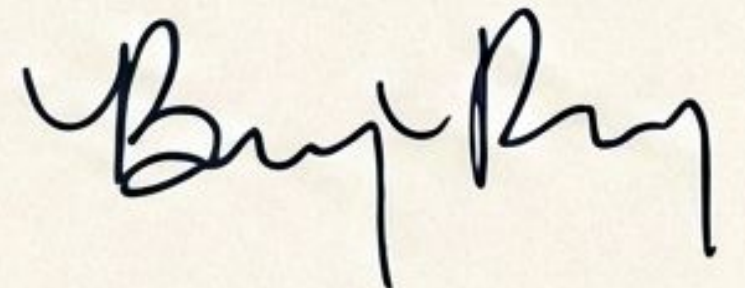


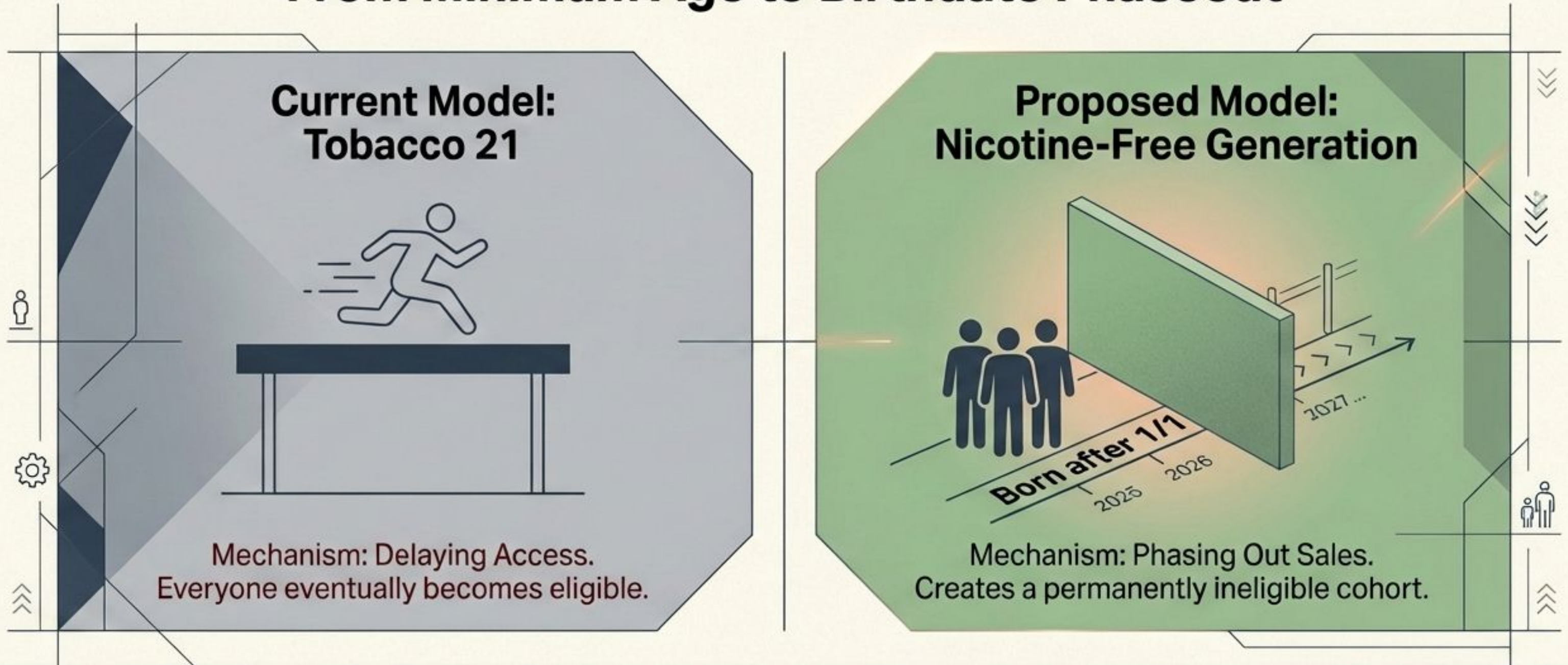
Nicotine-Free Generation: Policy Briefing

Evidence, Legal Landscape, and
Implementation Strategy for Easthampton

Presented to the Board of Health
Based on the Memorandum by Brad Riley, Ed.M, MPPA
February 2026



A Structural Shift: From Minimum Age to Birthdate Phaseout



Crucial Distinction: This is a retailer sales restriction.
NOT a criminalization of individual possession or use.

Ending the “Rite of Passage” Dynamic

Current Signal

Laws unintentionally signal tobacco as a legitimate “adult privilege” to be unlocked.



The Consequence

Youth initiation driven by desire for adult status.



The NFG Shift

Reframe nicotine as a preventable harm (like lead or asbestos), not a controlled commodity.



- **Goal:**
Durable shift in social norms.
- **Result:**
Reduced initiation in future cohorts.

