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Nicotine Free Generation: May 2026

1 message

Nicotine Free Generation <nicotinefreegeneration@gmail.com>

Thu, May 28, 2026 at 1:56 PM

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

Bcc: kleclair@easthamptonma.gov

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

Two weeks ago, Medfield became the 24th municipality to enact NFG. This raises the total number of people living in NFG communities to over 672,000. Several other municipalities are also moving forward toward adoption, from initial presentations to final enactment votes.

As we reported last month, the United Kingdom enacted their version of the Nicotine Free Generation policy. This brings England, Scotland, Wales, Northern Ireland into the "nicotine endgame" fold. The UK is the second entire country to adopt this policy.

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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, Medfield, 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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Please invite us to make a presentation to your Board of Health or community group. Now might be a good time for us to meet you initially, in anticipation of formal action after the summer.

Thank you!