

BREATHING *matters*

A PUBLICATION OF BREATHE NEW HAMPSHIRE | SUMMER 2019

A LOOK AT VAPING UNVEILED™, 16 MONTHS LATER

Signature Program Aims to Prevent Youth Nicotine Addiction

In response to what the FDA and CDC have called an epidemic of vaping in youth, and requests from schools dealing with this issue, Breathe New Hampshire created Vaping Unveiled™, an educational program about the dangers of e-cigarettes, Juul, and other electronic nicotine delivery systems (ENDS) on still-developing brains and lungs. While combustible cigarette use among youth has declined over time, vaping is growing at an alarming rate, resulting in nicotine addiction.

Since March 2018, we've presented the program—with age-appropriate content for various audiences—in more than 150 locations, including: middle and high schools, colleges, medical centers, and to parents, educators (including school nurses, guidance counselors, health teachers and administrators), youth and community coalitions, at YMCAs, and Boys & Girls Clubs.

To evaluate our progress, we ask our audiences to share their perceptions of vaping anonymously.

"I'm not going to do anything stupid to hurt my lungs because I want to play sports"
-7th Grader

"Parents: your actions and words have far greater impact than you think"
-Youth Advisor



Biggest myth: Vaping is "safe"

Many teens and adults believe that vaping is safe when compared to combustible cigarettes, and that e-juice (which contains nicotine and other chemicals) that is heated and inhaled is only water and flavoring. This widely held perception about ENDS, Juul, and similar devices is false.

Breathe NH's Policy and Program Manager Kim Coronis presents Vaping Unveiled and said, "The overall perception is that vaping is 'better than smoking.' Parents and teens don't understand the health impact of these products, many of which can be more potent in terms of nicotine than cigarettes."

"Healthy teenagers are harming themselves by putting unknown chemicals and toxins into their bodies. It's concerning to see how little they know about the effects of vaping," a youth coalition advisor said.

"The belief that (e-cigarettes) are less hazardous than tobacco or are completely harmless . . . is a very difficult hurdle to get over with juveniles especially," said a director in the juvenile justice system.

"Students tell me vaping has taken over their lives to some extent . . . They think about when they will vape next and struggle to focus on any task at hand."
- High School Psychologist

Continued on Page 2

Middle and high school staff at one school called Vaping Unveiled “eye-opening. Some staff were not even aware, others had suspicions, and others know (vaping in school) is a problem here and elsewhere,” an administrator said.

A healthcare provider who saw Breathe NH’s program at work said, “I had no idea the volume and scope of teen involvement” in vaping (see box).

A high school athletic director and health teacher wrote: “Parents were shocked to hear about the prevalence of vaping/Juuling in New Hampshire. Many think it is an exaggeration. Many were surprised to learn vaping is not water-based, and about the number of chemicals in the liquids.”

What you need to know

Everyone, but especially parents, teens and preteens, needs to know that:

- Vapes, e-juice and flavor pods are classified as tobacco products by the government
- Vaping is illegal for minors (and carries serious penalties at school)
- Vapes contain highly addictive nicotine which affects developing brains
- Vapes contain chemicals known to be dangerous
- Vape devices and liquids are unregulated and contain unknown ingredients

Teachers say they can see the difference in students who vape when they return to school after a break: They’re more restless and anxious, having vaped more over vacation.

“That’s because nicotine is one of the most powerful addictive substances, especially for children,” said retired pulmonologist and Breathe NH board member Albee Budnitz, MD. Unfortunately, medications to help adults kick nicotine addiction are not approved for youth.

Young people trying to quit vaping should consult with their doctor. Youth over age 14 can call 800-QUITNOW (800-784-8669) to talk to a quit coach. The Truth Initiative has a free, quit-smoking mobile program called “This Is Quitting.” Text QUIT to 706-222-QUIT to get started. [📞](#)

Breathe NH is now scheduling Vaping Unveiled into the fall. Call 669-2411 or email info@BreatheNH.org to offer this program in your community, workplace, or school.

