



Shaun McAuliffe <smcauliffe@hopkintonma.gov>

RE: Thank you

1 message

Parivallal Thillaigovindan <pthillaigovindan@framinghamma.gov>

Tue, Nov 18, 2025 at 10:15 AM

To: "Depina, Zendilli M (DPH)" <Zendilli.M.Depina@mass.gov>

Cc: "Brush, Mary (DPH)" <mary.brush@mass.gov>, William Murphy <wmurphy@framinghamma.gov>, "Robin E. Williams" <rwilliams@framinghamma.gov>

Thank you, Zendilli 😊

All these accomplishments was possible only because of the support of my 16 Health Directors, Health Departments and Board of Health in Framingham Collaborative.

I thank all my Directors and Board of Health for their trust on me and their continuous support.

I also take this opportunity to thank Mary Brush, Cheryl Sbarra, Chis Banthin, Lisa Goodnight, Sarah McColgan and you for the continuous support and guidance and most importantly having patience to answer all my questions 😊.

Thank you once again.

Best Regards,

Pari

From: Depina, Zendilli M (DPH) <Zendilli.M.Depina@mass.gov>

Sent: Tuesday, November 18, 2025 9:38 AM

To: Parivallal Thillaigovindan <pthillaigovindan@framinghamma.gov>

Cc: Brush, Mary (DPH) <mary.brush@mass.gov>; William Murphy <wmurphy@framinghamma.gov>; Robin E. Williams <rwilliams@framinghamma.gov>

Subject: Re: Thank you

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Great, I'm glad I didn't miss anything! Thank you for sharing these accomplishments. It's wonderful to see what you have been able to do these past couple years. I will be sure to add them to my meeting notes.

I will update you on the action points as soon as I can.

Enjoy the rest of your week,

Zendilli Depina, MPH (she/her)

Senior Tobacco Prevention Programs Specialist

Massachusetts Tobacco Cessation and Prevention Program

Massachusetts Department of Public Health

250 Washington Street, Boston, MA 02108

zendilli.m.depina@mass.gov[Book time to meet with me](#)

From: Parivallal Thillaigovindan <pthillaigovindan@framinghamma.gov>**Sent:** Tuesday, November 18, 2025 9:32 AM**To:** Depina, Zendilli M (DPH) <Zendilli.M.Depina@mass.gov>**Cc:** Brush, Mary (DPH) <mary.brush@mass.gov>; William Murphy <wmurphy@framinghamma.gov>; rwilliams <rwilliams@framinghamma.gov>**Subject:** RE: Thank you

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Hi Zendilli,

I hope all is well.

Thank you for the follow up and feedback on yesterday's DPH visit to Framingham. I really appreciate sharing the action points and it covers everything that we discussed.

I would like to add Our collaboratives (16 communities) biggest accomplishment with the past 1-2 years, as per the Site visit agenda,

1. Prohibition of [Blunt wraps](#) (Fronto & 21+ Cigars)
2. Prohibition of [Flavored Hemp Wraps](#)
3. Prohibition of [Discounts & Coupon redemption](#)
4. Prohibition of [Smoking Bars](#) (Victory Cigar & Rolling Stogies (Mobile))
5. Prohibition of [Flavored Tobacco products](#) (Concord, Norfolk, Westborough, Framingham, Southborough)

6. Prohibition of [Nicotine pouches](#) (Concord (except Zyn Smooth), Norfolk, Hopkinton, Westborough, Southborough)
7. Prohibition of [Kratom](#) (Westborough & Marlborough)
8. Adoption of [Nicotine Free Generation \(NFG\)](#) policy (Concord & Hopkinton)
9. Updated Local BOH Tobacco Sale restriction regulations for [11 communities](#) among which
 - a. Concord, Marlborough, Norfolk, Southborough and Westborough adopted new regulations.
 - b. Ashland, Framingham, Hudson, Sudbury and Natick are in the process.

Please let me know if you have any clarification.

Thank you for your support and guidance.

Best Regards,

Pari

From: Depina, Zendilli M (DPH) <Zendilli.M.Depina@mass.gov>
Sent: Tuesday, November 18, 2025 9:08 AM
To: Parivallal Thillaigovindan <pthillaigovindan@framinghamma.gov>
Cc: Brush, Mary (DPH) <mary.brush@mass.gov>
Subject: Re: Thank you

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Hi Pari,

Thanks for such a great meeting yesterday. We appreciated the refreshments and getting to meet the leaders in your collaborative. Below are the action items from the meeting that Mary and I will follow up on. Please let me know if there is anything we missed. I plan to bring up the majority of your concerns during our meeting with TA at 10am.

