

Resources and Trainings To Prevent, Reduce, and Treat Tobacco Use in NH

Jessica Morton, BS

New Hampshire Division of Public Health Services



WHAT SUPPORT DO YOU NEED FROM THE NH TOBACCO PREVENTION AND CESSATION PROGRAM?

Thinking about quitting tobacco?

QUIT NOW
New Hampshire
now helps you to quit,
and you can get
personalized help.

Coaching sessions
are free and
confidential to
all NH residents.

Plus Nicotine patches,
gum and lozenges are
available at no cost
if you enroll in
coaching sessions.

CALL 1-800-QUIT-NH (1-800-784-8687)
VISIT: www.QuitNowNH.org

QUIT NOW
New Hampshire

Image of a person wearing a black face mask with a yellow skull design.

Image of a person wearing a green face mask with a skull and fruit design.

Text: **DON'T BE FOOLED BY FRUITY FLAVORS**

Image of a purple skull with a crown.

Text: **WAKE UP MANGO.**

Text: **EXPLORED LIFE WITHOUT YOUR JUUL.**

DO YOU KNOW WHAT'S HIDING IN YOUR VAPE?

Image of a skull with a cigarette in its mouth, surrounded by various fruits and vegetables.

SAVE YOUR BREATH

SEE THE LIE. SAVE YOUR BREATH. DITCH THE VAPE.
SAVEYOURBREATHNH.ORG

PARTNER RESOURCES

When it comes to nicotine use, NH youth are using electronic nicotine delivery systems (ENDS) also known as vapes, at an increasingly high rate.

See how youth in a social marketing campaign are learning about the harms of vaping among youth aged 18-24 through the lens. The campaign encourages youth to stand up to big tobacco and ENDS manufacturers in order to take back control of their physical and mental health, money, and time.

[Check out our Partner Toolkit.](#)

Image of a person wearing a red hoodie and holding a skateboard.

Image of a hand holding a cigarette and a vape pen.

MY LIFE MY QUIT

Free, confidential help to quit vaping and other tobacco for youth under 18.

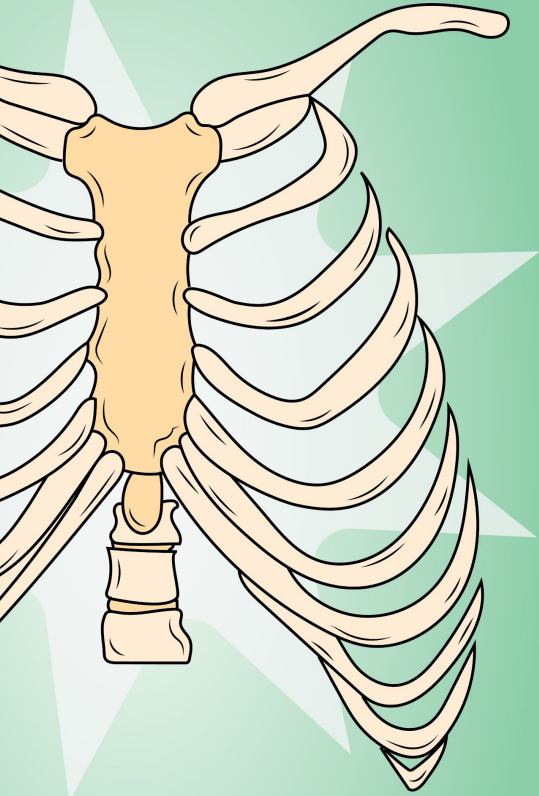
Text or Call 855-851-9909
mylifemyquit.com

VAPING IS STILL TOBACCO.

Text "Start My Quit" to 855-851-9909 or call. Free, confidential help. Just for teens.

MY LIFE MY QUIT
DON'T VAP

mylifemyquit.com



SAVE YOUR BREATH

“Save Your Breath”, is a social marketing campaign with the intention of preventing vaping initiation among youth aged 13-18 living in the state. The campaign encourages youth to stand up to Big Tobacco and ENDS manufacturers in order to take back control of their physical and mental health, money, and time.



[Brand New: Save Your Breath Ad!](#)

Website Revised -
www.saveyourbreathnh.org





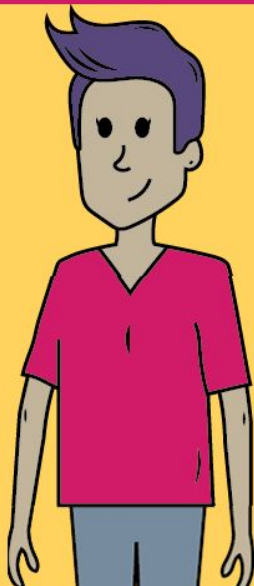
WHAT HAPPENS WHEN YOU VAPE?

