

The Easthampton Board of Health is currently discussing a proposed Nicotine Free Generation (NFG) Regulation, and would like to invite the residents and business owners of Easthampton to learn more of the proposed updated tobacco regulations and share feedback as part of the Public Review Process.

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.

There will be a public Forum - Monday April 13th from 6:30 pm to 8:30 pm right here in this room of City hall..

What is NFG?

Nicotine Free Generation is a public Health Strategy designed to gradually phase out the sale of nicotine products for future generations by establishing birth year cut offs for legal sales of tobacco and nicotine products. This proposed regulation will prevent individuals born after January 1 2026 from being able to purchase tobacco or Nicotine products, even after reaching the legal age of 21, in Easthampton. While current adult consumers would not be affected..

The Goal of this approach is to reduce nicotine addiction over time by preventing initiation among younger generations, while avoiding disruption for current consumers.

Why are municipalities implementing this approach?

Tobacco and nicotine products continue to remain one of the leading causes of preventable death in the US and Massachusetts. Close to 500K tobacco related deaths in the US and over 9k annually in Massachusetts

Nearly all life long nicotine addiction begins during adolescence., when the brain is

especially vulnerable to nicotine exposure. Nicotine is highly addictive that can affect brain development. Preventing initiation among youth is widely considered one of the most effective ways to reduce long term nicotine dependency.

The economic impact of NFG to the 13 businesses in Easthampton that sell tobacco products as only a part of their sales is expected to be minimal, as the gradual decline allows retailers to adapt their business models.

Prior to implementing any regulation the BOH would like to directly hear from residents.

Our current and proposed regulations are on the City of Easthampton Website . EasthamptonMA.GOV on the Health Department Page. First tab in top right corner listed Proposed Nicotine Free Generation Policy. As Well as more information on the Nicotine Free Generation.