

Easthampton, MA — The City of Easthampton Health Department and the Easthampton Board of Health invite residents, business owners, retailers, and other community members to participate in upcoming public meetings regarding a proposed Nicotine-Free Generation policy and related updates to the Easthampton Tobacco Regulation.

The Nicotine-Free Generation policy is a public health strategy intended to gradually phase out the sale of nicotine products to future generations by establishing a birth-year cutoff for legal sales. Nearly all lifelong nicotine addiction begins during adolescence, when the brain is especially vulnerable to its effects. Preventing initiation is far more effective than treating addiction later and helps protect future generations without impacting current adult consumers.

While youth cigarette smoking has declined, tobacco companies continue to introduce and aggressively market new nicotine products, including high-nicotine flavored e-cigarettes and oral nicotine pouches that appeal to young people. By establishing a forward-looking standard, the Nicotine-Free Generation approach helps communities respond proactively to evolving nicotine products rather than reacting only after addiction has already taken hold.

After reviewing background information, experiences from other Massachusetts communities, and implementation considerations, the Board is now seeking direct public input before making any decisions.

Public Forum - April 29, 2025

An in-person Public Forum will be held on **Wednesday, April 29, 2026**, from 6:30 p.m. to 8:30 p.m. at the **Easthampton Municipal Building, 50 Payson Avenue, Second Floor.**

This forum will provide community members with an opportunity to learn more about the proposal, ask questions, and share feedback directly with members of the Board of Health. Board members will listen to comments and engage in dialogue with attendees. No deliberations or votes will occur during this forum.

Board of Health Meeting -

The regular Board of Health meeting will take place on Wednesday, May 13, 2026, at 5:30 p.m. and will be held virtually ([meeting link](#)).

Public comment will be accepted beginning at 5:30 p.m. During this meeting, the Board will receive testimony, review information, reflect on input gathered during the public forum, and deliberate on potential next steps related to the proposed policy.

Both meetings will include opportunities for public comment. Written testimony may also be submitted in advance by email to Health@EasthamptonMA.gov

Meeting Details:

Public Forum

Wednesday April 29, 2026 6:30 p.m. - 8:30 p.m. @ 50 Payson Avenue - Second Floor (top floor)

Board of Health Meeting

Wednesday May, 13, 2026 (Virtual) @ 5:30 p.m.

<https://meet.google.com/nwn-xqmx-emq>

For more information, please contact the Easthampton Health Department at (413) 529 - 1430 or Health@EasthamptonMA.gov