Most vapes contain a highly addictive substance called nicotine, a chemical found in a most all tobacco products.

Test Your Knowledge! ↘

Flavors like mango and mint sound delicious, but we know...

Nicotine from a vape travels quickly from the lungs into the bloodstream...



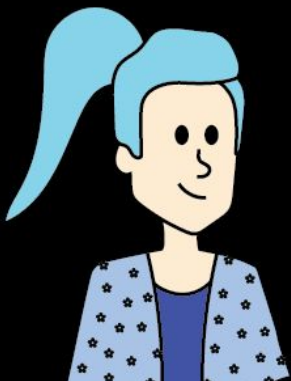
Vaping might make us feel relaxed and happy for a few minutes, but the truth is...

Vaping is more than just water vapor. In fact...



HOW VAPING AFFECTS YOUR BRAIN

When young people use nicotine, they risk damaging their brain.



OUR BRAINS KEEP DEVELOPING INTO OUR MID 20'S. ⁽¹⁾

Nicotine can damage parts of the brain that are in charge of functions like: ⁽²⁾ ⁽³⁾

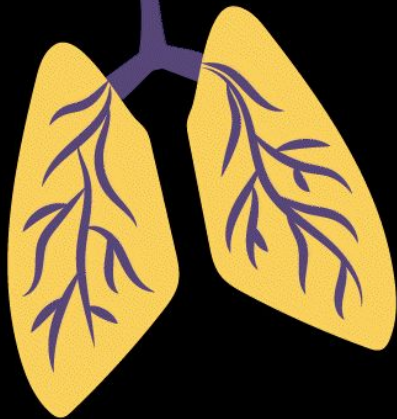
Paying attention

Learning

Impulse control

Nicotine can change the brain's ability to form connections between the cells. ⁽³⁾

- It's like when the end of an electrical cord gets bent and the plug can no longer fit into the outlet. If the connection cannot be completed, electricity will not run through the



HOW VAPING AFFECTS YOUR LUNGS

Lung irritation and inhaling chemicals can cause serious temporary and permanent lung damage.

SMOKELESS ISN'T HARMLESS.

Vaping can leave young people at risk of developing potentially life threatening conditions such as:

(7) (8)

Asthma

Popcorn lung

Constant coughing

Vaping liquid-related
lipoid pneumonia

Bronchitis

Collapsed lungs





OTHER RISKS ASSOCIATED WITH VAPING

Any other reasons why not to inhale? Yup.



The lung damage caused by vaping can leave young people at a higher risk of contracting the COVID-19 virus. Potential exposures to COVID-19 can increase when people: ⁽⁹⁾

- Continue to vape when their lungs do not function at 100%
- Repeatedly touch their hands to their mouths to vape
- Share their vapes with others

Some studies have found linkages between vaping and sleep deprivation. ⁽¹⁰⁾

Even breathing in clouds of exhaled vapor could expose you to the dangerous chemicals present in vape juices

HOW MUCH DO YOU *REALLY* KNOW ABOUT VAPING?

HOW DOES VAPING DAMAGE YOUR LUNGS?



DOES VAPING AFFECT THE CHANCES OF YOUNG PEOPLE CONTRACTING COVID-19?



IS VAPING A GOOD WAY TO DEAL WITH STRESS OR ANXIETY?



WHAT TYPES OF CHEMICALS ARE FOUND IN VAPE JUICE?



I FIND IT HARD TO SLEEP AT NIGHT. WILL VAPING HELP ME WITH THIS ISSUE?





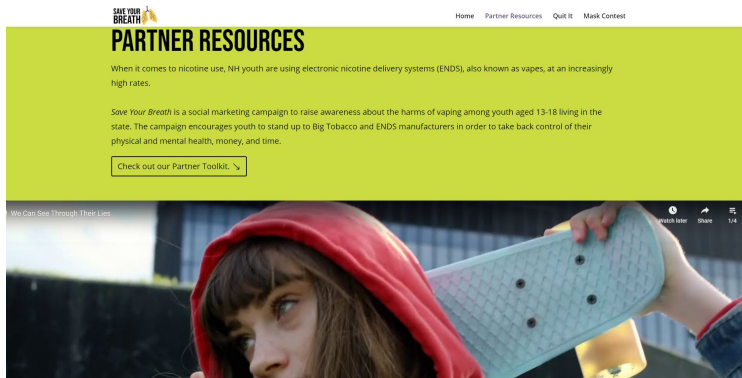
1. True or False? Vaping helps strengthen your lungs *

