

From: Buzby, Maureen <mbuzby@cityofmelrose.org>
Sent: Feb 21, 2025 16:00:49.000000000 UTC
Subject: RE: Somerville
To: Bonny Carroll <bcarroll@somervillema.gov>

Great summary.

I'll have to reach out to the Everett Board member who found me on Facebook and asked me some follow up questions after we presented way back when.

I'll send you a sample legislative delegation support letter.

I did not send any "educational" materials to retailers ahead of time. Many in-person visits and the hand-delivered official notice of public hearing.

We did not have any materials at the time I was doing NFG in my region. We were flying by the seat of our pants. We did not have the NFG one-pager or the FAQ. I would consider sending some version of that if I were doing NFG rollout now. We do want to be careful of the FAQ. It helps spell out our approach and we may not want it in the hands of our opponents. Not that they are not aware of what our arguments are. We just don't have to spoon-feed them. I would get some advice on what to say and perhaps what not to say but it's a good starting place. I would think one of the TA's could help. They weren't helping me at the time.

Good work!

MB

From: Bonny Carroll <bcarroll@somervillema.gov>
Sent: Friday, February 21, 2025 10:45 AM
To: Buzby, Maureen <mbuzby@cityofmelrose.org>; Ginny Chadwick <ginnychadwick@brandeis.edu>
Cc: Ken Elstein <kenelstein@gmail.com>; Katharine Silbaugh <kbsilbaugh@gmail.com>; Anthony Ishak <aishakpharmd@yahoo.com>; Mark <mark@phai.org>; Jonathan Winickoff <JWINICKOFF@mgh.harvard.edu>; Chui, Anthony <achui@CityofMelrose.org>; Isabel Tashie <isabeltashie@gmail.com>; Savage, Thomas L. <tlsavage@mgh.harvard.edu>; MacDonald, Jeanne L., MD <jlmacdonald@mgb.org>; Stover-pepe, Diane <stoverd@mskcc.org>; Zachary Rich <zachary.rich@bmc.org>; Sigalle Reiss <sreiss@brooklinema.gov>
Subject: RE: Somerville

Yes—we have youth lined up. Of course, more is better in these circumstances so Somerville youth would be my first choice but others have proven to provide even broader perspectives. So, if you have interested ones, yes.

CHA did send a letter of support.

Thank you for the reminder to ask Christine Berber. Yes, to copies of your letters. I'll ask Pat Jehlen as well.

Samples of educational letters that were sent to retailers before a hearing in towns that adopted would be useful because I think the Mayor's office wants us to do that.

On another note: I presented NFG again in a less formal way to Everett Board of Health on Monday night and answered questions. There is opposition for sure but also interest in how many other municipalities have done it so far. And discussion about why the state hasn't yet and isn't it just better to wait until they do? How many municipalities must do it before the state does using T21 and Flavors as an example. I sent info about how many had done it before the state did. Just FYI

From: Buzby, Maureen <mbuzby@cityofmelrose.org>
Sent: Thursday, February 20, 2025 7:20 PM
To: Bonny Carroll <bcarroll@somervillema.gov>; Ginny Chadwick <ginnychadwick@brandeis.edu>
Cc: Ken Elstein <kenelstein@gmail.com>; Katharine Silbaugh <kbsilbaugh@gmail.com>; Anthony Ishak <aishakpharmd@yahoo.com>; Mark <mark@phai.org>; Jonathan Winickoff <JWINICKOFF@mgh.harvard.edu>; Chui, Anthony <achui@CityofMelrose.org>; Isabel Tashie <isabeltashie@gmail.com>; Savage, Thomas L. <tsavage@mgh.harvard.edu>; MacDonald, Jeanne L., MD <jlmacdonald@mgb.org>; Stover-pepe, Diane <stoverd@mskcc.org>; Zachary Rich <zachary.rich@bmc.org>; Sigalle Reiss <sreiss@brooklinema.gov>
Subject: RE: Somerville

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Yay!

I think you have youth lined up, right? Better to have local youth but let me know if you would like any other youth there.

Also, did you get Christine Barber to submit a letter of support? Do you want a copy of the letters I got from our legislative delegation? And I'm drawing a blank, did CHA already send a letter of support?

