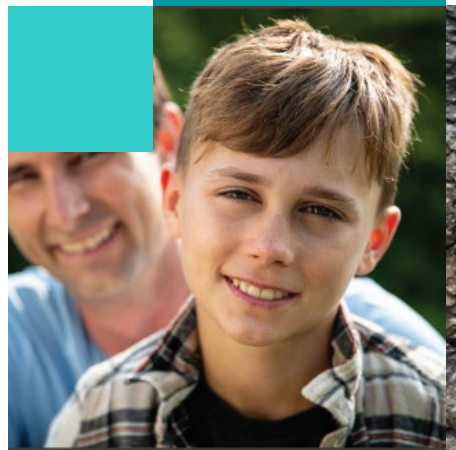


New Hampshire Tobacco Prevention and Cessation Program

Jessica Morton

Health Communications and Youth Coordinator

Department of HEALTH & HUMAN SERVICES | Division for Behavioral Health





Guiding Principles for the NH Tobacco Prevention & Cessation Program

- ❑ Build a sustainable tobacco-free NH by collaborating with partners and stakeholders.
- ❑ Prevent adolescents and young adults from starting to use tobacco products.
- ❑ Promote evidence-based tobacco treatment among adults and youth.
- ❑ Eliminate exposure to secondhand and thirdhand smoke.



TRUE or FALSE?

E-cigarettes create water vapor when a person exhales.

False

- The cloud coming from a vape is not just water vapor. It is an **aerosol**.
- The aerosol is a mixture of liquid particles, including chemicals, that leave drops in the air that do not dissipate.
- There are more than 100 compounds in e-cigarette liquids. When they are heated and converted into aerosol, more compounds are created.
- These chemicals are known to be harmful.

Propylene glycol

Glycerin

Flavorings (many)

Nicotine

NNN

NNK

NAB

NAT

Ethylbenzene

Benzene

Xylene

Toluene

Acetaldehyde

Naphthalene

Styrene

Benzo(b)fluoranthene

Rubidium

Benzo(ghi)perylene

Acrolein

Silver

Nickel

Tin

Sodium

Strontium

Barium

Aluminum

Chromium

Boron

Copper

Selenium

Arsenic

Nitrosamines

Polycyclic aromatic hydrocarbons

Chlorobenzene

Crotonaldehyde

Propionaldehyde

Benzaldehyde

Valeric acid

Hexanal

Acetone

Fluorine

Anthracene

Pyrene

Acenaphthylene

Fluoranthene

Benz(a)anthracene

Chrysene

Retene

Benzo(a)pyrene

Formaldehyde

Indeno(1,2,3-cd) pyrene

Cadmium

Silicon

Lithium

Lead

Magnesium

Manganese

Potassium

Titanium

Zinc

Zirconium

Calcium

Iron

Sulfur

Vanadium

Cobalt

Stanford MEDICINE
REACH Lab

GENERATIONS OF E-CIGARETTES & VAPE PENS

TOBACCO PREVENTION TOOLKIT



CIG-A-LIKE (2007)

E-Cigarettes came onto the market around 2007. Most looked very similar to a traditional cigarette.

0mg/mL - 6mg/mL



MODS/TANKS (2012)

Large size, modifiable e-cigarettes allow for more aerosol, nicotine, and other chemicals to be breathed into the lungs at a faster rate. E-juice and e-liquid often put in externally.

0mg/mL - 36mg/mL



SINGLE-USE/DISPOSABLE* (2018-NOW)

These e-cigarettes are currently the most popular and range in sizes and color. They typically contain high nicotine content and are highly addictive.

0mg/mL - 50mg/mL



VAPE PENS (2009)

These have batteries that can reach higher temperatures, have refillable e-liquid cartridges, and allow users to regulate the frequency of inhalations.

0mg/mL - 18mg/mL



POD-BASED (2015-2017)

These e-cigarettes are shaped like USBs or different shapes, and contains pods with higher amounts of nicotine then previous generations.

0mg/mL - 50mg/mL

*Disposable vapes contain hamrful chemicals and cannot be thrown away normally and should be disposed in proper manner.

