

A YOUTH ADVOCATE'S GUIDE TO NICOTINE FREE GENERATION

1 What is Nicotine Free Generation?

Nicotine Free Generation, or NFG, is a policy that allows retailers to sell to anyone born before a specific date. For everyone else, now and in the future, retailers will be restricted from ever selling Nicotine Products to them. NFG originated in Brookline, Massachusetts and has since rapidly spread throughout the state.

2 Why is NFG important?

Tobacco remains the number one cause of preventable death in the United States, taking nearly half a million lives every year. Almost 9 out of 10 adults who smoke cigarettes daily first tried smoking by age 18, and 99% first tried smoking by age 26. If we can reduce youth access and delay experimentation, we can greatly reduce initiation and nicotine addiction. Through NFG, we can hold tobacco and nicotine industries accountable and protect future generations.

3 How can I get involved? Am I too young?

No! Youth have been instrumental in passing NFG in multiple towns and municipalities. If you're interested in joining the NFG movement, reach out to your town's local government, or even your state's government, and see if they've been considering the policy. If they haven't, introduce it to them! Policy makers are always eager to hear from youth. Explain how nicotine or tobacco has negatively impacted your life, or a friend or family member's life; personal anecdotes are so powerful. Feel free to involve other youth and have them share how they have been affected. If you really want to make your message stick, consider creating materials you can send to policy makers in addition to oral testimonies. Quote sheets or videos of other youth in your community speaking out about NFG, as well as submitting letters in support, can be particularly impactful. If your local policy makers don't seem too convinced at first, keep pushing. Eventually, they will have to listen.

4 Want to learn more? Check Out These Resources:

- NFG information:
<https://www.publichealthlawcenter.org/sites/default/files/resources/Nicotine-Free-Generation.pdf>
- Finding your local MA legislator:
<https://malegislature.gov/Search/FindMyLegislator>
- How to be a youth advocate:
<https://www.forbes.com/sites/unicefusa/2023/08/12/becoming-a-youth-advocate/>

