

BREATHING *matters*

A PUBLICATION OF BREATHE NEW HAMPSHIRE | SUMMER 2017

Protecting Youth from **E-CIGARETTES**

*With Kate McNally
& Jane Skantze*

KEENE—Because nicotine is such an addictive drug, keeping children from ever picking up a cigarette or today's threat, electronic cigarettes, is key. Two professionals in the Monadnock region are tackling that challenge head-on.

Cheshire Medical Center/Dartmouth-Hitchcock (CMC/DH) is a nonprofit community medical facility that's more than 125 years old, with a mission of caring for the health and wellness of those in the Monadnock Region. The Cheshire Coalition for Tobacco-Free Communities (CCTFC), a program supported by CMC/DH, is tackling one of New Hampshire's top challenges: tobacco-related addiction, illness and death. Kate McNally is the program manager and Jane Skantze is a tobacco control specialist. A current focus is youth—as early as middle school—becoming addicted to nicotine, through “vaping” electronic cigarettes.

Latest Threat to Kids' Lungs

Although some users believe e-cigarettes are safer than smoking, research is scanty, since the products are unregulated.

“We don't have all the science to be able to say with conviction one way or the other,” McNally said. “Knowing how people with lung issues are affected by perfume etc., my feeling is that aerosols of any kind aren't good to inhale.” Kate McNally received Breathe New Hampshire's Robert B. Kerr Award in 2016 for her professional commitment to furthering lung health.

Skantze added that the US Surgeon General recently determined that e-cigarette aerosol is not harmless and can contain harmful and potentially dangerous chemicals.

“We also know that nicotine in any form is not safe for young developing brains,” McNally said. Nicotine is “the most addictive drug there is,” so the aim of the Cheshire Coalition is to keep children and young people from being exposed. With flavors from bubble gum to caramel to fruit juice, and packaging featuring sparkles, skulls and Hello Kitty, tobacco companies (which own e-cigarette brands) target younger customers.

Protecting Youth from E-cigarettes Continued on page 2



WHAT ARE E-CIGARETTES?

E-cigarettes or e-cigs are types of electronic nicotine delivery systems (ENDS). Nicotine in liquid form (called e-juice) and other substances (including flavorings, of which there are thousands) is heated with a battery into an aerosol and inhaled (known as vaping). Because some e-cigs may contain less nicotine than combustible tobacco, some users “vape” as a way of cutting down on nicotine. However, nicotine is still a powerful addictive substance. E-cigs are not regulated by the FDA. It is illegal to sell e-cigs to minors in New Hampshire.

In 2010, Breathe NH was instrumental in helping to pass HB 1541 prohibiting sales of e-cigarettes to minors.

Protecting Youth from E-cigarettes

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McNally and team are fighting back by including e-cigarettes in all of their anti-drug efforts, by ensuring that tobacco-free language appears in policies for parks and recreation areas, for example.




Jane Skantze (left) and Kate McNally (right) with Jeff the Diseased Lung.

“Jeff” sports a cowboy hat and boots, reminiscent of a popular cigarette brand icon.

“Jeff is pretty popular, especially with the college crowd,” according to McNally. “He’s an attention getter.” Cheshire Medical Center providers use Jeff to promote being tobacco-free and options available to quit by wearing buttons that say “Ask me about Jeff.”

McNally added, “It’s important that we make sure we always provide alternatives for children and youth, making it not just about tobacco. It would be nice if funding for prevention was more rigorous, to support better leadership and programming for youth.

“What works against substance use also works when it comes to e-cigarettes, so we should work together to promote prevention,” McNally said. 

Skantze worked with the Town of Swanzey to incorporate tobacco-free playground and recreation policies. The town has also chosen to make municipal areas tobacco free, and that includes banning the use of e-cigarettes.

They do this in partnership with CCTFC members and local substance misuse coalitions to make sure everyone is incorporating the dangers of tobacco and nicotine into messaging.

“Jeff the Diseased Lung” is a character created by a weekly TV show, *Last Week Tonight with John Oliver*, to demonstrate the unglamorous effects of tobacco use.

