, Charlemont, Deerfield, East Longmeadow, Easthampton, Gill, Granby, Greenfield, Hadley, Hatfield, Leverett, Longmeadow, Ludlow, Monson, Northampton, Palmer, Pelham, Shelburne, South Hadley, Southampton, Southwick, Ware, Wendell, West Springfield, Whately, Wilbraham, Williamsburg

Not funded by MTCP

Not in an SSA:
Need to wait for support from MHOA

In a Shared Services Arrangement (SSA) funded by a DPH Public Health Excellence Grant



Did not choose to work on Tobacco Control in work plan

Need to wait for support from MHOA

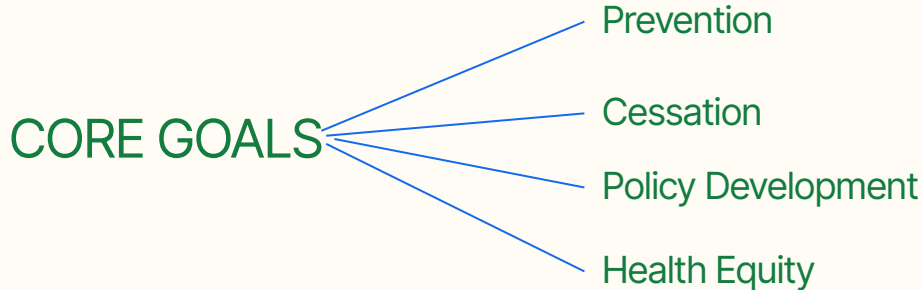
Named Tobacco Control as a work plan goal for the SSA member towns:

Able to get help from MHOA

MDPH Massachusetts Tobacco Cessation and Prevention Program (MTCP)

Mission Statement

To reduce tobacco use and its associated health burdens through education cessation resources, policy initiatives and enforcement.



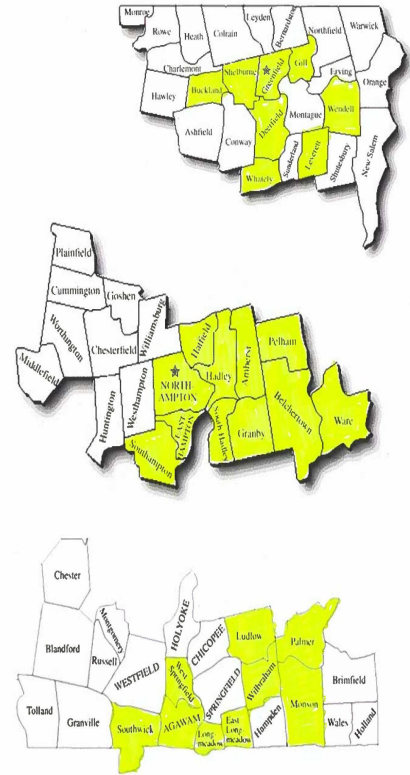
MTCP Funds 59% of Massachusetts Communities = 204 Town/Cities

Pioneer Valley Tobacco Coalition

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Mission - The Pioneer Valley Tobacco Coalition (PVTC) is a MDPH grant funded regional coalition whose mission, through policy, compliance and enforcement; is to address youth access and exposure to tobacco products and to protect the public from secondhand smoke in public places

Structure - 3 Western Mass Counties, 31 communities, 350 Permitted Merchants, South Hadley = Host Community, 1 Coordinator and 3 Tobacco Compliance Officers



Services Provided Through the (PVTC) Collaborative

Youth Compliance Checks

2 Youth Compliance checks per Fiscal Year

Inspections

Annual Inspection for permitted merchants

Compliant based Inspections

Merchant Education

Policy Education

Sales Education

Emerging Product Information

Policy and TA Support

Support for Regulations, Hearings and Process

Keeping member communities informed of trends

Trainings and Connection

Top 4 Violations PVTCC Sees:

1. Missing Required Signs

[Required Signs for Tobacco Sales Fact Sheet:](#)
[Massachusetts Health Promotion Clearinghouse](#)
[\(state.ma.us\)](#)



3. Not having Manufacturer Letters

[Manufacturer Letter - Required Content](#)

2. Missing DOR License and/or Local Permit



4. Selling Flavored Enhancer Products

Flavored Drops or Liquids, Flavor Capsules,
Flavored Papers or Wraps, Flavored Filters, Flavored
Sprays

Public Health Excellence Groups in Western MA That Named Tobacco Control as a Work Plan Priority:

Berkshire Public Health Alliance (BRPC)

Cooperative Public Health Service (FRCOG)

Foothills Health District

North Quabbin Public Health Collaborative (Orange)

Southern Berkshire Public Health Collaborative (Tri-Town)

Valley Health Regional Collaborative (Greenfield)

Western Hampden County Public Health District (Southwick)

If Your Town is NOT in PVTC – MHOA May Be Able to Help!