Legal Standing is Secured by the SJC



Case: *Six Brothers, Inc. v. Town of Brookline* (March 8, 2024)

Ruling: *The Supreme Judicial Court confirmed local authority to be more protective than the state.*

- Brookline's victory removes the "test case" risk for Easthampton.
- Joined by ~21 Massachusetts communities.
- Solid legal footing for local bylaws.

Two Key Design Choices for Easthampton

Control Panel



Product Scope



Tobacco-Only

NICOTINE-INCLUSIVE

Covers tobacco, vapes, and pouches. Prevents substitution to modern products. (Recommended)



The Cutoff Date

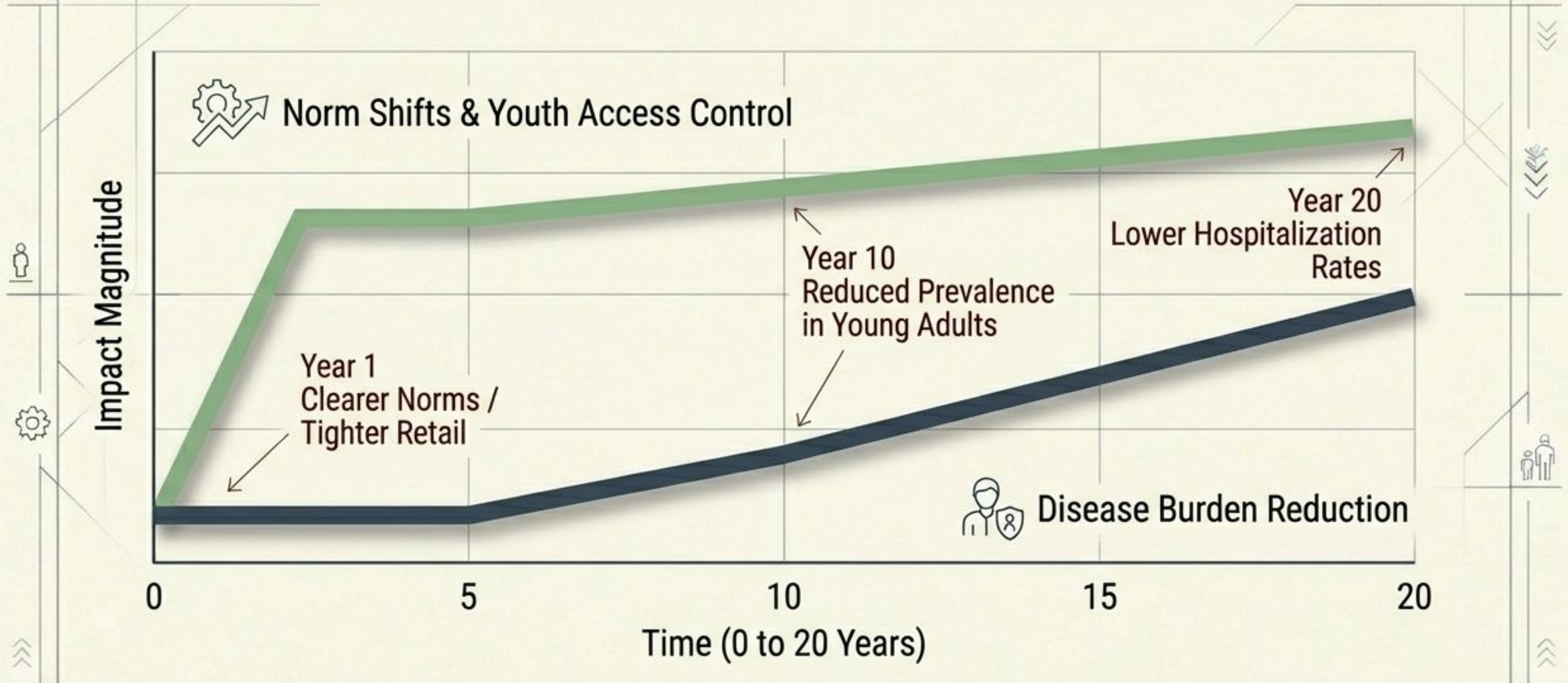


Sets the birthdate line. The "Grandfathering" Transition Rule ensures no one currently of age loses eligibility.

These levers determine the pace of phaseout and effectiveness against youth trends.

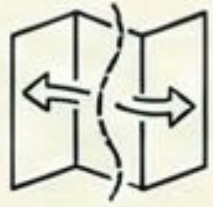
The Health Impact Horizon

Managing expectations: Norms shift first, disease reduction follows.



Source: Endgame policy modeling and rationale papers. This is a long-term investment in a drug-free cohort.

Economic Realities & Equity Guardrails



Economic Reality

Challenge: Cross-border purchasing is likely in the short term.

Mitigation: Regional coordination reduces displacement. Health cost savings accrue long-term.