Bag the Butts Tackles Global Issue

Up to 10 billion cigarettes are disposed of in the environment every day (World Health Organization). Because cigarette litter is a worldwide problem, endangering wildlife and the environment, Breathe New Hampshire created Bag the Butts toolkits for schools, neighborhoods, businesses and other groups to clean up.

Longtime clean-up partners include Raymond Coalition for Youth, and the Pembroke Academy Key Club. Cheshire Coalition for Tobacco-Free Communities took up the challenge for the first time on Earth Day, April 22. Groups that cleaned up more than 6,000 cigarette butts and other litter in recreation areas of Keene, Swanzey and Winchester included Girl Scouts, Cub Scouts, Keene Rotaract Club, Interact Club of Keene High School, and Keene Lions Club.

BAG THE BUTTS



Any time is a good time to Bag the Butts! Contact Kim at kcoronis@breathenh.org or call 603-669-2411 for information on how your group can participate.

Breathe NH Presents 'Asthma Care for Kids™'

In New Hampshire, one in nine children and adults have asthma, and 34% of children and 49% of adults report having “poorly controlled” or “not well-controlled” asthma. Asthma, characterized by inflamed and restricted airways, may be chronic, interfere with daily activities, and severe attacks may be life-threatening.

Because children spend so much time away from home, Breathe NH has created Asthma Care for Kids™, an “Asthma 101” presentation for adults who work with children—childcare providers, teachers, coaches, parents—and need to understand more. Contact Breathe NH to schedule a program in your area.

What will your legacy be?

CHARITABLE BEQUEST

A gift through your will that helps protect lung health for future generations.



Placing **Breathe New Hampshire** in your will or trust helps ensure the organization will continue to advance its important mission to eliminate lung disease and improve the quality of life for those living with lung disease in New Hampshire.

There are many benefits to giving through your will or trust:

- It is quick and easy and we can provide sample language
- Your gift can be any size, you can give a fixed dollar amount or a percentage of your estate
- You don't lose access to assets you may need during your lifetime and changes can be made at any time
- You can make a gift in honor of a loved one



To receive a FREE copy of *How to Make a Will that Works* email Cindy at crybczyk@breathenh.org

SPOTLIGHT ON CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD)



Team Orange on the Move

Team Orange kicked off this year during National Pulmonary Rehabilitation Week (March 12–18) and ran through May. This 12-week program encourages those living with a lung condition to move more, so they can breathe and feel better. Nine teams from hospitals, pulmonary rehabilitation groups and residential care facilities exercised regularly and logged their minutes in the spirit of friendly competition.

In our sixth year of Team Orange (the color for COPD awareness), we had more than 275 participants. New to the program this year were the Elliot “Air Ducks,” Portsmouth Regional Hospital and Courville of Manchester. Returning contenders were the Cheshire Catz, Monadnock Easy Breathers,

THANK YOU TO OUR SPONSORS:



The Dartmouth-Hitchcock Medical Center (DHMC) Orange Crush team.

Southern New Hampshire Winded Warriors, Dartmouth Orange Crush, Concord Rehab and Aynsley Place. The Elliot Air Ducks, whose 66-member team logged 165,458 minutes of exercise, took the top prize for most minutes.

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

BRIEFLY SPEAKING...

STRATEGIES FOR BETTER LIVING

Host a Wellness Workshop

To help those with COPD better manage their condition, Breathe New Hampshire sponsors regional Wellness Workshops. Headlined by a pulmonary physician, patients get an overview of COPD followed by an interactive panel including a respiratory therapist, occupational therapist and dietician. We held one this spring in Nashua and Concord Hospital will co-sponsor a Wellness Workshop in the fall. Interested in hosting one in your area? Contact COPD@breathenh.org.

REGISTER NOW!

Eager Breather's Fresh Air Day Cruise

Thursday, September 7, 2017 / \$15 per person

WEIRS BEACH—Individuals living with COPD or other chronic lung conditions, their family members, caregivers and health-care providers are invited to attend our annual lunch cruise on the M/S Mount Washington. Enjoy lunch, entertainment and an onboard health fair on beautiful Lake Winnepesaukee. Meet at Weirs Beach. Register by calling 603-669-2411 or go online to BreatheNH.org/cruise2017 by August 16.

SAVE THE DATE!

