

From: Shresta Chakilam <chakilamshresta@gmail.com>
Sent: Mar 18, 2025 18:36:57.000000000 UTC
Subject: Re: NFG Catchphrase/Slogan Ideas
To: Buzby, Maureen <mbuzby@cityofmelrose.org>

Hello Maureen, I would be available to have a call around 5:40 maybe if that works??

On Tue, Mar 18, 2025 at 10:50 AM Buzby, Maureen <mbuzby@cityofmelrose.org> wrote:

I have a rather long answer which I may wrote later or I may call you. It's one of those issues that is a bit complicated. Are you free any time this evening?

From: Shresta Chakilam <chakilamshresta@gmail.com>
Sent: Tuesday, March 18, 2025 7:50 AM
To: Buzby, Maureen <mbuzby@cityofmelrose.org>
Subject: Re: NFG Catchphrase/Slogan Ideas

Hi Maureen,

Is this really the strategy that is supported? Yes, gaining more public support may invite opposition from Big Tobacco, but it also strengthens our cause. When people see that we are actively pushing back, they will be more likely to join us and advocate for change.

Shouldn't we make it clear that Big Tobacco is in the wrong? I understand the concern that this might not pass, but if we build enough public pressure, how can towns justify saying no?

Would love to hear your thoughts!

Shresta Chakilam

On Tue, Mar 18, 2025 at 7:31 AM Ginny Chadwick <ginnychadwick@brandeis.edu> wrote:

Ken,

I could be misunderstanding but flier and slogan I thought was to outreach to youth within the tobacco youth groups?

Sent from my iPhone

On Mar 18, 2025, at 7:27 AM, Ken Elstein <kenelstein@gmail.com> wrote:

When I "joined" this group "long ago" (a few months ago), there was a loose consensus that we were going to function "under the radar" and not run a big public campaign. The fear was for a well-financed pushback by Big Tobacco, as opposed to the pathetic hundreds of form letters from Florida and Toledo, OH. Though I was never totally on board, that was the consensus at the time.

That never really worked, because we were getting frequent coverage in daily newspapers (e.g., *Globe*, *Springfield Republican*) and the *Christian Science Monitor*.

Having flyers and outreach to possibly thousands of people runs completely counter to an "under the radar" strategy. Though it is a reasonable plan -- and one that will require us to raise some money -- I think everyone should realize that this is a significant change in strategy. Personally, I would vote Yes on this change, but I would like to hear some responses, especially from those who were active in T-21.

PS: I noticed Kate and others were not on the original thread, which is a reflection that we need for better coordination. As this group grows quickly, this might become an issue.

On Tue, Mar 18, 2025 at 12:31 AM Ginny Chadwick
<ginnychadwick@brandeis.edu> wrote:

My preference is the last two.

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 Mar 17, 2025, at 7:33 PM, Shresta Chakilam
<chakilamshresta@gmail.com> wrote:

Hello everyone,

As we discussed in the meeting today, having a catchphrase could publicize NFG more. Here are some ideas:

- "NFG: Protecting The Future"
- "NFG: Building a Better Tomorrow"
- "Saving the Future, One Step at a Time"
- "NFG: Protecting Tomorrow, Today."
- "Building a Healthier Future, One Generation at a Time"
- "Fighting for a Nicotine-Free Tomorrow"
- "NFG: Healthier Lives for the Next Generation"

Let me know what you think!

Shresta C.

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