WHAT STUDENTS SAY

A sampling of anonymous responses from 270 students in health classes at two high schools, in May:

46% have tried vaping

81% see kids vaping in the bathroom

53% see kids vaping in class

45% say vapes are easy to get

32% believe there is no or slight risk to daily vaping

68% of current vapers have tried to stop

59% of vapers share devices

PRACTICAL APPROACH TO COPD REQUIRES TEAMWORK, TOOLS



Barbara Yawn, MD

MANCHESTER, NH – More than 160 healthcare professionals attended Breathe NH’s second Continuing Medical Education (CME) program, Practical Management of COPD: The Team and the Tools, on May 7.

Offered in collaboration with the Foundation for Healthy Communities, the full-day conference featured Barbara Yawn, MD, Chief Scientific Officer of the COPD Foundation and family physician

at the University of Minnesota, who delivered the keynote on COPD and comorbidities.

Premium sponsors were AstraZeneca, Lincare, and Mylan. Other sponsors included Boehringer Ingelheim, Breathe Technologies, Community Surgical, Fisher & Paykel Healthcare, GlaxoSmithKline, Grifols, ndd Medical Technologies, and Reliable Respiratory. The conference was held at the Puritan Conference Center.

SPRING CLEANING IN THE COMMUNITY

Pembroke Academy Key Club collected butts as part of Wellness Day.



Cigarette butts are the most littered item on earth, according to the World Health Organization, poisoning wildlife and soil. Breathe NH’s Bag the Butts™ initiative gives groups toolkits with everything they need to collect these eyesores.

This spring, teams from Raymond Coalition for Youth, Pembroke Academy’s Key Club, and We Heart West, a Manchester neighborhood group that cleaned up Rock Rimmon Park, collected trash and thousands of cigarette butts as part of Bag the Butts.

Want to clean up your park, campus, or neighborhood? Call Breathe NH for free toolkits. Share and tag your photos with #BagTheButts.

TEAM ORANGE HIGHLIGHTS BETTER BREATHING WITH EXERCISE

Team O₂range



The spirit of friendly competition fueled seven teams of exercisers in hospital pulmonary rehabilitation (PR) programs from March through May for Breathe NH's eighth year of offering Team Orange (orange is the color that represents COPD).

This free program encourages those living with lung conditions to move

more, so they can breathe and feel better. This year, 232 people participated, logging their weekly miles and minutes of exercise, and having fun connecting with others in their PR program while moving.

Concord Hospital's Concord Rehab Team took the top place, where a team of 49 clocked a whopping 141,905 minutes of exercise, averaging almost 3,000 minutes each. Other teams included: Cheshire Medical Center's Cheshire Catz, Dartmouth-Hitchcock Medical Center's Orange Crush, Elliot Health System's Air Ducks, the Monadnock Easy Breathers from Monadnock Community Hospital, the Winded Warriors of Southern New Hampshire Health, and, new this year, Valley Regional Hospital's Breathing Monsters.

Thank you to our presenting sponsor, Southern New Hampshire Health, and to our T-shirt sponsor, Exeter Hospital.

STORY LAND HELPS BRING AWARENESS TO ASTHMA

Thanks to Story Land in Glen for hosting Breathe NH and the Asthma Collaborative's first-ever Asthma Awareness Days at the amusement park on June 1st and 2nd.

New Hampshire has high rates of adult asthma, a chronic illness. Story Land made accommodations to make the iconic park friendlier to those with asthma and information was posted throughout the park.

You can get a buy one, get one coupon to Story Land—and other coupons—by buying the Fun Pass coupon book. For \$35, you get deep discounts on 100 favorite New England attractions. First-class shipping is free. Proceeds support lung health. See our website or call our office.