COPD Forum for Healthcare Providers

November 16, 2017 at the Manchester Country Club

BEDFORD—In partnership with the Foundation for Healthy Communities, Breathe NH will sponsor a Continuing Medical Education program, “Enhancing COPD Management in Primary Care,” targeting primary care physicians, nurse care coordinators, physician assistants, respiratory therapists, nurse practitioners and hospital quality managers. Join us for a day of education on enhanced COPD management and earn 6.25 continuing education credits. Email COPD@breathenh.org.

HELP ADVANCE RESEARCH

Patients to Drive New Network

WASHINGTON, DC—COPD is complex and often confusing. Now researchers are asking for your help. The COPD Foundation has launched the COPD Patient-Powered Research Network to advance understanding of the disease. To learn more, go to copdpprn.org.

Another Way to Help

Speaking of medical research, the current administration's proposed budget cuts pose a severe threat. Research at NIH's National Heart, Lung and Blood Institute (NHLBI) is vital to making progress against COPD. Please reach out to our Congressional Delegation in Washington, DC to remind them how important this research is.

On May 22, 2017 the National Institutes of Health (NIH) in a collaborative effort with representatives from the COPD community, released the COPD National Action Plan. This is a guide for researchers, healthcare providers, insurers and patients nationwide to fight the disease. Read about the five goals of the plan at COPD.nih.gov.

Thanks to Breathe New Hampshire, the Granite State was one of the first to initiate a statewide COPD plan. To learn more, email COPD@breathenh.org.

Yoga for COPD

MANCHESTER—Breathe NH partnered again with YogaBalance yoga studio to offer a six-week series of gentle and chair yoga to those with COPD, to improve their breathing, endurance and flexibility, with teacher Sandi Powers.



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SAVE THESE DATES

Thursday, September 7 | Eager Breather's Fresh Air Day Cruise

Monday, September 25 | Fairways for Airways Golf Classic

Thursday, November 2 | Night of Thanks

Thursday, November 16 | Enhancing COPD Management in PC

DONATE THAT EYESORE

That driveway klunker can help Breathe NH and might add up to a tax deduction for you! We'll pick it up for free—even if it doesn't run. See BreatheNH.org/vehicle-donation or call **888-458-6458**.



Give the gift of family time at New England's favorite attractions with the 2017 Breathe NH Fun Pass. For only \$35, you get coupons to 100+ family attractions worth up to \$2,000! BreatheNH.org/funpass

BREATHE NH OPPORTUNITIES *To Take Action*

To take action or for more information, call Breathe New Hampshire at 603-669-2411 or email info@breathenh.org.



2017 LEGISLATIVE SESSION UPDATE

The legislative bills tracked by Breathe NH this session include:

House Bill 279: If it had passed, this bill would have repealed parts of our current NH Indoor Smoking Act, doing away with the 2007 smoke-free policy for restaurants and bars. Breathe NH testified in opposition and volunteers, board members and staff reached out to elected officials.

After many weeks of discussion, the full House voted to lay this bill on the table March 8. This bill is effectively dead this session. Thank you to all who emailed or called their state representatives to oppose this bill.

House Bill 242: The intent of the original text was to strengthen enforcement regarding youth possession of electronic nicotine delivery systems (e-cigarettes). We supported the original bill but opposed the amended version, which did not pass.

House Bill 175: Definition of a cigar bar. HB 175 would allow food to be provided at these sites. It did not pass. Breathe NH opposed this bill.

Other bills we tracked focused on therapeutic cannabis, decriminalizing marijuana, smoking in cars with youth under 16, tax on chewing tobacco, tax on premium cigars, emissions, establishing a committee to study lung cancer, information on asbestos regulations, and enforcement authority for liquor investigators.

To help us advance policies that have a positive impact on lung health, join our Breathe New Hampshire Action Team! Contact Kim at kcoronis@breathenh.org.



CONCORD—On March 23, more than 100 New Hampshire legislators attended Breathe New Hampshire's annual Legislative Breakfast at the State House. Volunteers, board members and staff greeted legislators and shared information about our organization and current priorities. Volunteers and students from the Massachusetts School of Pharmacy and Health Sciences in Manchester did spirometry screenings. Thank you to Senator Lou D'Allesandro and Rep. Patrick Long for their sponsorship.