

## **Nicotine-Free Generation (NFG): Progress, Policy, and Pathways Forward**

The Nicotine-Free Generation (NFG) policy continues to gain momentum across Massachusetts, offering an innovative, equity-focused approach to preventing youth tobacco use. Since our 2024 MHOA presentation, several new municipalities have adopted local NFG policies, and for the first time, statewide legislation has been filed—reflecting growing recognition of the policy’s potential to shift the tobacco control landscape.

In this session, we will provide a comprehensive update on the NFG movement, highlighting new communities that have implemented the policy and the growing coalition of support at both the local and state levels, including outside of Massachusetts. We will share real-world examples and lessons learned from municipalities that have navigated the process—from initial concept to policy adoption—including strategies for building partnerships, engaging boards of health, and responding to concerns from stakeholders. We will also share new products being found in stores in our communities, with the goal of educating other public health leaders and emphasizing the importance of NFG in the fight to end tobacco harms.

We will also outline the broader public health rationale for continued local action, emphasizing how community-level policies can drive state-level changes. Presenters will share practical strategy tips based on recent experience, including effective messaging, leveraging community advocates, and aligning NFG with broader tobacco prevention and youth health goals.

As a forward-thinking policy, NFG represents a concrete step toward a tobacco endgame—a long-term strategy to phase out commercial tobacco use and protect future generations from addiction and harm. For health departments and local leaders considering NFG, we will offer support and guidance on how to begin the conversation in your own municipality.

This session will equip attendees with the knowledge, examples, and encouragement needed to take the next step in advancing a Nicotine-Free Generation in Massachusetts.