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Nicotine Free Generation: April 2026

1 message

Nicotine Free Generation <nicotinefreegeneration@gmail.com>

Thu, Apr 30, 2026 at 7:40 AM

To: Nicotine Free Generation <nicotinefreegeneration@gmail.com>

Bcc: kleclair@easthamptonma.gov

April has been an extremely exciting month for the advancement of Nicotine Free Generation (NFG), both in Massachusetts and internationally.

Two weeks ago, Northampton became our 23rd municipality to enact NFG. This raises the total number of people living in NFG communities to over 659,000. Notably, this now includes over 60% of Hampshire County residents, encompassing the county's two largest cities and two largest towns. Several other municipalities are also moving forward toward adoption.

Furthermore, yesterday King Charles III gave final Royal Assent to the United Kingdom's version of the Nicotine Free Generation policy. This milestone followed months of strong multi-partisan support and successful votes in England, Scotland, Wales, Northern Ireland, and back again in the UK Parliament. As a result, thousands of young people across the UK will be protected from premature deaths in the coming decades.

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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.

The growing list of NFG communities now includes Amherst, Belchertown, Brookline, Chelsea, Concord, Conway, Dover, Hardwick, Hopkinton, Leverett, Malden, Melrose, Manchester-by-the-Sea, Needham, Newton, Northampton, Pelham, Reading, Somerville, South Hadley, Stoneham, Wakefield, and Winchester. More are on the way!

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A few people have asked us about our informal group of volunteers who actively support NFG. We include medical school and law school professors, physicians and nurses, medical researchers, public health professionals, board of health members, and many others. Perhaps more than anyone else, the high school students who testify at public hearings are our most effective advocates: they want to protect their friends and family from early deaths. We are all unpaid volunteers, working against high-paid Big Tobacco lobbyists. Ours is a good fight against nicotine addiction.