

From: John Maa <maa_john@yahoo.com>

Sent: Jul 17, 2025 12:50:08.000000000 UTC

Subject: Re: Media coverage

To: anthony ishak <aishakpharmd@yahoo.com>

Cc: Richard Daynard <r.daynard@phaionline.org>; Maureen Buzby <mbuzby@cityofmelrose.org>; Tamu Green <tamu@eqwi.us>; Michael Chou <michaelfchou@gmail.com>; Katharine Silbaugh <silbaugh@bu.edu>; Chris Bostic <bosticc@ash.org>; Mark Meaney <mark.meaney@mitchellhamline.edu>; Mark Gottlieb <mark@phaionline.org>; Carolyn Dresler <cmdresler@gmail.com>; Jon Berrick <tobaccofreegeneration@gmail.com>; Henry Dorkin <hdorkinmd@pedspulmonology036.com>; Alan Hartford <achartford@gmail.com>; Jonathan Winickoff <JWINICKOFF@mg.harvard.edu>; Sarah Cabrera Saunders <sarah@eqwi.us>

Agreed about media - outline below is for Boston statewide push.

The path through the smaller towns doesn't require this strategy below - you've succeeded in 18 towns without it

I was elected to political office in SF in March - so no plans to move to Boston presently. I have a superstar pediatric surgeon advocate at Mass General who has passed about a dozen statewide bills - he is interested to join the effort as of this am

I shared the AMA letter with AHA CEO yesterday and also Michael Bloomberg's team.

I am working with the Hawaii Governor and a team in the ground in Oahu to move TFG forward there both in Honolulu and statewide.

Race you to the finish! I will focus on Massachusetts and California NFG now

On Jul 17, 2025, at 4:44 AM, anthony ishak <aishakpharmd@yahoo.com> wrote:

1. I think broad PR is the opposite of how we want to go. We need to reach 330+ local community decisionmakers. Resources that go directly to them are more urgent. This is not a public referendum. Once we advance closer to the floor then more PR can be used, but in the US news is news for a day then is overtaken in the news cycle. I'd be curious in actual numbers for how many viewed the clip in a state of 7 million.

2. Having letters from reputable people sent to the chair would be helpful.

3. John, we welcome your interest in Mass. Will you be moving here soon or would like to join our community? You can help attend meetings with our local people or do outreach to reach our immediate goals.

I would propose an email digest option. We have one super utilizer of email and this would reduce email burden.

Anthony

On Jul 16, 2025, at 11:54 PM, John Maa <maa_john@yahoo.com> wrote:

Greetings:

Great work everyone. Keep moving forward

- 1) communications strategy for Boston Globe, CNN Opeds, newspaper ads
- 2) plan a press conference. With posters, buttons, stickers, t-shirts
- 3) lobbyist to meet with as many staff in the Capitol to push for votes - and whip the votes
- 4) Need CTFK, AHA, ALA, ACS - this message was sent by CTFK to about 65 email recipients in California with updates and call to action
- 5) why Bloomberg could be helpful down the road.

I have started the path forward in Hawaii this week for 2026 along these lines

There is a huge backstory to why AB 957 failed in Sacramento this year. It failed despite NO ELECTED OFFICIAL VOTING AGAINST THE BILL!!!!

Good afternoon!

*I am following up with news on **AB 957 (Ortega) and AB 573 (Rogers)**, which are co-sponsored by the Campaign for Tobacco-Free Kids, American Cancer Society Cancer Action Network, American Heart Association, and American Lung Association.*

***AB 957**, which would block pharmacies from purchasing a tobacco retailer license, will not advance this year. The bill failed passage in the Senate Business, Profession and Economic Development Committee on June 30th. It is now a two-year bill and will be introduced again during the 2026 legislative session.*

***AB 573** would increase the state tobacco retailer license fee to sustain CDTFA's flavored tobacco compliance and seizure program. The bill passed the Senate Revenue and Taxation Committee on July 9 (4-0) and was placed on the Senate Appropriations Suspense file for a hearing on **Monday, August 18th at 10 a.m.** **Please send letters of support to the Chair of the Appropriations Committee.** A template letter and policy brief are attached.*

Feel free to reach out if you have any questions!

Campaign for Tobacco-Free Kids

On Jul 16, 2025, at 7:46 PM, Richard Daynard
<r.daynard@phaionline.org> wrote:

The StateHouse News Service article, attached to John's email below, does seem to be a genuine news article rather than an elaboration of a tobacco industry PR release: while he does give both sides of the issue, he doesn't pretend that they're equally meritorious. I agree with John that next time around (or even sooner, as with possible letters to the editor), we need to have a professional PR person approaching the reporters in advance.

