



Ryan Griffin
Director of Public Health

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Date: April 21, 2026

TO:
Business
ATTN: Owner
Address
Easthampton MA. 01027

City of Easthampton Board of Health
Notice to Tobacco Retailers
Invitation to Participate in Public Forum on Proposed Nicotine-Free Generation Policy

Dear Easthampton Tobacco Retailer,

The City of Easthampton Health Department and the Easthampton Board of Health are writing to inform you of a proposed update to the City's tobacco regulations and to invite your participation in the public input process.

The Board of Health is currently considering adoption of a Nicotine-Free Generation (NFG) policy, a public health strategy designed to gradually phase out the sale of nicotine products to future generations by establishing a birth-year cutoff for legal sales.

This approach is based on well-established public health evidence showing that nearly all lifelong nicotine addiction begins during adolescence, when the brain is especially vulnerable to nicotine. Preventing initiation is significantly more effective than treating addiction later in life. Importantly, this policy is forward-looking and would not impact current adult consumers.

While youth cigarette smoking has declined in recent years, the tobacco industry continues to introduce and market new nicotine products, including high-nicotine, flavored e-cigarettes and oral nicotine pouches, that appeal to young people. The Nicotine-Free Generation model is intended to help communities respond proactively to these evolving products.

At this time, no decisions have been made. The Board of Health is seeking feedback from retailers, residents, and other stakeholders before taking any action.

Public Forum Information

Date: Wednesday, April 29, 2026

Time: 6:30 PM – 8:30 PM

Location: Easthampton Municipal Building

50 Payson Avenue, Second Floor

Easthampton, MA

This in-person Public Forum will provide an opportunity to:

- Learn more about the proposed policy
- Ask questions
- Share comments and feedback directly with the Board of Health

Board members will be present to listen and engage in discussion. No votes or formal decisions will be made at this forum.

Your input as a licensed tobacco retailer is an important part of this process. We encourage you to attend and share your perspective.

If you have any questions or would like additional information before the meeting, please feel free to contact the Health Department.

Thank you

A handwritten signature in black ink, reading "Ryan Griffin". The signature is fluid and cursive, with the first name "Ryan" and last name "Griffin" clearly distinguishable.

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