- ☒ True
- ☐ False

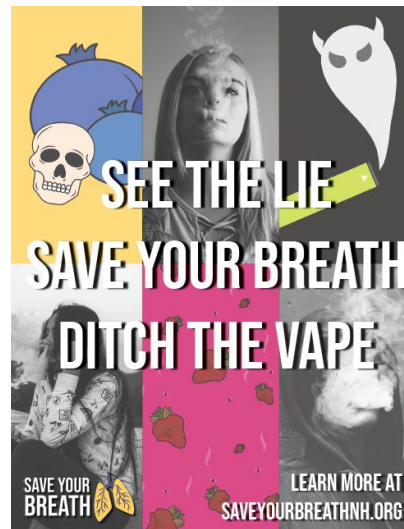
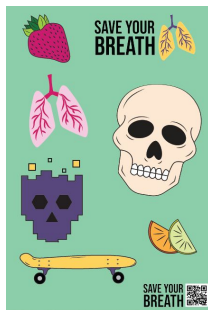
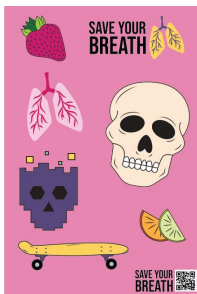


FOR PARTNERS

- Save Your Breath Partner Toolkit



- Stickers



- Posters



NH Tobacco Quitline for Adults

1-800-QUIT-NOW (1-800-784-8669)

<https://www.QuitNowNH.org>

- Two-way Texting
- E-mails
- On-line Enrollment for phone coaching
- Motivational videos
- Educational Resources
- Home delivery nicotine replacement therapy
 - Patch/gum/lozenge

Young Adults 18-24 years

☐ All the adult services

PLUS

Live Chat services with tobacco treatment specialist.



How can I help?

YOU CAN QUIT Tobacco

QuitNow-NH Can Help!

YOU CAN QUIT TOBACCO

1-800-QUIT-NOW
(1-800-784-8669)



www.QuitNowNH.org

For Those Eligible **FREE**
gum, patches, and/or lozenges
delivered to your home at no cost
when you enroll in coaching sessions.



Spanish: 1-800-833-5256
TTY/ITD: 1-800-833-1477

New Hampshire Department of Health and Human Services • Division of Public Health Services

Thinking about quitting tobacco?

QUIT NOW
New Hampshire
can help you pick a quit date, identify your triggers, and plan for cravings.



Coaching sessions
are free and confidential to all NH residents.



Ask your Quit Coach if you qualify for free Nicotine patches, gum, and lozenges when you enroll in coaching sessions.



CALL: 1-800-QUIT-NOW/1-800-784-8669
VISIT: www.QuitNowNH.org



YOU CAN QUIT TOBACCO

Provider Web Referral



quitworksnh.org/tools/patient-referral-forms/



MY LIFE[★]
MY QUIT™

www.MyLifeMyQuit.org

Implementation Results To Date

JSI/CHI has run *My Life, My Quit* twice since 2019. We can see a direct correlation between new ad placements and web intakes, calls, and chat sessions in the November 2019 and September 2021 campaigns. Overall intakes peaked in October, but decreased slowly as the campaign went on, potentially due to ad fatigue or less youth in the stage of readiness at that time/cohort. There was a bump in web intakes in January which could be attributed to youth wanting to quit for the New Year, a message that was promoted during the campaign. Average intakes in 2021 - 2022 were higher than 2019 - 2020 at an average of 5.5 intakes per month.

