
PVTC Updates and New Resources

1 message

Merridith Oleary <molearypvtc@gmail.com>
To: Merridith Oleary <molearypvtc@gmail.com>
Bcc: rgriffin@easthamptonma.gov

Fri, Mar 6, 2026 at 2:14 PM

Hello PVTC Members,

I hope this email finds you well. Winter has been brutal, but brighter days are ahead! I'm excited to share some important updates and resources from the Pioneer Valley Tobacco Coalition (PVTC) to support your work in protecting youth from tobacco and nicotine.

1. Nicotine-Free Generation (NFG) Policy Update

The Nicotine-Free Generation strategy is a public health approach designed to prevent future generations from becoming addicted to nicotine. Under this model, tobacco and nicotine products may not be sold to individuals born after a specified date. Importantly, this policy does not affect individuals who are currently legally able to purchase these products. Anyone who already has the legal right to purchase tobacco or nicotine products would retain that right. Instead, the strategy focuses on individuals who have never had the legal ability to purchase tobacco in the first place, with the goal of preventing the next generation from starting nicotine use and experiencing the long-term health impacts associated with addiction.

How it works: Tobacco and nicotine products cannot be sold to individuals born after a specified date.

Who it affects: This policy does **not** impact anyone currently legally able to purchase tobacco or nicotine products. Its focus is on protecting youth who have never had the legal right to purchase these products.

Goal: Reduce youth nicotine initiation and the long-term health impacts of addiction.

NFG is gaining traction in Massachusetts:

The following **21 communities** have adopted NFG: Amherst, Belchertown, Brookline, Chelsea, Concord, Conway, Dover, Hopkinton, Leverett, Malden, Manchester-by-the-Sea, Melrose, Needham, Newton, Pelham, Reading, Somerville, South Hadley, Stoneham, Wakefield, and Winchester.

Western Massachusetts Leadership:

- **Belchertown** – first in Western Mass to adopt NFG
- **South Hadley** – recently adopted
- **Amherst** – recently adopted

Coming soon: Northampton will be holding a public hearing at their next Board of Health meeting to discuss potential adoption, continuing the momentum in our region.

Need guidance? Let me know...I am happy to provide technical assistance, resources and/or support for Boards of Health considering NFG or other tobacco strategies

2. de Beaumont Public Health Communication Toolkit

I wanted to share a helpful resource developed by the de Beaumont Foundation, a nationally recognized, nonpartisan public health organization dedicated to improving community health through evidence-based research, training, and

policy guidance, making it a trusted resource for public health professionals. [de Beaumont PH Communication Toolkit](#)

Public health work touches nearly every part of daily life, from the safety of our communities to the conditions that allow people to live healthy lives. Yet it is often seen only as something that prevents crises rather than as the proactive work that helps create healthy, thriving communities.

This toolkit provides simple messaging strategies to help public health professionals clearly explain what public health is, why it matters, and how it impacts people's everyday lives. The newest version focuses specifically on communicating with policymakers, recognizing that strong partnerships with local leaders are essential to addressing today's public health challenges.

Toolkit highlights:

- Provides simple messaging strategies to clearly explain what public health is, why it matters, and how it impacts everyday life
- Focuses on communicating with policymakers, emphasizing that strong partnerships are essential to public health progress
- Reminds us that **every public health professional is a communicator and ambassador** for the field, regardless of role

3. Ending Nicotine Use for the Future (ENUFF) Day – Youth Day of Action

Mark your calendars! ENUFF, the 84 Movement's Youth Day of Action, formerly known as Kick Butts Day, will take place on Wednesday, March 18th at the Massachusetts State House.

What it is: ENUFF Day is an annual statewide event where youth leaders come together to raise awareness about the harms of tobacco and nicotine use and advocate for policies that protect their generation from nicotine addiction.

Why it matters: This is a unique opportunity for young people to:

- Make their voices heard on public health policy
- Engage directly with policymakers at the State House
- Promote nicotine-free futures for all Massachusetts youth

Who participates: Students, youth advocates, public health leaders, and coalition members from across the state.

Western Mass Spotlight: A big shout-out to our new Western Massachusetts chapter of the 84 Movement in Northampton! Northampton's youth coordinator will be taking four local youth to the State House on March 18th for the first time. They'll experience the impact of ENUFF Day firsthand, hearing from their peers and having the chance to speak directly to state leaders.

To Learn More: <https://www.the84.org/statewide-events>

4. New Provider & Patient Resource Sheet

Attached is a new provider resource sheet with free tobacco and nicotine treatment information for both providers and patients.

Note: This resource is not yet posted on the Clearinghouse.

It is designed to be shared electronically or printed for resource tables at events, workshops, or community outreach activities.

This sheet complements existing MTCP resources and provides an easy way to give patients and colleagues quick access to support for quitting nicotine.

5. National Public Health Week – 2026 Theme: Ready. Set. Action!

April 6 - 10th

Let's take action! Policy is power. If you've been thinking about amending or updating your tobacco policy, there's no better time than National Public Health Week to get started.

PVTC staff, in partnership with the Massachusetts Tobacco Cessation and Prevention Program (MTCP), are ready to provide resources, guidance, and support to help strengthen your local policies and protect youth from tobacco and nicotine.

Use this week as an opportunity to review your current policy, explore ways to strengthen it, and take meaningful steps toward healthier communities. We're here to support you every step of the way.

To Learn More: [American Public Health Association \(APHA\) NPHW: April 6-12th](#)

6. PVTC Workbook

[PVTC Policy and Compliance Workbook](#)

Remember, the PVTC Workbook is designed and maintained for you as a centralized resource. It provides real-time access to work done in your community, including policy updates and a policy summary page with each community's local regulations attached.

New this year, we've added a Youth Compliance Rate Summary page, which allows you to quickly see how your community has performed over time. This snapshot makes it easy to track trends and identify areas for improvement.

If you notice any information that seems incorrect or does not align with your permitted retailers, please let us know so we can update it promptly.

Thank you for your continued work in protecting our communities and youth from tobacco and nicotine. Have a wonderful weekend.

--

Sincerely,

Merridith A. O'Leary



Provider ResourceSheet_Feb_202026.pdf

318K