Give us our marching orders. Tell us what you need.

Thanks,
Maureen

From: Bonny Carroll <bcarroll@somervillema.gov>
Sent: Thursday, February 20, 2025 6:56 PM
To: Ginny Chadwick <ginnychadwick@brandeis.edu>
Cc: Ken Elstein <kenelstein@gmail.com>; Katharine Silbaugh <kbsilbaugh@gmail.com>; Anthony Ishak <aishakpharmd@yahoo.com>; Mark

<mark@phai.org>; Jonathan Winickoff <JWINICKOFF@mgh.harvard.edu>; Chui, Anthony <achui@CityofMelrose.org>; Isabel Tashie <isabeltashie@gmail.com>; Savage, Thomas L. <tlsavage@mgh.harvard.edu>; MacDonald, Jeanne L.,MD <jlmacdonald@mgb.org>; Stover-pepe, Diane <stoverd@mskcc.org>; Zachary Rich <zachary.rich@bmc.org>; Sigalle Reiss <sreiss@brooklinema.gov>; Buzby, Maureen <mbuzby@cityofmelrose.org>
Subject: Re: Somerville

Hi All

Somerville feels confident with the model reg draft to go ahead to the public hearing next month. The draft of course includes NFG.
Bonny

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From: Bonny Carroll
Sent: Thursday, February 20, 2025 5:55:50 PM
To: Ginny Chadwick <ginnychadwick@brandeis.edu>
Cc: Ken Elstein <kenelstein@gmail.com>; Katharine Silbaugh <kbsilbaugh@gmail.com>; Anthony Ishak <aishakpharmd@yahoo.com>; Mark <mark@phai.org>; Jonathan Winickoff <JWINICKOFF@mgh.harvard.edu>; Chui, Anthony <achui@CityofMelrose.org>; Isabel Tashie <isabeltashie@gmail.com>; Savage, Thomas L. <tlsavage@mgh.harvard.edu>; MacDonald, Jeanne L.,MD <jlmacdonald@mgb.org>; Stover-pepe, Diane <stoverd@mskcc.org>; Zachary Rich <zachary.rich@bmc.org>; Sigalle Reiss <sreiss@brooklinema.gov>; Maureen Buzby <mbuzby@cityofmelrose.org>
Subject: RE: Somerville

All good points! Thanks, Ginny We'll see how it goes. The regs have been changed now 5 times! But we're on it. ☺

From: Ginny Chadwick <ginnychadwick@brandeis.edu>
Sent: Thursday, February 20, 2025 5:38 PM
To: Bonny Carroll <bcarroll@somervillema.gov>
Cc: Ken Elstein <kenelstein@gmail.com>; Katharine Silbaugh <kbsilbaugh@gmail.com>; Anthony Ishak <aishakpharmd@yahoo.com>; Mark <mark@phai.org>; Jonathan Winickoff <JWINICKOFF@mgh.harvard.edu>; Chui, Anthony <achui@CityofMelrose.org>; Isabel Tashie <isabeltashie@gmail.com>; Savage, Thomas L. <tlsavage@mgh.harvard.edu>; MacDonald, Jeanne L.,MD <jlmacdonald@mgb.org>; Stover-pepe, Diane <stoverd@mskcc.org>; Zachary Rich <zachary.rich@bmc.org>; Sigalle Reiss <sreiss@brooklinema.gov>; Maureen Buzby <mbuzby@cityofmelrose.org>
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Thanks Bonny, can G. Oral Nicotine Pouches be an AND/OR instead of an OR? Might be something said during the discussion.

THOUGHT FOR GROUP FOR FUTURE: Adult only stores at 21. Why not match the age of a person born after date? (might have already been discussed but seems odd to me as I read the codes.

Assuming we are not touching Smoking Accessories due to cannabis...

Love the non-criminal citation with a local fine amount. V. Violations, 1. a still says penalty for age of sale at 21. This would appear to me to need corrected to the person born age.

Ginny Chadwick, MPH, MA
She/Her/Hers
Doctoral Student in Behavioral Health
Heller School for Social Policy & Management
Brandeis University
Cell: (573)999-2641

On Feb 20, 2025, at 4:44 PM, Bonny Carroll
<bcarroll@somervillema.gov> wrote:

Here it is.

