

From: Buzby, Maureen <mbuzby@cityofmelrose.org>
Sent: Jan 03, 2025 15:29:27.000000000 UTC
Subject: FW: South Australia situation
To: Chui, Anthony <achui@CityofMelrose.org>

FYI

From: Chris Bostic <bosticc@ash.org>
Sent: Friday, January 3, 2025 9:34 AM
To: Ken Elstein <kenelstein@gmail.com>; Jon Berrick <tobaccofreegeneration@gmail.com>
Cc: John Maa <maa_john@yahoo.com>; Jim Gogek <jg@jimgogek.com>; Tamu Green <tamu@eqwi.us>; Neil Sircar <neil.sircar@mitchellhamline.edu>; Anthony Ishak <aishakpharmd@yahoo.com>; Silbaugh, Katharine B <silbaugh@bu.edu>; Richard Daynard <r.daynard@phaionline.org>; Carolyn Dresler <cmdresler@gmail.com>; Lissy Friedman <lissyfriedman@phaionline.org>; Mark Gottlieb <mark@phaionline.org>; Meaney, Mark <mark.meaney@mitchellhamline.edu>; mchouhms@gmail.com; Buzby, Maureen <mbuzby@cityofmelrose.org>; Winickoff, Jonathan P., MD, MPH <jwinickoff@mgh.harvard.edu>
Subject: RE: South Australia situation

From what I understand, Labrador/Newfoundland is also considering TFG (I believe both Canadian provinces are considering NFG, technically).

On the topic of nomenclature, this is something we've struggled with. I don't think we will find one term that is universally understood and recognized. In some cases, it depends on legal definitions hidden deep in national law. For example, the UK is considering TFG, which actually fits with their definition of "tobacco," even though most other places would call it SFG. Perhaps people in MA don't need to worry about what similar but different laws are called in the UK, New Zealand and Australia, and vice versa?

On the topic of which harms to address, I hope we can all (globally) agree that cigarettes/combustibles are the priority. Given my druthers, I will always choose all nicotine products, but I will also support SFG if that's all I can get. For Project Sunset, we work hard to avoid a situation in which cigarettes remain on the market simply because of in-fighting within the public health community. In the U.S. in particular, cigarettes are responsible for virtually 100% of tobacco-related deaths, and this is true in all but a few countries. Addiction is a harm, and an addiction-based business model is unacceptable. But preventing an endgame law because it covers only combustibles costs lives.

I say all this because within a few weeks a state (not MA) endgame bill will be introduced that will cause a bit of a maelstrom. I'll share when public.

Happy New Year,
Chris

From: Ken Elstein <kenelstein@gmail.com>
Sent: Thursday, January 2, 2025 10:54 PM
To: Jon Berrick <tobaccofreegeneration@gmail.com>
Cc: John Maa <maa_john@yahoo.com>; Jim Gogek <jg@jimgogek.com>; Tamu Green <tamu@eqwi.us>; Neil Sircar <neil.sircar@mitchellhamline.edu>; Anthony Ishak <aishakpharmd@yahoo.com>; Silbaugh, Katharine B <silbaugh@bu.edu>; Chris Bostic <bosticc@ash.org>; Richard Daynard <r.daynard@phaionline.org>; Carolyn Dresler <cmdresler@gmail.com>; Lissy Friedman <lissyfriedman@phaionline.org>; Mark Gottlieb <mark@phaionline.org>; Meaney, Mark <mark.meaney@mitchellhamline.edu>; mchouhms@gmail.com; Buzby, Maureen <mbuzby@cityofmelrose.org>; Winickoff, Jonathan P., MD, MPH <jwinickoff@mgh.harvard.edu>
Subject: Re: South Australia situation

For what it is worth, I like "Nicotine Free Generation".

1. "Smoke-free" runs into issues regarding marijuana, which we don't want to argue;
2. "Tobacco-free" omits some of the alternate forms the industry creates;
3. "Nicotine-free" emphasizes the addictive substance, which appeals to those working against other addictions.

We should choose a name that most helps us to advance the cause, especially in Massachusetts.

BTW: We had Canadian visitors last week, who pointed out Prince Edward Island is considering TFG (page 9 in the link):

<https://www.princeedwardisland.ca/sites/default/files/publications/202405_live_well_pei_consultation_paper_draft_v3.3_eng-cpho.pdf> The British enactment later this year will likely create more opportunities. Our experiences here in our 12 municipalities will help inform the conversations.

