

From: Brush, Mary (DPH) <mary.brush@mass.gov>

Sent: May 23, 2025 16:12:16.000000000 UTC

Subject: FW: The Maldives Passes National Phase Out of Tobacco Products

To: Anglin, Neville <nanglin@springfieldcityhall.com>; 'Bob Collett' <bcollett@capecod.gov>; Bonny Carroll <bcarroll@somervillema.gov>; Cesar Pungirum <cpungirum@lowellma.gov>; Harding, Nikysha <NHarding@bphc.org>; 'Jennifer Do-Teixeira' <jteixeira@fallriverma.org>; Jim Wilusz <Jim@tritownhealth.org>; Joan Hamlett <leominsterbohtca@hotmail.com>; Joyce Redford <jredford@salem.com>; Kate Fletcher <kate@tritownhealth.org>; Kathleen Mahoney ; Maureen Buzby <mbuzby@cityofmelrose.org>; Megan DaCosta ; Merridith Oleary <molearypvtc@gmail.com>; Parivallal Thillaigovindan <pthillaigovindan@framinghamma.gov>; Reilly Ellis <rellis@brooklinema.gov>; Ronald Beauregard <rbeauregard@andoverma.gov>; Tahycha Soto <tsoto@burlington.org>

FYI

From: Megan Manning, ASH <info@ash.org>
Sent: Friday, May 23, 2025 12:11 PM
To: Brush, Mary (DPH) <mary.brush@mass.gov>
Subject: The Maldives Passes National Phase Out of Tobacco Products

CAUTION: This email originated from a sender outside of the Commonwealth of Massachusetts mail system. Do not click on links or open attachments unless you recognize the sender and know the content is safe.



The Maldives Passes National Phase Out of Tobacco Products

WASHINGTON, DC – MAY 23, 2025 – On May 21, Maldives President Dr. Mohamed Muizzu made history by strengthening protections for his 525,994 citizens from the aggressive and deadly tobacco industry. President Muizzu ratified the Second Amendment to the [Tobacco Control Act \(Act No. 15/2010\)](#), which included a landmark generational ban on the sale of tobacco products, protecting future generations from the harmful effects of tobacco.

No one born on or after January 1, 2007 will ever be able to buy tobacco products in the Maldives. This is a truly life-saving policy for generations to come.

Globally, the adopted policy is known as a Tobacco-Free Generation (TFG) policy, under the overarching Tobacco Endgame movement. Endgame policies seek to phase out the sale of tobacco products through a variety of policies that regulate sales and retailers.

“The Maldives is a global leader in the tobacco endgame movement, truly prioritizing the health of their citizens,” said Laurent Huber, Executive Director of Action on Smoking and Health. “We hope to see more jurisdictions follow their lead to pass robust endgame policies.”

“In Massachusetts, our community of advocates have helped 16 towns to date pass Nicotine-Free Generation (NFG) as of May 23, 2025. Now, we welcome the Maldives to this important endgame movement,” said Maureen Buzby, Tobacco Prevention Program Coordinator, City of Melrose, MA. “The children in this world deserve to grow up in a tobacco-free world. Let’s keep this spreading.”



**Share this news on social media or Like, Comment, and Share
ASH's posts:**

[Facebook](#) | [Twitter/X](#) | [LinkedIn](#) | [BlueSky](#)

The Maldives enhanced their endgame policy by also banning the import, possession, and use of machinery for tobacco production, as well as electronic cigarettes, vaping devices, and related accessories. Their policy also boldly prohibits all forms of tobacco advertising, sponsorship, and promotional activities, a key element of the global tobacco treaty – the WHO Framework Convention on Tobacco Control.

Balanga City in the Philippines was the first to pass a TFG law, and 16 towns in Massachusetts have joined them. There are four U.S. state bills currently pending. New Zealand passed such a law in 2022, but the measure was rescinded in 2024 after a change in government.

Action on Smoking and Health (ASH) applauds the Maldives for prioritizing the health of their citizens over the deadly profits and interests of Big Tobacco.

ACTION ON SMOKING AND HEALTH

Founded in 1967, Action on Smoking and Health (ASH) is America's oldest anti-tobacco organization, dedicated to a world with ZERO tobacco deaths. Because tobacco is the leading cause of preventable death worldwide, ASH supports bold solutions proportionate to the magnitude of the problem. <https://ash.org>

Follow Us:



Action on Smoking and Health (ASH)
1250 Connecticut Ave, NW
7th Floor

Washington, DC 20036
United States
(202) 659-4310
[unsubscribe](#)

****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.****