

From: [Wendy Hansbury](#)
 To: SHagan@northofboston.com
 CC: [Greg Federspiel <federspielg@manchester.ma.us>](mailto:Greg.Federspiel@manchester.ma.us)
 Date: 12/4/2024 12:01:27 PM
 Subject: RE: [EXTERNAL] - Re: The "generational ban" on smoking in Manchester-by-the-Sea

Hi Stephen,

Glad to answer, again thank you for your interest in our local public health efforts.

The Board vote was 3 to 1 to approve the Nicotine Free Generation section to be included in the Restricting the Sale of Tobacco Products Regulation. One seat is open. There are concerns from tobacco retailers and they did have opportunity to express their position at the public hearing.

After the meeting, I checked in with a long-time, local retailer/resident regarding the future impact of the change. We had a very good discussion about the meeting and the anticipated difficulties of implementing the age restriction at the checkout counter.

The retailer brought up valid concerns. The influx of seasonal tourists will create challenges because of the current patchwork adoption of the regulation; state adoption as proposed by the current legislature would help. Pushback from customers could possibly be heated and/or dangerous to their employees. This is a serious concern; we encourage preparation for it to anticipate problems and have ready responses available to employees.

My understanding is the North Shore / Cape Ann Tobacco Policy Program will work with retailers in the coming months to be ready by educating both the employees and the customers. The Board of Health wants to ensure that good tools are available to the retailers. I hope that retailers feel they can come to us and ask for help if needed.

They are a first line of public health protection measures by stopping the purchase of nicotine. We need to support their efforts as businesses and residents invested in our community. The Board's choice to adopt this regulation is focused on changing the access points of a highly addictive substance. We are all interested in protecting each other from preventable disease.

This is information I'm sure you have, but I've included as it is the main reasoning for the Board to adopt the Nicotine Free Generation regulation:

- "Tobacco product use remains the leading cause of preventable disease and death in the United States. In 2022, 49.2 million (19.8%)—or nearly 1 in 5—U.S. adults reported current tobacco product use.",
- "Youth and young adult use of tobacco products contributes to future use. This is because nicotine exposure can harm the developing brain and increase the risk for dependence.", and
- "Public health professionals and researchers have proven longstanding public health strategies can reduce tobacco use. These strategies include: Media campaigns, and Expanded access and availability of treatment and counseling for tobacco dependence. These measures can be coordinated with tobacco prevention and control policies (e.g., price increases, smoke-free policies). Together, they are essential for reducing the toll caused by tobacco product use including disease and death in the United States.

(CDC Smoking and Tobacco Use; Current Cigarette Smoking Among Adults in the United States, Sept. 17, 2024. <https://www.cdc.gov/tobacco/php/data-statistics/adult-data-cigarettes/index.html>)

I hope I've answered your questions. Please feel free to reach out if you have more.

Kindly,
Wendy

Wendy Hansbury RS
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From: SHagan@northofboston.com <SHagan@northofboston.com>
Sent: Tuesday, December 3, 2024 4:00 PM
To: Wendy Hansbury <hansburyw@manchester.ma.us>
Subject: [EXTERNAL] - Re: The "generational ban" on smoking in Manchester-by-the-Sea



Hi Wendy.
Thanks very much for your e-mail.
A few additional questions I have are:

- * I wonder how this might impact local retailers?
- * Has there been any pushback from retailers in Manchester?

Again, thanks.
Stephen

Stephen Hagan
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From: "Wendy Hansbury" <hansburyw@manchester.ma.us>
To: "SHagan@northofboston.com" <SHagan@northofboston.com>
Cc: "Greg Federspiel" <federspielg@manchester.ma.us>
Date: 12/02/2024 09:12 PM
Subject: The "generational ban" on smoking in Manchester-by-the-Sea

Hello Stephen,

The Manchester-by-the-Sea Board of Health held a public hearing on November 12, 2024, to discuss the Tobacco Regulations including the 'Nicotine Free Generation' initiative. The ban is on the sale of products containing nicotine to people born after January 1, 2004.

After discussion, the Board voted to pass the local regulation with an implementation date of April 1, 2025. This allows time for local businesses to pivot and educate staff.

The regulation has enforcement and violation language that is typical to tobacco regulations at the local and state level. Both the Manchester Board of Health and the North Shore / Cape Ann Tobacco Policy Program emphasize education and prevention as we work cooperatively with retailers. We want to be helpful to businesses implementing this locally as part of efforts to break the cycle of nicotine addiction. Please let me know if you have any other questions.

Kindly,
Wendy

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