On Wed, Jul 16, 2025 at 10:27 PM John attachedMaa

<maa_john@yahoo.com> wrote:

Yes the invisible hand of Big Tobacco

Need to counter their efforts in the media

Can people send letters to the editor with their three minute scripts?

Sent from my iPhone

On Jul 16, 2025, at 7:12 PM, Buzby, Maureen

<mbuzby@cityofmelrose.org> wrote:

Thanks, John.

There has been a fair amount of coverage across the state. A not-so-helpful Boston Herald article (no surprising). More negative than positive coverage.

Commonwealth Beacon article.

Channel 10 was in the hearing room and had tv coverage. And many local papers carried a version of the Herald article.

Need more balanced reporting.

Oen news article said “dozens of retailers protested. There were NOT dozens of retailers. A few. Single digits.

From: John Maa <maa_john@yahoo.com>

Sent: Wednesday, July 16, 2025 9:44 PM

To: Buzby, Maureen

<mbuzby@cityofmelrose.org>

Cc: Tamu Green <tamu@eqwi.us>; Michael Chou <michaelfchou@gmail.com>; Katharine Silbaugh <silbaugh@bu.edu>; Chris Bostic <bosticc@ash.org>; Mark Meaney <mark.meaney@mitchellhamline.edu>; Richard Daynard <r.daynard@phaionline.org>; Mark Gottlieb <mark@phaionline.org>; Carolyn Dresler <cmdresler@gmail.com>; Jon Berrick <tobaccofreegeneration@gmail.com>; Henry Dorkin

<hdorkinmd@pedspulmonology036.com>; Alan
Hartford <achartford@gmail.com>; Anthony
Ishak <aishakpharmd@yahoo.com>; Jonathan
Winickoff <JWINICKOFF@mgh.harvard.edu>;
Sarah Cabrera Saunders <sarah@eqwi.us>
Subject: Re: Early meeting of TFG Brain Trust

<image001.jpg>

[Mass May Become First State to Completely Ban
Tobacco Sales | Franklin Observer](#)

franklinobserver.town.news

Someone in Boston just sent this to me

I will join if someone sets up a call!

Sent from my iPhone

On Jul 16, 2025, at 6:04 PM, Buzby,
Maureen
<mbuzby@cityofmelrose.org>
wrote:

I'm on vacation the next two
weeks but will "attend" any
virtual meetings that you guys
organize.

I am getting more excited about
the increased involvement.
Thank you all!

Maureen

From: Tamu Green
<tamu@eqwi.us>
Sent: Wednesday, July 16,
2025 6:30 PM
To: Michael Chou
<michaelfchou@gmail.com>
Cc: John Maa
<maa_john@yahoo.com>;
Katharine Silbaugh
<silbaugh@bu.edu>; Chris
Bostic <bosticc@ash.org>;
Mark Meaney
<mark.meaney@mitchellhamline.edu>;
Richard Daynard
<r.daynard@phaionline.org>;
Mark Gottlieb
<mark@phaionline.org>;
Carolyn Dresler
<cmdresler@gmail.com>;
Jon Berrick
<tobaccofreegeneration@gmail.com>;
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Alan Hartford
<achartford@gmail.com>;
Anthony Ishak
<aishakpharmd@yahoo.com>;
Jonathan Winickoff
<JWINICKOFF@mgh.harvard.edu>;
Buzby, Maureen
<mbuzby@cityofmelrose.org>;
Sarah Cabrera Saunders
<sarah@eqwi.us>
Subject: Re: Early meeting
of TFG Brain Trust

Hey everyone, I just wanted to let you know that one of my staff members, Sarah, will be working with Mike to get our emails better organized. As for taking meeting minutes, AI programs are great for that. I recommend Read AI, which is what gets used when I'm organizing the meetings. It will automatically send reports to everyone. I have a dentist appointment next Tuesday afternoon, which seems to be when some of you are

recommending a meeting, but even if I'm not able to attend (or if you just want MA folks there), I can ask Sarah to set up the meeting and include Read AI. Just let me know. Thanks, and great job on Monday -- you all make me so proud!

Best,

Tamu

On Wed, Jul 16, 2025 at 10:10 AM Michael Chou <michaelfchou@gmail.com> wrote:

Hi All,

I have been trying to get this thread off of my Harvard email address....or at least onto my gmail address otherwise I'm missing them.

Our emails need to be better organized, and unfortunately this thread still does not include everyone. Tamu, let's meet ASAP to get our emails organized. I can work with you to get that done.

Since the retailers are more organized than us, I think we need a meta meeting to plan.

John and I were talking about next steps, and I think we're in agreement that there's a need to have a clear MA strategy. Apologies if there is a playbook, but, if so, it's not

transparent to us. I also
don't think
either of us can spearhead
that.

