

From: Buzby, Maureen <mbuzby@CityofMelrose.org>
Sent: Mar 04, 2025 18:40:09.000000000 UTC
Subject: Crazy thought....
To: Julie Smith-Galvin <juliesmithgalvin87@gmail.com>

Hi Julie,

The subject line alone may cause this note to end up in your junk email. Which is maybe where it belongs. 😊

There a small group of wily bandits working on pushing NFG (Nicotine Free Generation) out across the state.

Fourteen municipalities have already adopted NFG and that number is growing. Slowly.

There is an important Public Hearing coming up in Somerville March 20th. Somerville's action could be, will be, very influential. Cambridge is looking at NFG. The BOH Chair in Medford said, "Let's wait to see what Somerville and Cambridge do". Same in Belmont. That in turn will influence Arlington. And on and on.

Our group of committed volunteers meets bi-weekly to discuss progress, challenges, and strategy. At last night's meeting we discussed Somerville. We want to make sure we have lots of advocates at the virtual public hearing on March 20th. Best if the advocates are local – folks who live and/or work in Somerville. Of course, I thought of you. If you are willing to speak out that would be great – either by tuning in to the virtual meeting or by writing a letter of support. Either would be welcome and helpful.

But I had even crazier thought. While our little band of a dozen or so folks (medical, legal, public health) clearly have some great expertise none of us is great at marketing. We reach out, we show up, we speak up, but what we realized is that we really need some marketing help. We know and understand this policy. I'm not sure we're great at describing and selling it. And while it is truly the best public health policy I've had the privilege of working on it still has to be sold, as all good ideas do. We need some good PR or marketing pieces. We have a one-pager that explains NFG. And we have an FAQ. You should see them. They are on 8.5 x 11 plain white paper. No punch. I am often in spaces where I get to talk to potential advocates and would like something I can give them, maybe a flyer that explains NFG and provides some "how you can help" tips.

Am I making any sense?

Would love to sit down with you and pick your brain. One, you already know what we are trying to do. Two, you happen to be, coincidentally, in Somerville, though that's certainly not our only target, and three, you know marketing!

Feel free to call me crazy. Or let me know if you are willing to meet to explore any ways you might be able to help.

P.S. We are up against a very worthy opponent – one with billions to spend on this fight. We have lots of heart but no billions.

Best regards,

Maureen

Cell: 781-307-1411

Maureen Buzby
Regional Tobacco Prevention Program
562 Main Street
Melrose, MA 02176
781-979-4158

****CITY OF MELROSE PUBLIC RECORDS NOTICE: Please be advised that the Massachusetts Attorney General has determined that email is a public record unless the content of the email falls within one of the stated exemptions under the Massachusetts Public Records Laws.****