

NICOTINE-FREE GENERATION (NFG)



What is a Nicotine-Free Generation Policy?

An NFG policy prohibits the sale of nicotine products to anyone born after a chosen date. For example, an NFG policy with a January 1, 2004 date would allow anyone born BEFORE that date to continue to purchase nicotine products indefinitely. Anyone born on or AFTER that date would not be able to purchase such products. Sales are prohibited to those too young to buy at the time the law is passed.

The policy allows nicotine sales to phase out slowly over time, creating a nicotine-free generation while giving sellers time to adjust their sales model

Nicotine Continues to Kill

Nicotine products, including all tobacco and synthetically derived products such as vapes or e-cigarettes, cigarettes, cigars, chew, and pouches are the single greatest cause of addiction and death in Massachusetts.



9,000+ People die per year in Massachusetts from nicotine products, 3X more than the opioid crisis.

Tobacco kills half of its users, accounting for 1 out of every 5 deaths in the U.S.

1/2

95 % of tobacco use begins before the age of 21.

Know the Facts about NFG

01 Nicotine Replacement Therapy (NRT) is still available.

FDA-approved nicotine replacement therapy is still available throughout Massachusetts over the counter and via insurance programs. NFG reduces the number of users, and over time the need for costly NRT would be reduced.



02

Decreased access equals decreased usage.

The first town to enact Tobacco 21, Needham, MA, witnessed a 50% decrease in high school smoking with smoking declining at nearly triple the rate of surrounding towns without the policy, debunking the theory that young people would go outside of town for supplies.

03

Buying nicotine is not a constitutional right.

The Massachusetts Supreme Judicial Court has unanimously upheld the NFG policy, noting that, much like asbestos or lead paint, selling nicotine is not a constitutional right and phases it out without criminalizing the purchase, use or possession of tobacco.

Massachusetts is a Leader

The following towns and cities have adopted a Nicotine-Free Generation policy with broad support from public health officials and local leaders:

Belchertown, Brookline, Chelsea, Concord, Malden, Manchester-by-the-Sea, Melrose, Needham, Newton, Pelham, Reading, Stoneham, Wakefield, Winchester

"If this had been around when I was young, maybe I would have never started smoking. How different my life would be."

A life-long smoker suffering from COPD