

From: Mark Gottlieb <mark@phaionline.org>

Sent: Dec 02, 2024 17:05:03.000000000 UTC

Subject: Re: NFG Guidance Document

To: Chris Banthin <chrisbanthin@phaionline.org>; Cohen, Rachel (DPH) <rachel.cohen01@mass.gov>

Cc: Depina, Zendilli M (DPH) <Zendilli.M.Depina@mass.gov>; Buzby, Maureen <mbuzby@cityofmelrose.org>; Lisa Stevens-Goodnight <lstevensgoodnight@mma.org>; Mark Gottlieb <mark@phai.org>; Sarah McColgan <smccolgan@mhoa.com>; Cheryl Sbarra <sbarra@mahb.org>; Doane, Jacqueline (DPH) <jacqueline.doane@mass.gov>

I would strongly recommend NOT publishing this resource on the web. It should be shared directly with stakeholders and likely advocates either in print (I will start with a run of 100 copies) or via a locked PDF. There is no reason to share all of our counterarguments and strategic advice with the national retail sector of the tobacco industry.

Mark Gottlieb, Executive Director
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From: Chris Banthin <chrisbanthin@phaionline.org>

Sent: Monday, December 2, 2024 11:45 AM

To: Cohen, Rachel (DPH) <rachel.cohen01@mass.gov>

Cc: Depina, Zendilli M (DPH) <Zendilli.M.Depina@mass.gov>; Buzby, Maureen <mbuzby@cityofmelrose.org>; Lisa Stevens-Goodnight <lstevensgoodnight@mma.org>; Mark Gottlieb <mark@phai.org>; Sarah McColgan <smccolgan@mhoa.com>; Cheryl Sbarra <sbarra@mahb.org>; Doane, Jacqueline (DPH) <jacqueline.doane@mass.gov>

Subject: Re: NFG Guidance Document

Morning,

Here is a corrected version of the guide.

Going forward, our license to include the NEJM articles does not allow us to publish the guide online. (That's why the first page includes a copyright at the bottom.) We can email or distribute hard copies. We could post a version online, if folks think that would be helpful, without the NEJM article, but I think we're OK without posting it?

Best,

Chris

On Tue, Nov 26, 2024 at 5:51 PM Chris Banthin <chrisbanthin@phaionline.org> wrote:

Hi,

Thanks for all your input, reviews and edits. This Guide has been a lot of work, but now, we have a final version that looks great. It also includes the new FY2025 Model Regulations hot off the press that Sarah, Cheryl, Lisa and I completed this morning.

Please let me know if you have any additional edits by this Monday. After that, I think this Guide is ready for distribution.

Enjoy the holiday break.

Chris

On Mon, Nov 25, 2024 at 11:54AM Cohen, Rachel (DPH) <rachel.cohen01@mass.gov> wrote:

I worked off Zendilli's version and contributed just one comment and a few line edits.

The formatting of Appendix 2 should be addressed.

It has come together nicely.

-Rachel

Rachel Cohen, MPH
Sr. Health Communication Specialist
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My schedule may not be your schedule. Please don't feel obligated to respond if you receive this email outside your regular working hours.

From: Depina, Zendilli M (DPH) <Zendilli.M.Depina@mass.gov>

Sent: Friday, November 22, 2024 1:50 PM

To: Buzby, Maureen <mbuzby@cityofmelrose.org>; chris banthin <chrisbanthin@phaionline.org>; Lisa Stevens-Goodnight <lstevensgoodnight@mma.org>; Mark Gottlieb <mark@phai.org>; Sarah McColgan <smccolgan@mhoa.com>; Cheryl Sbarra <sbarra@mahb.org>; Doane, Jacqueline (DPH) <jacqueline.doane@mass.gov>; Cohen, Rachel (DPH) <rachel.cohen01@mass.gov>

Subject: Re: NFG Guidance Document

Hi,

Attached is the guide with my minor edits. I've also attached the most updated HEIA to include with it.

Zendilli Depina, MPH (she/her)
Senior Tobacco Prevention Programs Specialist
Massachusetts Tobacco Cessation and Prevention Program
Massachusetts Department of Public Health

250 Washington Street, Boston, MA 02108

zendilli.m.depina@mass.gov

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

Sent: Wednesday, November 20, 2024 11:19 AM

To: chris banthin <chrisbanthin@phaionline.org>; Lisa Stevens-Goodnight <lstevensgoodnight@mma.org>; Mark Gottlieb <mark@phai.org>; Sarah McColgan <smccolgan@mhoa.com>; Cheryl Sbarra <sbarra@mahb.org>; Depina, Zendilli M (DPH) <Zendilli.M.Depina@mass.gov>; Doane, Jacqueline (DPH) <jacqueline.doane@mass.gov>; Cohen, Rachel (DPH) <rachel.cohen01@mass.gov>

Subject: RE: NFG Guidance Document

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This looks great. So much thought and work. Thank you to all who worked on it. Sarah, thank you for the eagle eyes!

From: Chris Banthin <chrisbanthin@phaionline.org>

Sent: Wednesday, November 20, 2024 10:41 AM

To: Lisa Stevens-Goodnight <lstevensgoodnight@mma.org>; Mark Gottlieb <mark@phai.org>; Buzby, Maureen <mbuzby@cityofmelrose.org>; Sarah McColgan <smccolgan@mhoa.com>; Cheryl Sbarra <sbarra@mahb.org>; Depina, Zendilli M (DPH) <Zendilli.M.Depina@mass.gov>; Doane, Jacqueline (DPH) <jacqueline.doane@mass.gov>; Cohen, Rachel (DPH) <rachel.cohen01@mass.gov>

Subject: Re: NFG Guidance Document

Morning,

Here is an updated draft of the NFG Guide with edits from Sarah. Please try to provide your edits before Thanksgiving. Thank you.

Thank you also to Mark for securing permission to include the NEJM article with the guide. The record of the permission is included below.

Chris

We have permission from NEJM.
Order Summary

Licensee: Mark Gottlieb

Order Date: Nov 13, 2024

Order Number: 5907150264880

Publication: The New England Journal of Medicine

Title: Toward a Tobacco-free Generation — A Birth Date–Based Phaseout Approach

Type of Use: Book (basic rights)

Order Ref: 111224

Order Total: 0.00 USD

On Tue, Nov 12, 2024 at 8:30 AM Chris Banthin <chrisbanthin@phaionline.org> wrote:

Morning,

Here is the latest version of the NFG guidance document. It incorporates all the feedback/edits from our previous meeting. I think it's in near final form. Please let me know if you have any remaining changes before public distribution.

A few housekeeping items:

First, can we include a copy of the NHJM article in the appendix without permission from the journal's publishers? Mark - Would you ask Kate, since she is the lead author of the article, if the publisher will grant permission or if permission is needed?

Second, a few of us met on Friday to update the model regulation. Should we swap in that version?

Chris

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