



# Town of Fairhaven

## Board of Health

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### ***Help Your Patients Who Use Menthol Flavored Tobacco Products***

It's a Massachusetts law: as of June 1, flavored tobacco, **including menthol**, is no longer sold in corner stores, grocery stores, gas stations, or other retail outlets.

#### ***Why No Menthol?***

This is a first in the nation policy aimed at improving the health of Massachusetts youth as well as the health of Black, Latinx, Asian, Native American, LGBTQ+, and behavioral health communities that have been unjustly targeted by the tobacco and vaping industries and excluded from previous legislation.

- To learn more about the marketing and dangers of menthol, visit the [No Menthol, Know Why](#) campaign website.
- To learn more about the tobacco industry's successful infiltration into the Black community, visit the website [www.blacklivesblacklungs.com](http://www.blacklivesblacklungs.com) which includes a link to the short film "Black Lives, Black Lungs."

**Massachusetts Smokers' Helpline is offering an incentive program to residents who use mentholated tobacco products**

#### **Menthol Incentive program details:**

- Residents will receive \$10 after completing the first coaching call, \$15 after the second coaching call, and \$25 after the third coaching call.
- If residents enroll online, they must complete coaching calls via telephone to receive the incentive(s).
- This incentive program may be time limited pending utility and availability of funds.
- In addition to the incentive program, up to 8 weeks of free Nicotine Replacement

Therapy is also available to residents who speak with a coach (once screened for medical eligibility).

- Patients are also encouraged to take advantage of the Helpline's full offerings including a total of 5 coaching calls, unlimited calls to the helpline, and online support.

**To access the MA Smokers' Helpline, MA residents can:**

- Call 1-800-QUIT-NOW
- Enroll online ([www.makesmokinghistory.org/quit-now](http://www.makesmokinghistory.org/quit-now))
- Be referred to the Helpline or by a healthcare, behavioral health provider, or social service provider (QUITWORKS, accessed via <https://ma.quitlogix.org/en-US/Just-Looking/Health-Professional/How-to-Refer-Patients>)