WHY LEAVING A LEGACY IS IMPORTANT (AND IT'S EASIER THAN YOU THINK)

The Breathe New Hampshire Dr. Robert B. Kerr Legacy Society is named after our founder, who dedicated his life to lung health through his 50 years of service as a physician and founder of this organization in 1916. In recognition of his tremendous impact on the health of so many in the Granite State and beyond, we are proud to name this society in his honor.

A brief history

One-hundred years ago treatment for lung disease looked very different. Tuberculosis was the primary threat and the treatment options were fresh air, rest and good nutrition. While our organization's mission has broadened in the scope of respiratory health issues, our vision remains the same, ensuring that good lung health and air quality are priorities.

How can I support the mission?

Naming Breathe New Hampshire as a beneficiary in your will/trust, IRA or insurance policy allows you to support the mission of the organization and may also reduce your estate taxes. You can donate a specific dollar amount or percentage of your estate.

Do I have to make my intentions known?

As a member of the Dr. Robert B. Kerr Legacy Society, you may elect to keep your membership anonymous, or be included in the promotion of the society through newsletters and annual reports. Our public acknowledgment allows us to recognize you, and provides a unique opportunity for your leadership to inspire others to learn how they can make a difference.

While we are proud of our history and longevity, our strategic priorities are focused on the future. With our dedicated board of directors, staff and volunteers, and support from individuals and organizations that invest in our work, we will keep New Hampshire residents breathing better and living longer for the next 100 years.



Dr. Robert B. Kerr

For a free copy of *How to Make a Will That Works*, email Cindy at crybczyk@BreatheNH.org.

145 Hollis Street, Unit C, Manchester, NH 03101

800.835.8647 | 603.669.2411

info@BreatheNH.org | BreatheNH.org



SAVE THESE DATES

Thursday, Sept. 5 | Eager Breather's Fresh Air Cruise™

Monday, Sept. 23 | Fairways for Airways Golf Classic™



2019 LEGISLATIVE UPDATE: BREATHE NEW HAMPSHIRE TAKES ACTION



CONCORD – Tobacco products, including vapes and devices such as Juul, are an ongoing concern and focus of Breathe New Hampshire's lobbying efforts at the State House. This includes supporting:

SB 248 – increasing the age for sales and possession of tobacco products (re-referred to committee)

HB 230 – prohibiting smoking in motor vehicles when a passenger is under 16 (laid on the table)

HB 511 – relative to vaping (passed by the House, Senate ought to pass with amendment). Breathe NH supported as originally written.

HB 680 – on the definition of tobacco products re: tobacco tax and retail licensing (retained in committee)

HB 139 – relative to smoking restrictions in state forests, parks, land or buildings (passed and signed by Governor Sununu)

In June, Breathe NH joined members of the Tobacco Free NH Network in submitting a letter to state senators, regarding their amendment to HB2 (the state budget): 1) Insignificant tax rate, 2) Amendment creates a new tobacco tax, 3) May or may not contain nicotine or e-liquid, and, 4) Tobacco tax revenues to fund tobacco cessation and prevention programs.

Breathe NH participated in two round-table discussions about the epidemic of youth vaping (according to the FDA and CDC) with Senator Jeanne Shaheen this spring, at Dover and Epping High Schools.

Senator Shaheen also introduced a federal bill, **S. 616**, which would impose user fees on manufacturers and importers of electronic nicotine delivery systems (ENDS), called the E-cigarette Youth Protection Act.

To take action or for more information on all of the bills we are tracking, contact Policy & Program Manager Kim Coronis at 603-669-2411.



LEGISLATIVE BREAKFAST: ADVOCACY OVER COFFEE

CONCORD, NH – Breathe New Hampshire hosted approximately 55 legislators at our annual Legislative Breakfast at the State House. Volunteers gave lung screenings, and board members and staff updated legislators about our priorities, particularly Vaping Unveiled. Lung screenings were given by Breathe NH volunteers Lorna Marshall, Kate Rendall, Pat Gould, and Bianca Marschner (a former student intern for Breathe NH).

Photo: Volunteer Lorna Marshall, RT of Catholic Medical Center gives a spirometry test