Equity Guardrails

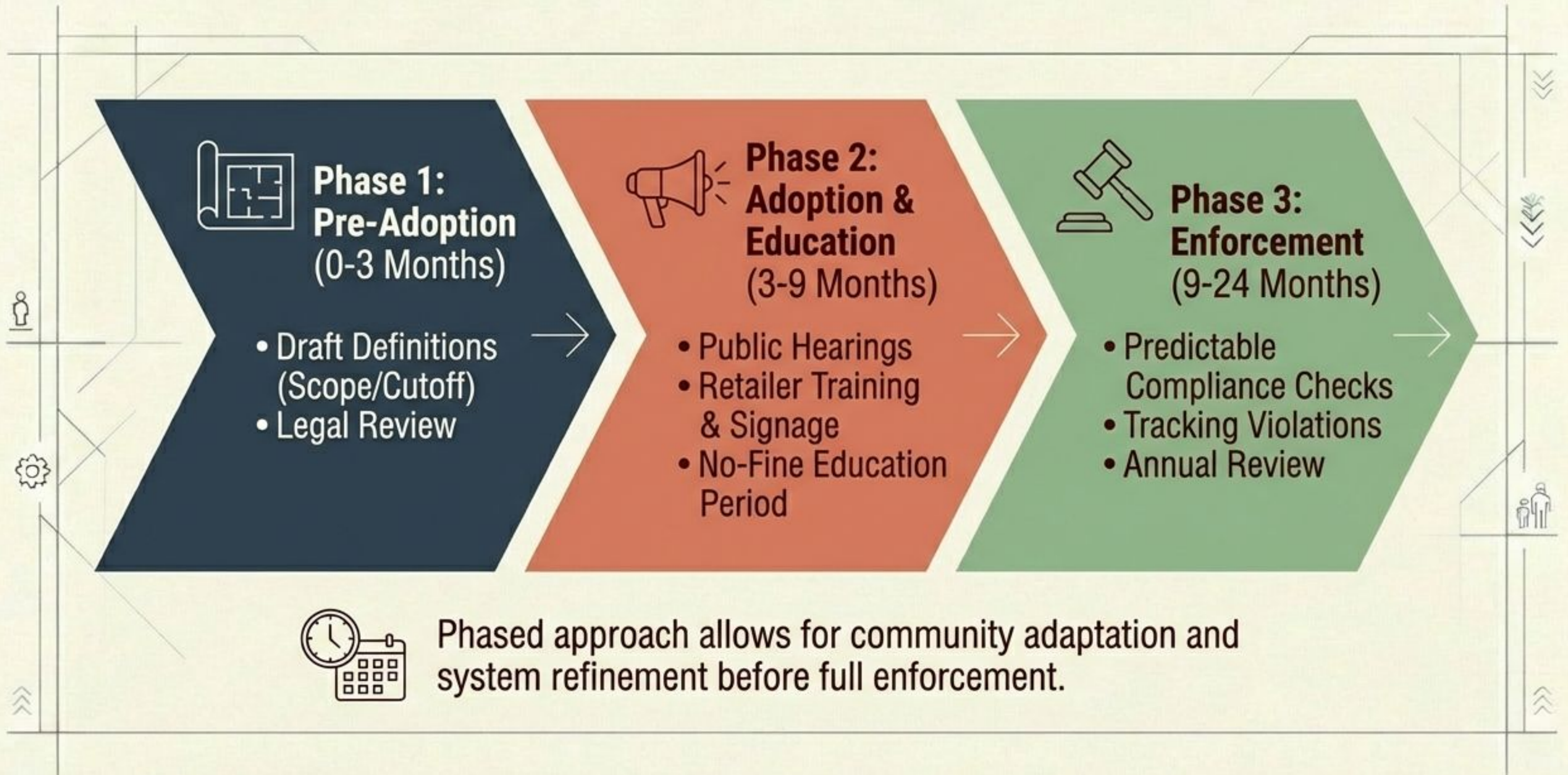
Retailer Focus Only.

Civil penalties for sellers. NEVER criminal penalties for youth possession.

Language access for shop owner education.

Robust cessation support for current adult addicts.

Implementation Roadmap: A 24-Month View



Measuring Success & Accountability



Administrative Metrics

- Retailer training completion rates
- Compliance check frequency



Public Health Metrics

- Youth access data checks
- Cessation referral volume



Equity Metrics

- Geographic distribution of inspections (Fairness)



What NOT to expect immediately:

A distinct drop in adult smoking rates in Year 1. Success is defined by high compliance and normative shifts.

Anticipating Community Concerns



Is it fair to treat adults differently based on birth year?

The policy is a retirement of a harmful product, not a punishment. It protects future generations from addiction.



Won't business just go next door?

Displacement is possible, but health costs outweigh revenue. Regional adoption is growing.



Is this Prohibition?

No. It is a grandfathered phaseout. No one currently legal loses access.

Summary & Next Steps

LEGAL. (Upheld by SJC)

LOGICAL.
(Root cause prevention)

LOCAL. (Customizable
for Easthampton)

Immediate Actions

- ☒ Select Product Scope
(Nicotine-Inclusive recommended)
- ☒ Consult Counsel on Bylaw
vs. Regulation path
- ☒ Schedule Public Hearing

“A long-run product retirement tool for a healthier Easthampton.”