We need an organizational
meeting sooner rather than
later. I'm
available Tues or Wed at
the usual time. Whenever
we meet, we need to
take and distribute minutes
to those who cannot make
it. I absolutely
cannot do that, though.

Best,
Mike

On 7/16/25 12:24 PM,
John Maa wrote:
> Sounds good. Mike Chou
has been the one pushing
for next steps here but will
leave to the local team!
>
> Hawaii is ready to move
next year too. Multi-state
plan in play now
>
> Sent from my iPhone
>
>> On Jul 16, 2025, at
9:07 AM, Silbaugh,
Katharine
<silbaugh@bu.edu> wrote:
>>
>> Developing an
approach to Massachusetts
really requires the
Massachusetts people to
huddle. It is my instinct
that Bloomberg, were we
fortunate enough to attract
his actual involvement,
would be premature and
we'd have to consider the
possibility that his
involvement would have
some negative impacts. It
is my sense that nothing is
going to happen in MA

until we get more municipalities, but I think Mark Gottlieb and Maureen Buzby (both on this thread) may have a more tuned sense of whether we are going all out in the State House this year, or instead planning to go all out next year. We still don't have the main health and anti-tobacco groups on board. Kate.

>>

>> -----Original Message--

>> From: Chris Bostic

<bostic@ash.org>

>> Sent: Wednesday, July 16, 2025 11:01 AM

>> To: John Maa

<maa_john@yahoo.com>;

Silbaugh, Katharine

<silbaugh@bu.edu>

>> Cc: alicia@eqwi.us;

Mark Meaney

<mark.meaney@mitchellhamline.edu>;

To: Michael Chou

<mchou@genetics.med.harvard.edu>;

mchouhms@gmail.com;

Richard Daynard

<r.daynard@phaionline.org>;

Lissy Friedman

<lissyfriedman@phaionline.org>;

Mark Gottlieb

<mark@phaionline.org>;

Carolyn Dresler

<cmdresler@gmail.com>;

Jon Berrick

<tobaccofreegeneration@gmail.com>;

Tamu Green

<tamu@eqwi.us>; Henry

Dorkin

<hdorkinmd@pedspulmonology036.com>;

Alan Hartford

<Achartford@gmail.com>;

Anthony Ishak

<aishakpharmd@yahoo.com>;

Jonathan Winickoff

<JWINICKOFF@mg.harvard.edu>

>> Subject: RE: Early meeting of TFG Brain Trust

>>

>> I can meet Tuesday at our regular time.

>>

>> Re: Bloomberg - we've been working on them, and talked to them in Dublin a few weeks ago. There's a plan in place with ASH, WHO, UICC and The Union to gently move them along, but they are not ready. All of their funding in the U.S. is funneled through CTFK, who is also not ready. I don't think there's any possibility of funding in the short and medium term.

>>

>> I feel like our best chance in the short term - especially with John's help - is AHA.

>> Cheers,

>> Chris

>>

>> -----Original Message--

>> From: John Maa

<maa_john@yahoo.com>

>> Sent: Wednesday, July 16, 2025 1:49 AM

>> To: Silbaugh, Katharine

<silbaugh@bu.edu>

>> Cc: Chris Bostic

<bosticc@ash.org>;
alicia@eqwi.us; Mark

Meaney

<mark.meaney@mitchellhamline.edu>;

To: Michael Chou

<mchou@genetics.med.harvard.edu>;

mchouhms@gmail.com;

Richard Daynard

<r.daynard@phaionline.org>;

Lissy Friedman

<lissyfriedman@phaionline.org>;

Mark Gottlieb

<mark@phaionline.org>;

Carolyn Dresler

<cmdresler@gmail.com>;

Jon Berrick

<tobaccofreegeneration@gmail.com>;

Tamu Green
<tamu@eqwi.us>; Henry
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Alan Hartford
<Achartford@gmail.com>;
Anthony Ishak
<aishakpharmd@yahoo.com>;
Jonathan Winickoff
<JWINICKOFF@mgh.harvard.edu>
>> Subject: Early meeting
of TFG Brain Trust
>>
>> Spoke to Mike Chou
tonight - wondering if we
should plan an early
meeting of Brain Trust next
week to see if there is
anything to do before the
end of the Legislative
session?
>>
>> If might be time to meet
with the bill authors and
ask if they would like to
meet with Michael
Bloomberg's time to
request financial support to
get this across the finish
line
>>
>> Great work everyone
>

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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
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Records Laws.****

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the stated exemptions under the Massachusetts Public
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Richard Daynard
University Distinguished Professor of Law
Northeastern University
President, Public Health Advocacy Institute

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stated exemptions under the Massachusetts Public Records Laws.****