



Reading Coalition for Prevention & Support Nicotine Free Generation

To the Members of the Reading Board of Health,

The Reading Coalition for Prevention & Support was established in 2006 in Reading. The coalition started as a town, police, school, and community initiative focused on improving collaboration and reducing substance abuse. Today, the coalition funded by the Reading Police Department offers programs and services that focus on substance misuse prevention and mental health promotion.

The Nicotine-Free Generation policy represents a proactive approach aimed at safeguarding the well-being of our youth, aligning closely with our mission and vision. By preventing young people from adopting harmful habits early on, we aspire to promote health and enhance quality of life, consistent with our overarching objectives.

Over the years, our coalition has remained steadfast in its commitment to supporting prevention initiatives within the community. Insights gleaned from YRBS data, and the voices of youth have underscored troubling trends related to nicotine use, with students increasingly initiating use at younger ages. This trend elevates the risk of substance use disorders and heightens susceptibility to chronic ailments such as cancer, heart disease, and respiratory disorders.

Research indicates that vaping can lead to nicotine addiction, impeding crucial brain development during adolescence and posing respiratory health hazards. Youth-targeted marketing campaigns have further exacerbated the issue, with products designed to appeal to young consumers, often offered at affordable prices. The Nicotine-Free Generation policy represents a critical stride towards shielding the youth of Reading from these perils.

By championing the Nicotine-Free Generation initiative, we signal our unwavering commitment to safeguarding the health and future of our children. We stand poised to take proactive measures to ensure that our youth grow up in an environment free from the influence of nicotine. As a coalition, our mandate extends to safeguarding all aspects of our youth's lives, including shielding them from the harmful effects of nicotine.

This policy resonates deeply with our mission of promoting health and enhancing the quality of life for all Reading residents. It underscores the ongoing imperative for preventive programs and policies aimed at protecting our youth. We urge local policymakers to join forces with the coalition in endorsing and supporting this policy initiative. Together, let us advance our mission of fostering health and enhancing the quality of life for all residents, with particular emphasis on the youth of Reading.

Sincerely,

Director Erica McNamara and the Members of the Reading Coalition for Prevention and Support

Members of the Reading Coalition for Prevention and Support:
