



Ryan Griffin <rgriffin@easthamptonma.gov>

How collective impact and local policy leadership can affect change - MDPH Press Release Massachusetts' flavored tobacco product restriction projected to save more than \$70 million in smoking-related health care costs since 2020 implementation

Merridith O'Leary <molearypvtc@gmail.com>
To: Merridith O'Leary <moleary@northamptonma.gov>
Bcc: rgriffin@easthamptonma.gov

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Hello PVTC Members,

Great news - [Full Press Release Here - Massachusetts' flavored tobacco product restriction projected to save more than \\$70 million in smoking-related health care costs since 2020 implementation](#)

In summary - Massachusetts' restriction on flavored tobacco products, including menthol cigarettes, is showing strong early results. A new report from the Massachusetts Department of Public Health found that since the policy took effect in 2020, smoking rates have dropped by about 1.37 percentage points, helping reduce smoking-related illnesses such as lung cancer, heart attacks, and strokes.

This progress is also leading to meaningful cost savings. The state is projected to save more than \$70 million in health care costs in the first five years, and nearly \$200 million over ten years.

Importantly, the report also found that the law did not negatively impact tobacco retailers, convenience stores, or employee wages, demonstrating that strong public health policy can improve health outcomes while maintaining stable local economies.

These results are a reminder that **we are stronger together**. The flavored tobacco policy itself grew out of years of local policy work and community leadership across Massachusetts. Let's keep up the good work. Perhaps the **Nicotine-Free Generation (NFG)** approach will continue to gain enough traction at the community level that the state will once again take notice and consider broader action, just as it did with flavored tobacco products thanks to the collective efforts of local boards of health.

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Sincerely,

Merridith A. O'Leary
PVTC Coordinator