Average Intakes Per Month

November 2019-
June 2020

1.75 intakes per month

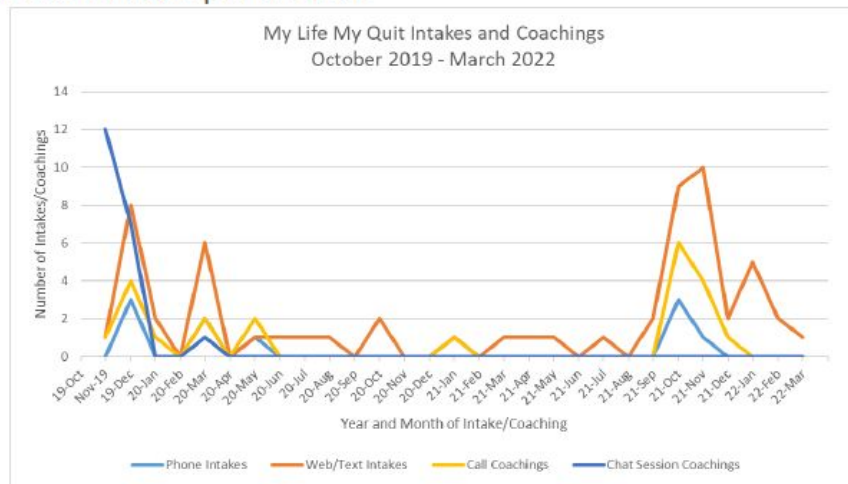
September 2021 -
February 2022

5.5 intakes per month

Total Intakes: 70

Total Coaching Sessions:

42





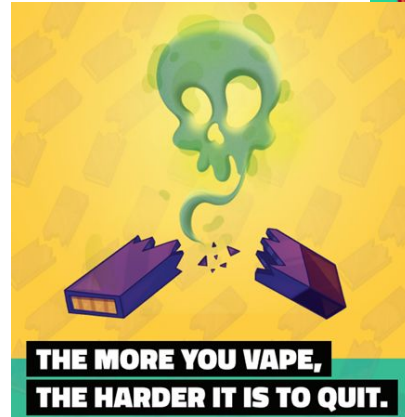
Resources for Youth

Free, non-judgmental, and confidential resources and services for teens (up to 18 years old) who are looking for help quitting tobacco, including vaping.

- Phone, text and online chat services
- One-on-one coaching, offered 24/7

My Life, My Quit helps you:

- Develop a quit plan
- Learn to cope with stress
- Learn about nicotine
- Receive ongoing, confidential support





Where to Start

- Text

“Start My Quit” to 36072 or 1-855-891-9989

- Call

1-855-891-9989

- Online chat

Visit www.MyLifeMyQuit.org

- Start Your Quit

Visit https://nh.mylifemyquit.org/My-Quit/Enroll_Now





Resources for Partners

- Email healthinitiatives@njhealth.org for a Marketing and Media Toolkit
- [Download Posters & Cards](#) (available in various sizes)



https://nh.mylifemyquit.org/Resource_pages/resources

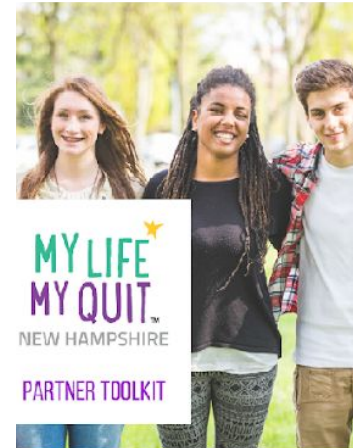
My Life, My Quit Resources

Business Card



Poster

Social Media Toolkit





QR Code

Add this QR code to

- Posters
- handouts
- other materials

you use develop and print for

vaping education, prevention, and intervention.

Request QR code stickers to add to

materials you already have



Additional Resources

- Tobacco Prevention and Cessation Program

<https://www.dhhs.nh.gov/programs-services/population-health/tobacco-prevention-cessation>

- Electronic Cigarettes

<https://www.dhhs.nh.gov/programs-services/population-health/tobacco-prevention-cessation>

- QuitWorks-NH Tobacco Treatment Professional Development e-Learning modules

<https://quitworksnh.org/education-training/tobacco-treatment-professional-development/>

- Treating Tobacco and Nicotine Dependence: What You Need to Know to Help People Quit – 3-6 hour training

[https://urldefense.com/v3/_https://airtable.com/shrUw5NbPgw7W87tf_!!Oai6dtTQULp8Sw!SWNMEbZ_H00RnPQZJ3n2ymQgo7wxaoZmzwL0XkOWKvsLWXh1wRjwqRuHVvBBV7WmPBHbz61Ddbp-L5cdyP3f2ojITGlw\\$](https://urldefense.com/v3/_https://airtable.com/shrUw5NbPgw7W87tf_!!Oai6dtTQULp8Sw!SWNMEbZ_H00RnPQZJ3n2ymQgo7wxaoZmzwL0XkOWKvsLWXh1wRjwqRuHVvBBV7WmPBHbz61Ddbp-L5cdyP3f2ojITGlw$)

Thank you!

Jessica Morton, BS
New Hampshire Department of Health and Human Services,
Tobacco Prevention and Cessation Program

Jessica.E.Morton@dhhs.nh.gov