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From: Ginny Chadwick <ginnychadwick@brandeis.edu>
Sent: Thursday, February 20, 2025 4:30:29 PM
To: Bonny Carroll <bcarroll@somervillema.gov>
Cc: Ken Elstein <kenelstein@gmail.com>; Katharine Silbaugh <kbsilbaugh@gmail.com>; Anthony Ishak <aishakpharmd@yahoo.com>; Mark <mark@phai.org>; Jonathan Winickoff <JWINICKOFF@mgm.harvard.edu>; Chui, Anthony <achui@CityofMelrose.org>; Isabel Tashie <isabeltashie@gmail.com>; Savage, Thomas L. <tsavage@mgm.harvard.edu>; MacDonald, Jeanne L.,MD <jlmacdonald@mgb.org>; Stover-pepe, Diane <stoverd@mskcc.org>; Zachary Rich <zachary.rich@bmc.org>; Sigalle Reiss <sreiss@brooklinema.gov>; Maureen Buzby <mbuzby@cityofmelrose.org>
Subject: Re: Somerville

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Can you send a draft of the ordinance Bonny? I don't find it online.

Ginny Chadwick, MPH, MA
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On Feb 20, 2025, at 3:09 PM, Buzby, Maureen
<mbuzby@cityofmelrose.org> wrote:

From: Bonny Carroll
<bcarroll@somervillema.gov>
Sent: Thursday, February 20, 2025 2:21 PM
To: Ken Elstein <kenelstein@gmail.com>;
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Rich <zachary.rich@bmc.org>; Sigalle
Reiss <sreiss@brooklinema.gov>
Subject: Somerville

Hi All,
As you know tonight Somerville will
discuss adopting model regulations (that
include NFG), but specifically the fining
structures for violations. Cheryl Sbarra and

I am prepared to answer their questions. Hopefully, this will lead to a public hearing on March 20th.

Today the health director, Karin Carroll, told me she met with department heads for their regular meeting and NFG came up. It seems there is at least one Council member opposed, concerned about businesses. And the economic development director is concerned that given the immigrant crisis, this might not be the right time to do something like this. This person meets regularly with businesses. I'm sure others receiving this email will chime in but it is important to emphasize the slow roll-out. That this policy is correctly called a generational policy. It will take a generation to have its full impact. There will be minimal losses to retailers each year because this does not affect those customers who can legally buy now. They will still be able to buy. It only affects those who turn 21 AFTER the policy effective date. And not all who turn 21 in any given year. Only those that would have become nicotine users. It is incremental unlike the flavor ban which ended ALL flavored product sales on the effective date of the law. This gives retailers time to adjust to slightly smaller sales each year.

Karin is on board and will schedule a meeting with the development director, the city health communications director, and myself to answer their questions.

Some of the questions she wants to answer are the typical ones that are on the FAQ sheets and/ or in other resources listed in the Google Doc.

But ones that I don't see are :

Do communities generally send educational letters before the hearing to retailers? I know we do that for general regulations sometimes. Would we for this? I felt it was important to follow our

established protocols. And even go beyond what we would normally do. But certainly not do less than we would normally do. We were accused of getting this policy passed “in the dark of night”, which is certainly not the case.

I can't speak for other communities but I can share what we did in our communities. We sent emails and/or letters via USPS to all permitted retailers advising that a public hearing would be held. We also posted the public hearing, of course. In addition, I hand-delivered a hard copy of the official hearing notice to every single retailer (as you and I did in Chelsea). Those visits especially provided an opportunity for further discussion about the policy and a reminder that while attendance at the public hearing was not required all were welcome. I don't believe there were any advance news articles though the hearings and later on the Boards' votes did receive press coverage, not just locally but in state-wide publications as well.

Are there ever press releases done before the hearing? I do believe most communities are posting in local news publications though for most of us our local papers have very small circulation.

Good luck. Let us know what else we can do.

Thanks
Bonny

Bonny Carroll
Bonny Carroll
Director
Six City Tobacco Initiative

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