E-liquid Flavors & Packaging



E-liquid



Food product



E-liquid



Food product



E-liquid



Food product



E-liquid



Food product

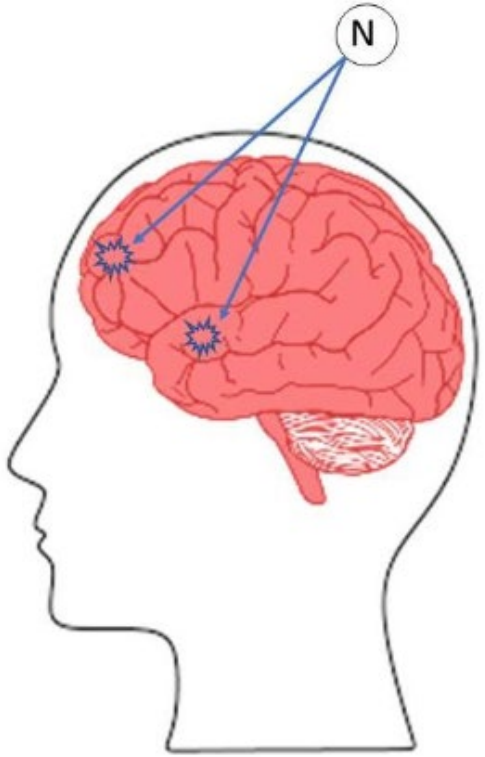
Stanford MEDICINE
REACH Lab

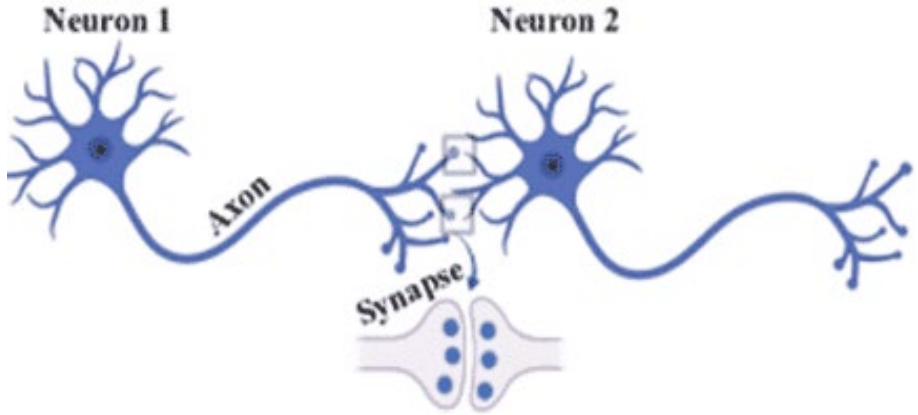
CIGS IN AN E-CIG

TOBACCO PREVENTION TOOLKIT

1 Pack of Cigarettes = ~22mg of Nicotine	1 JUUL Pod = ~41.3mg of Nicotine	1 Vuse Pod = ~90mg of Nicotine	1 Elf Bar = ~650mg of Nicotine
			
AMOUNT OF NICOTINE IN **~20** CIGARETTES	AMOUNT OF NICOTINE IN **~37** CIGARETTES	AMOUNT OF NICOTINE IN **~82** CIGARETTES	AMOUNT OF NICOTINE IN **~590** CIGARETTES
			

Health Effects of Vaping





The bottom line on Vaping/E-cigarettes

- No tobacco products, including e-cigarettes, are safe.
- Most e-cigarettes contain nicotine, which is addictive and harmful for pregnant individuals, fetuses, and youth.
- E-cigarette aerosol can contain harmful substances, including cancer-causing chemicals and fine particles that reach deep into the lungs.
- E-cigarettes may help some adults who smoke if used as a complete substitute for all smoked tobacco.
- More research is needed on the short- and long-term health effects of e-cigarette use.