Thanks,
Zendilli

ACTION ITEMS**Item(s)**

On POST there used to be a pull-down method on inspection feature. We will check on this as he already reached out to Marty about it

Clearinghouse

- Out of stock on some items
- Send Mary items and will ask Rachel
 - Metal signs for schools, etc

Bring up at CAST:

- Permits issue
 - o 254 retailers (2 permits missing from FDA)
 - o Conflicts between BOH permits and not DOR permits
 - Some stores selling with just DOR permits
 - Should BOH be first authority to determine permits, not DOR?
 - Some retailers get DOR permits first so what can BOH do?
 - Ex DAB smoke shop has DOR permit but not BOH permit
- Distributors
 - o Hard to talk to distributor—where is the jurisdiction?
 - o Are our BOH authorized to work with distributors?-What can we do?
 - o Can we stop distributors from entering state?
- Manufacturers letter's

- o Update definition of Manufacturers document that includes 'Authority for BOH to remove products from Manufacturers who have nontraceable business names and addresses'
- o Add "Manufacturer" and "Distributor" definitions (that includes (Both) with legit DOR permit, business name and address that can be traceable and able to visit/contacted) in MHOA FY25 Sample regulation restricting the sale of Tobacco and Nicotine products
 - The MHOA Manufacturers letter guidance document is missing Manufacturers name and address details (missing Manufacturers definition in MHOA guidance doc & BOH Model regulation) that can be tracked by the local Board of Health or any Health Agency from the State or Local government.
 - Manufacturers name and address, makes the manufacturer a legit entity that may exist with the US or overseas. If the manufacturer is based in the US, it's not difficult to track the legitimacy of their existence.
 - Almost all of the disposable flavored vape and Nicotine pouches are from manufacturer based outside of the US (who are not authorized by FDA or DOR?) which makes it important for the local BOH or any Enforcement Agency to know the legitimacy of the manufacturer.
 - This gap allowed/allows a lot of fake manufactures letter into the retails responsible for the flavored vape & nicotine pouch sales in MA.

· Sniff test

- o Need better sniff test guidance document-We are working on this

- o Should BOH do a blind panel?
- o Issue-some boards don't meet in person and can be a challenge so what are their options?
- o Can they add to reg that if another board finds it to be flavored they can let the other town know and add it to their regs?
- o Update Sniff test guidance document with clarity on controls for Vapes and Nicotine pouches (Cigar? If possible)
 - Even though flavored products were specifically selected for the sniff test, there were one or two products few board members couldn't predict the flavor so had to vote as not flavored.
 - Moreover, the guidance document for the sniff test provided by the TAs lacked clarity on the comparisons. Marlboro red can be a control for cigarettes but there was no specific control for vape and Nicotine pouches in the guidance document. I would suggest this as a barrier for BOH sniff test.

Other ideas

- o Permission from funding agency (MTCP/DPH) to utilize unutilized budgeted amount for HPLC/HPTLC testing vape/nicotine pouches products that are decided as flavored by/for BOH and health departments.
- o Not selling products on known pesticide list?-Can they say nicotine is a pesticide?
- o Asking parents to check kids bank accounts to see if they have large deposits—way to go after illegal /underage/social sales

Compliance checks

- o Hard to feel motivated when there are still flavored products in the store and they cannot do anything about it.--What can we do to reduce whack a mole?

- o Want to train all retailers and employees-have MHOA training to assist with this--how far along is this?

- Fines

- o BOH appeals tend to waive suspension or fine—how can we advise BOH?

- Some documentation that this is a mandatory requirement and state law

- No way they can appeal a fine?

- Amounts are hard

- o Disconnect between local regs and state laws

- Simple statement that boards cannot reduce a fine and they still need to pay the amount—can we do this?-do we have something already written?

- What fines are non-negotiable? If it's up to the board—can MMA or MAHB reach out to town counsel and advise them on the law?

Zendilli Depina, MPH (she/her)

Senior Tobacco Prevention Programs Specialist

Massachusetts Tobacco Cessation and Prevention Program

Massachusetts Department of Public Health

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zendilli.m.depina@mass.gov

[Book time to meet with me](#)

From: Parivallal Thillaigovindan <pthillaigovindan@framinghamma.gov>

Sent: Monday, November 17, 2025 12:53 PM

To: Depina, Zendilli M (DPH) <Zendilli.M.Depina@mass.gov>

Subject: Thank you

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Hi Zendilli,

Thank you for the Visit and providing us the opportunity to host today's meeting.

I hope everything went well. Please provide your feedback on the todays Meeting on any aspect that will help me be prepared for the next one.

Thank you once again,

Best Regards,

Pari

Parivallal Thillaigovindan MSc MPH

Tobacco Control Program Manager

MetroWest Tobacco Control District (Ashland, Bedford, Concord, Framingham, Holliston, Hopkinton, Hudson, Marlborough, Medway, Millis, Natick, Norfolk, Southborough, Sudbury, Wayland, Westborough)

Framingham Public Health Department

[188 Concord St, Room 102](#)

[Framingham, MA 01702](#)

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