

From: Buzby, Maureen <mbuzby@CityofMelrose.org>
Sent: Aug 08, 2025 16:20:34.000000000 UTC
Subject: FW: NNO follow ups, other thoughts
To: Chui, Anthony <achui@CityofMelrose.org>
Cc: Patel, Gruha <gpatel@cityofmelrose.org>

Hi Anthony,

Gruha did a great incorporating suggested changes and adding a QR code. Please test the QR code. And be picky in your review. We want the best flyer there!

If we keep the flyer at 8.5 X 11 we may be able to easily have more printed while at the conference, if needed. We'll take an initial supply with us of course.

Thanks.

MB

P.S. I'm excited. We have the banner for the booth, a looped video, the flyer, and maybe we just add a MA map with colored dots to indicate where NFG has passed and additional communities considering it.

Anything else?

From: Patel, Gruha <gpatel@cityofmelrose.org>
Sent: Friday, August 8, 2025 12:11 PM
To: Buzby, Maureen <mbuzby@CityofMelrose.org>
Subject: RE: NNO follow ups, other thoughts

Hi Maureen,

The edited final version. Thank you!

Warm regards,
Gruha

Gruha Patel (she/her) |MPH

*Regional Epidemiologist
Melrose Health Department
562 Main St., Melrose, MA 02176
Email: gpatel@cityofmelrose.org
Phone no: +1 (781) 850-6874*

From: Patel, Gruha <gpatel@cityofmelrose.org>
Sent: Friday, August 8, 2025 11:54 AM
To: Buzby, Maureen <mbuzby@CityofMelrose.org>
Subject: RE: NNO follow ups, other thoughts

Hi Maureen,

I have attached the QR and here is the edited version of flyer.

Warm regards,
Gruha

Gruha Patel (she/her) |MPH

*Regional Epidemiologist
Melrose Health Department
562 Main St., Melrose, MA 02176
Email: gpatel@cityofmelrose.org
Phone no: +1 (781) 850-6874*

From: Buzby, Maureen <mbuzby@cityofmelrose.org>
Sent: Thursday, August 7, 2025 9:33 AM
To: Patel, Gruha <gpatel@cityofmelrose.org>
Subject: FW: NNO follow ups, other thoughts

From: Marci Bailey <baileynrma@comcast.net>
Sent: Wednesday, August 6, 2025 9:14 PM
To: Jennifer Ford <jen.bostonicestorm@gmail.com>
Cc: Buzby, Maureen <mbuzby@cityofmelrose.org>; Amy Luckiewicz <aluckiewicz@northreadingma.gov>; Laura Miranda <lmiranda@nrpd.org>; Peter Majane <peter.majane@gmail.com>
Subject: Re: NNO follow ups, other thoughts

That is great Maureen, as a question and a headline! Thank you!!
Sent from my iPhone

On Aug 6, 2025, at 8:42 PM, Jennifer Ford
<jen.bostonicestorm@gmail.com> wrote:

That's a great suggestion. It personalizes it and quickly guides the individual to a seemingly no brainer answer which is then tough to backtrack from. It simplifies the concept instantly and highlights the absurdity of not supporting it.

You're brilliant Maureen.
Sent from my iPhone

On Aug 6, 2025, at 7:15 PM, Buzby, Maureen
<mbuzby@cityofmelrose.org> wrote:

Gee, maybe in that situation we have to start with a question. "At what age would you want your children to start using nicotine products?" And then get into it.

Anyone have any ideas for a provocative question that someone would absolutely want the answer to?

From: Marci Bailey <baileynrma@comcast.net>
Sent: Wednesday, August 6, 2025 6:35 PM
To: Buzby, Maureen <mbuzby@cityofmelrose.org>
Cc: Amy Luckiewicz <aluckiewicz@northreadingma.gov>; Jennifer Ford <jen.bostonicestorm@gmail.com>; Laura Miranda <lmiranda@nrrpd.org>; Peter Majane <peter.majane@gmail.com>
Subject: Re: NNO follow ups, other thoughts

That Maureen! That's pretty much what I said, but halfway through people were looking blank or backing away to chase their kids, lol.

On Aug 6, 2025, at 5:31 PM, Buzby, Maureen <mbuzby@cityofmelrose.org> wrote:

See below.

-----Original Message-----

From: Marci Bailey <baileynrma@comcast.net>
Sent: Wednesday, August 6, 2025 4:58 PM
To: Amy Luckiewicz <aluckiewicz@northreadingma.gov>; Buzby, Maureen <mbuzby@cityofmelrose.org>; Jennifer Ford <jen.bostonicestorm@gmail.com>; Laura Miranda <lmiranda@nrrpd.org>; Peter Majane <peter.majane@gmail.com>
Subject: NNO follow ups, other thoughts

Hi all —

i spoke with maybe two dozen or so citizens attending NNO last night. A few observations: [Good intel](#).

1)I need a better elevator pitch of exactly what NFG does — something people can understand in 15 seconds or less. I wasn't there yet last night, and I had to give the enacted date/birth date example before I saw understanding in people's eyes and postures. Maureen — what's the best quick explanation you've seen? What I talked about being tied to a specific date rather than date of birth, people glazed over. [I've had similar experience – in the early days at least. It's a bit of a challenging concept to grasp because we are all used to age-restricted products. Maybe something like:](#)

“Currently tobacco is an age-restricted product as are many other products like alcohol, cannabis, or even renting a car or hotel room. This policy changes tobacco sales from an age-restricted product to a birthdate cutoff – those who are already 21 on the effective date are not affected by this policy. They can still buy and consume tobacco products. But those who were born on or after the birthdate cutoff cannot. For example, a neighboring town, Reading, adopted this policy with an 1/1/2025 effective date and a 1/1/2004 cutoff which means any person born before 1/1/2004 can still buy nicotine products but anyone born on or after 1/1/2004 cannot. Ever. Since only a small percent of the population turns 21 in any year and only a small percent of those would have become tobacco consumers, it is a small annual impact on retailers. This is a slow phase in, yet it will have a huge impact on future generations who will not experience the enormous negative impact of nicotine addiction - - on health, family finances, and even future career opportunities.”

Or something like that. Sorry, it's closer to a minute than 15 seconds but maybe you can whittle it down even further.

2) The vape devices were the best props — several kids went right for them, saying “What are these?” I looked right at the parents and said, “Well, let me tell you.” They were aghast. [Seeing these egregious products is the best way to help people understand what the tobacco industry is up to. Smoking rates are down. They need new customers. Those customers are our kids!](#)

3) Filling out reactions/input for the BOH real time isn't going to work. The QR code is great and if we reprint the brochures, we should add it, We should share the link widely on social media, etc.

4) Are we going to do this again at Apple Fest? Seems good timing for the September session.

And, separately, I would like to have an electronic packet we can share with medical professionals and other advocates we ask to testify at one of the sessions. I was going to start reaching out today, but I felt that I needed something ready — a letter, brochure, what else? — that we could send right along once we make

a contact. Thoughts on something like that? I don't have anything I can share at this point, but we are working on a flyer to use at the National Tobacco Conference later this month. Will have something soon that might help you.

That's all for now, but I'm sure there will be more after the BOH meeting tomorrow.

Thanks all,
Marci

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