Youth Vaping Prevention Resources for Schools

- Videos
- E-Learning Modules
- Toolkit



My Life, My Quit for Youth ages 13-17

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

Text

"Start My Quit" to 36072 or 1-855-891-9989

Call

1-855-891-9989

Online chat

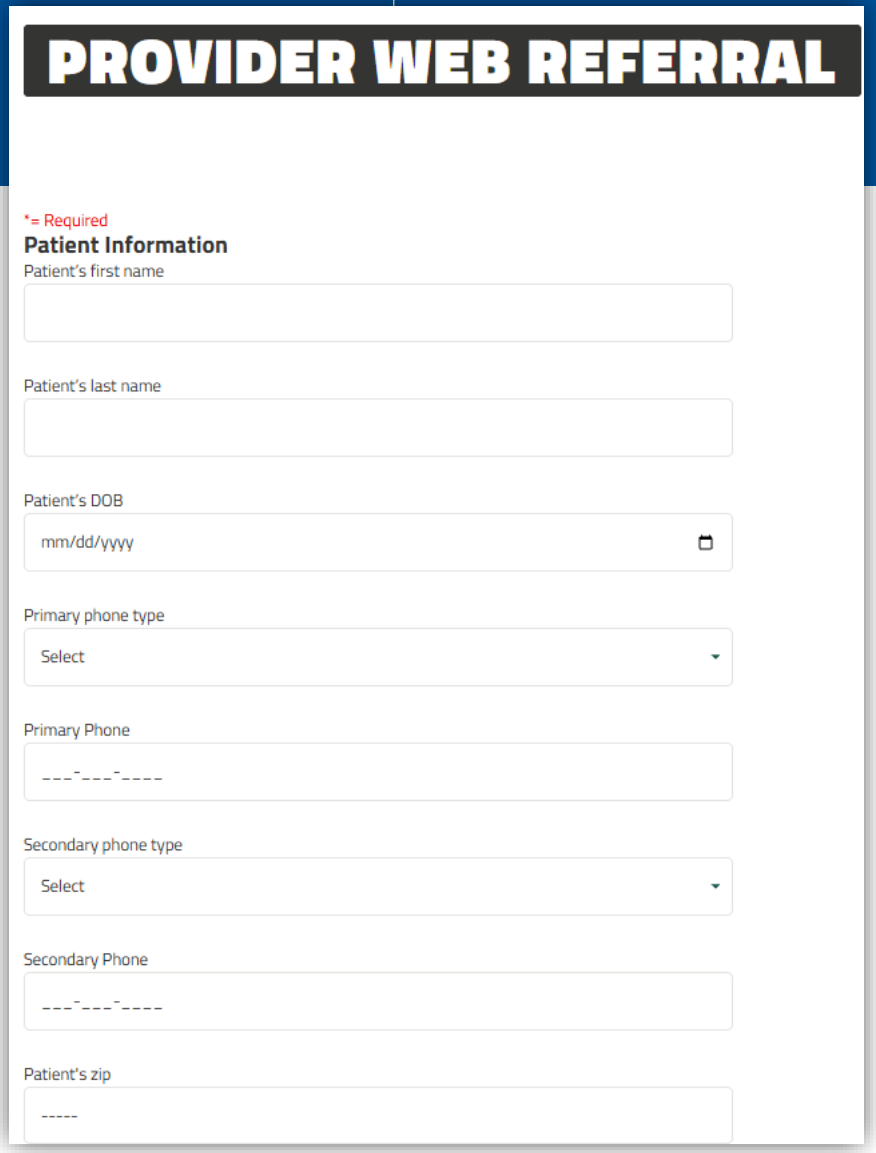
Visit www.MyLifeMyQuit.org

MY LIFE MY QUIT™

Provider Web Referral

- Form is easy to use, including a drop-down menu of clinics to save time entering information.
- Information is transferred directly to the Quitline, minimizing human error in data entry.
- If patient consents to text messages on referral, they will receive reminder texts.
- Electronic form that cuts down on paper.

Provider Web Referral Form available at:
https://nh.mylifemyquit.org/en-us/provider-web-referral/



Sponsorships

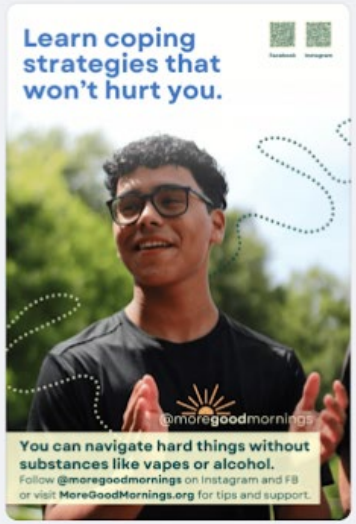
- Educational presentations or Community Events
- School initiatives
- Promotion of TPCP's media campaigns to raise awareness around tobacco prevention and treatment (such as: More Good Mornings, My Life, My Quit, QuitNow-NH)
- Workforce development education on tobacco use and dependence (e.g.Tobacco Treatment Specialist training)

Email at TPCP@dhhs.nh.gov to discuss ideas

Additional Resources









Order free educational materials at:

dhhs.nh.gov/tobacco



Thank you.

Contact us:

Jessica Morton

Health Communications and Youth Coordinator

TPCP@dhhs.nh.gov

Department of HEALTH & HUMAN SERVICES | Division for Behavioral Health



