

From: Buzby, Maureen <mbuzby@cityofmelrose.org>

Sent: Sep 30, 2025 16:29:58.000000000 UTC

Subject: RE: Draft handout: Responses to Big Tobacco on NFG

To: Kate Silbaugh <kbsilbaugh@gmail.com>; Ken Elstein <kenelstein@gmail.com>

Cc: Anthony Ishak <aishakpharmd@yahoo.com>; Mark Gottlieb <mark@phai.org>; Zachary Rich <zachary.rich@bmc.org>

Terrific suggestions, Kate.

From: Kate Silbaugh <kbsilbaugh@gmail.com>
Sent: Tuesday, September 30, 2025 11:59 AM
To: Ken Elstein <kenelstein@gmail.com>
Cc: Anthony Ishak <aishakpharmd@yahoo.com>; Mark Gottlieb <mark@phai.org>; Zachary Rich <zachary.rich@bmc.org>; Buzby, Maureen <mbuzby@cityofmelrose.org>
Subject: Re: Draft handout: Responses to Big Tobacco on NFG

Two thoughts. This leans heavily into economic arguments. Maybe that's fine since it is an impediment for boards. But I'd think some discussion of it as a movement, of AMA and MA Medical Society endorsement, could be good. I'd put it before getting into the economic arguments. Maybe say adopted in 17 municipalities already ranging from Belchertown to Chelsea to Somerville. [those examples are each chosen for a reason: western, lower income, big and urban.]

Also, when mentioning economic arguments, note that nicotine users are locked into spending many thousands of hard earned dollars each year on nicotine, and those dollars will come back into the economy in more productive ways.

When mentioning that it is gradual for convenience stores, I think it is worth saying "who will not lose a single existing customer."

On Fri, Sep 26, 2025 at 7:24 PM Ken Elstein <kenelstein@gmail.com> wrote:

Maureen and I have been discussing how to reach out to towns that have heard from nicotine-advocates (like South Hadley) or will hear (like Buckland/Shelburne and the Tri-Towns).

As Maureen wrote, "We need to be more out in front of the opposition before they make their argument. He who strikes first may win. It's hard to beat back an idea that has already been planted in someone's head."

I included all of Maureen's suggestions on my original draft, both on language and on font size.

Please review and comment. I expect to snail-mail this to the homes of South Hadley BoH members this week, along with a cover letter and perhaps the FAQ.

-- Ken

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