

VISION

A Tobacco-Free New Hampshire

MISSION

To improve the health of all residents by reducing the economic and health burden of tobacco use through outreach, policy, regulatory activities, and implementing evidence-based interventions.

ACCOMPLISHMENTS

Evidence-based tobacco prevention and cessation priorities carried out during 2019

Non-Government Organizations - State Partner Successes

- Tobacco Free New Hampshire Network (TFNHN) members worked tirelessly on statewide Tobacco 21 legislation (SB248), licensing, and taxation of electronic cigarettes and other nicotine vape products (HB680), and educating the community at large re: tobacco products' impact on public and population health and economy.
 - On July 29, 2020, Tobacco 21 was signed into law by Governor Sununu. The NH Tobacco T21 bill has been in the legislative process since 2018 thus is being recorded in this annual update.
 - On July 19, 2019, House Bill 511 (HB511) became law to help communities across the state strengthen approaches in preventing adolescent use of all tobacco products. HB511 amends New Hampshire Statute Chapter 126-K, Youth Access to and Use of Tobacco Products by expanding definitions of device, e-cigarette and e-liquid to align with definitions developed by the U.S. Food and Drug Administration.
 - Bills require a coordinated approach relative to covering hearings, providing testimony and providing technical assistance during and outside of hearings. TFNHN members hold weekly if not twice per week calls, submit opposite the editorial page (op-ed) and work together to address requests from legislators.
 - Breathe New Hampshire and the Northern New England Poison Control Center provided approximately 183 presentations to an est. 18,900 (students, school staff, parents and community members, health care professionals).
 - Other partners working to inform and educate about the risks of vaping include Makin' It Happen, Manchester, Nashua Prevention Coalition, Dover Youth to Youth, New Hampshire Department of Health and Human Services (DHHS), Bureau of Drug and Alcohol Services.

New Hampshire Department of Health and Human Services (DHHS), Division of Public Health Services (DPHS), Tobacco Prevention and Cessation Program (TCP) Success

- Another year of quitline sustainability. Quitline, 30 day quit rate was: 29%

- The quitline vendor began collecting Medicaid participant identification numbers to enhance reporting capacity to DHHS relative to quit attempts and sustained quits.
- NH DHHS entered a pilot project with 11 other states focused on helping teens quit tobacco use, specifically, vaping. Teens can text 855.981.9989 or sign up on line to join MyLifeMyQuit.com
- NH DHHS, Office of Medicaid Services and Division of Public Health Services completed a joint project with technical assistance from the Center for Health Care Strategies, Centers for Medicaid and Medicare, and the Centers for Disease Control and Prevention to accelerate collaboration on tobacco cessation in the Medicaid and Fee for Service populations in New Hampshire resulting in:
 - NH DHHS included tobacco treatment in the Request for Proposal process to Managed Medicaid Organizations and included in the Scope of Services Contracts.
 - Staff from the Tobacco Prevention and Cessation Program were identified as subject matter experts that will provide technical assistance to the Department relative to evaluating Managed Medicaid Organization cessation services.
- October 2019, a CDC Public Health Associate, Rylee Hollub, joined the TPCP staff to assist the program with adolescent vaping interventions.
- The JSI/Community Health Institute completed a formative research survey and report for the NH TPCP to inform a social marketing (behavior change) campaign to prevent and reduce electronic nicotine delivery systems use among middle and high school youth in NH.
- [Understanding Adolescent Tobacco Use in New Hampshire](#) data brief was released in September.
- A fact sheet on the [Overview of Amendments to New Hampshire Law RSA 126-K](#) was released in September

2019 Challenges

- Staff time required to manage EVALI Investigation

2020 Opportunities

- Implementation of a youth prevention and intervention marketing and media campaign on electronic cigarette use
- Eliminate exposure to secondhand smoke for children when riding in vehicles.
- Implement strategies outlined in the 2018 Medicaid Care Management Services Model Contract, Exhibits C and O procurement process.
- Licensing of Vape Shops
- Elimination of paper/fax referrals for QuitNow-NH

Summary

This 2019 update highlights the breadth of activities that emanate from collaborative efforts, which are foundational to national tobacco prevention and cessation services.