On Thu, Jan 2, 2025 at 10:38 PM Jon Berrick <tobaccofreegeneration@gmail.com> wrote:

Interesting point.

UK & New Zealand (where attitudes to vapes have been more indulgent) typically refer to their policies as Smoke-Free Generation. Philippines used Tobacco-Free Generation, and researchers, as in this article, often use TFG as an umbrella term (see Slide 2 of the attached).

It's the "-Free Generation" that I find people struggle to get their head around. The rest of the name depends on what people see as the major harm to address, and there's no global consensus on that.

Jon

On Fri, 3 Jan 2025 at 13:16, John Maa <maa_john@yahoo.com> wrote:

Thanks for sharing. Someone should clarify the TFG vs NFG aspect so the general public doesn't get confused

Happy new year everyone, JM

On Thursday, January 2, 2025 at 05:11:33 PM PST, Jon Berrick <tobaccofreegeneration@gmail.com> wrote:

The [following article](#) has just appeared in *Tobacco Control*.

Oceania

Australia: 'Lifeline for a young, healthy generation': South Australia considers tobacco-free generation age restrictions

The Australian state of South Australia is currently considering legislative reforms that will put in place a Tobacco-Free Generation (TFG) policy, precluding the sale and supply of tobacco products to people born on or after 1 January 2007. This [tobacco control policy](#) approach aims to bring the tobacco epidemic to an end, and is strongly supported by peak health bodies across Australia.

The [Tobacco and E-Cigarette Products \(Miscellaneous\) Amendment Bill 2024](#) is a Private Members Bill introduced by independent Hon. Frank Pangallo Member of Legislative Council (Upper House of the South Australian Parliament), which passed through the state Legislative Council on 25 September 2024. The Bill faced no opposition by the major political parties, and was openly supported by one, the Greens. Both houses must pass the bill before it can be signed into law. As it is likely to be considered by the House of Assembly (Lower House) by early 2025, the cutoff date may require updating, and access to therapeutic supply of electronic cigarettes further consideration.

In the same week, South Australia passed [further tobacco control reforms](#) introduced by the Labour government to reduce secondhand exposure to tobacco and vaping products and increase licensing controls and penalties for illegal sale and supply of tobacco products. There is a fertile context in which to implement a TFG policy, with both Commonwealth and State Government actively progressing tobacco control policy reforms, and a [State Tobacco Control Strategy](#) that aims to achieve smoking prevalence of 6% by 2027.

Despite this progress, modelling shows that Australia's targets for tobacco smoking prevalence are [unlikely to be met](#) with business as usual approaches. The TFG policy could therefore be a critical public health tool for phasing out consumer use of tobacco, making these products a relic of the past, much as Australia has done with [lead paint](#), [asbestos](#), [leaded fuel](#), and [engineered stone](#).

South Australia would be the first Australian state or territory to enact a TFG policy and would follow groundwork laid by Tasmania, which was the first jurisdiction globally to attempt to introduce a TFG policy. [Evidence](#) and [logic](#) suggests that a TFG policy is an important part of a comprehensive strategy to minimise smoking uptake and meet

smoking prevalence targets. Modelling from Aotearoa/New Zealand indicates that this can contribute substantial [decreases](#) in smoking prevalence, with a strong [pro-equity impact](#). The United Kingdom [Khan review](#) considered this a 'critical intervention' to make smoking obsolete.

Importantly, this proposed policy will help provide young people with protection from future addiction and future harm from tobacco products. Over time it is [likely to minimise](#) smoking uptake and eliminate any possible 'rite of passage' effect, which can occur with simple age limits for sales. Furthermore, as a standalone measure, a TFG policy [denormalises tobacco](#), which supports cessation outcomes.

A TFG policy also clearly signals that tobacco is a uniquely hazardous product, requiring the most stringent regulatory approaches.

Joshua Trigg, Researcher in Public Health

Flinders Health and Medical Research Institute, Flinders University, South Australia.

joshua.trigg@flinders.edu.au

Jacqueline Bowden, Director of the National Centre for Education and Training on Addiction

Flinders University, South Australia.

Richard Edwards, Professor of Public Health, Co-Director ASPIRE Aotearoa Research Centre

University of Otago, Wellington, New Zealand

Billie Bonevski, Director of the Flinders Health and Medical Research Centre, Dean of Research

Flinders University, South Australia.

Ethics statements

Patient consent for publication

Not applicable.

Ethics approval

Not applicable.

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