Towns in shared services agreements that designated Tobacco Control as a goal to increase capacity and are not currently funded by MTCP can get:

- Training sessions on Retail Tobacco Inspections (including a ride-along),
- Revising/Updating Tobacco Control Regulations (conducted by Legal TA),
- Merchant Education,
- Incorporating Tobacco Control Into Your Health Department,
- Youth Access Compliance Check Training (including a ride-along).
- Monthly office hours to discuss new trends, enforcement issues, etc.
- Conduct Retail Tobacco Inspections in FY25
- Conduct Youth Access Compliance Checks in FY25 (if funding allows)
- Group Retail Training for Store Owners
- Technical assistance on Non-Legal Issues, referral to Legal TA as needed

If you are not part of a Shared Services Agreement or didn't prioritize tobacco control in your PHE workplan, MHOA can offer:

- > Trainings listed above, including ride-alongs
- > Monthly office hours to discuss new trends, enforcement issues, etc.
- > Group Retail Training for Store Owners
- > Technical Assistance on Non-Legal Issues, referral to Legal TA as needed

Towns in Western MA that don't currently issue permits to tobacco vendors

Alford, Ashfield, Bernardston, Cheshire, Chester, Chesterfield, Clarksburg, Colrain, Cummington, Erving, Florida, Goshen, Granville, Hampden, Hancock, Hawley, Holland, Huntington, Leyden, Middlefield, Monroe, Montgomery, Mount Washington, New Ashford, New Salem, Northfield, Pelham, Peru, Rowe, Russell, Sandisfield, Savoy, Sheffield, Shutesbury, Tolland, Washington, Warwick, West Stockbridge, Westhampton, Worthington

Upcoming MHOA Tobacco Trainings:

Model Tobacco Sales Regulation Information Training: An overview of the new model tobacco sales regulations with technical assistance providers. It will also go over policy and strategy recommendations for improving local tobacco control. The most recent model regulations will be provided to attendees following the course. (12/13,16, and 1/6)

Monthly Office Hours: The third Wednesday of each month at 1pm beginning in December

Retail Tobacco Inspection Training: 1/29 & 4/30

Merchant Education Training: Merchant education ensures tobacco retailers understand and are able to comply with local, state and federal regulations regarding nicotine sales. (2/25 & 4/7)

Incorporating Tobacco into Retail Food Inspections: This training describes the various components of a retail tobacco inspection and explains how to incorporate them into your routine food inspections. The 2019 state law and its implications for inspections will be highlighted.

See mhoa.com to register for all trainings. Contact hours provided.

Possible Next Steps For Your Town:

- Make sure Merridith (PVTC) or Sarah (MHOA) know how to reach you!
- Sign up for a training if interested!
- Read up on nicotine pouches and flavored tobacco (and be on the lookout for flavored tobacco in your town – it is illegal everywhere in MA!)
- Want to pass tobacco regs? Reach out to any of us and we will point you to the right organization – do not attempt alone!
- Want to learn more about tobacco's impact on youth? Reach out to Heather or Ilana

Contact Information for Speakers

- **Merridith O'Leary**, Pioneer Valley Tobacco Control Collaborative molearypvtc@gmail.com
- **Sarah McColgan**, MHOA Tobacco Control Director, smccolgan@mhoa.com,
(413) 636-6418
- **Heather Warner**, Hampshire Franklin Tobacco-Free Community
hwarner@collaborative.org
- **Ilana Gerjuoy**, [Communities That Care Coalition](#) (CTC), FRCOG ilana@frcog.org
- **Phoebe Walker**, FRCOG walker@frcog.org
and 413.774.3167 x 102

