



Breathe New Hampshire

Our mission:

To eliminate lung disease and improve the quality of life for those living with lung disease in New Hampshire.

Since 1916, we have been New Hampshire's only state-wide lung health resource, dedicated to ensuring that healthy lungs remain a priority. We are unique in that:

- We fill an important gap in our state's public health system, as New Hampshire has a limited public health infrastructure compared to other states.
- We are invested in the lung health of Granite Staters, and our financial support stays local to benefit those who live and breathe here.
- We are the only public health organization in the state focused on reducing the impact of COPD, asthma and the current threat to youth: vaping and nicotine addiction.

FINANCIALS

PARTIAL STATEMENT OF ACTIVITIES

	FISCAL YEAR ENDED	
	June 30, 2023	June 30, 2022
Public Support and Revenue:		
Contributions, Revenue and Income:		
Special Events & Other	\$ 47,406	\$ 48,912
Program Fees	11,795	16,514
Other Contributions	77,028	62,437
Investment Spending Policy	614,839	608,985
Total Public Support and Revenue	\$ 751,068	\$ 736,848
Expenses:		
Program Services & Advocacy	\$ 531,851	\$ 544,307
Management & General	87,094	45,611
Fundraising	142,404	146,907
Total Expenses*	\$ 761,349	\$ 736,825
Change in Net Assets from Operations	\$ (10,281)	\$ 23

* In addition to the above expenses, the organization made a distribution from the Mary Fuller Russell Research Fund for medical research totaling \$123,616 during Fiscal 2023.

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Message from the President

Dear Friends and Supporters,

I am honored to address you as we reflect on the past year, and I'd like to express our heartfelt gratitude for the incredible achievements made possible through your unwavering support. The journey towards better lung health and the well-being of our communities has been a collective effort, and we are profoundly thankful for the dedication of our donors, businesses, and volunteers.

Our efforts in the field of lung health have made a real difference in the lives of many. Through our workshops and awareness campaigns, individuals can learn about the importance of respiratory health and how to maintain it. We continue to monitor legislation to ensure our constituents have a voice and we advocate for policy changes that have a positive outcome for lung health in New Hampshire. By fostering collaborations with government agencies, healthcare organizations or local community partners, we can increase our outreach efforts and create a united approach to support those affected by lung disease and the care partners.

However, as much as we have achieved, we are acutely aware that our work is far from complete. There is a growing concern that demands our

immediate attention—the alarming rise in vaping among our youth. In a recent study “from the U.S. Food and Drug Administration and the U.S. Centers for Disease Control and Prevention (CDC) found that 2.55 million U.S. middle and high school students reported current (past 30-day) e-cigarette use in 2022.” This issue not only affects the health and well-being of the next generation but also underscores the importance of our continued commitment to addressing it.

We are determined to tackle this challenge head-on, and we will need your ongoing support and partnership to make a lasting impact. With your help, we can expand our educational outreach, advocate for policies that protect our youth, and ensure that no one is left uninformed about the risks associated with vaping.

As we move forward, we are more committed than ever to improving lung health and safeguarding the well-being of our communities. Your support, be it through your generous contributions, business partnerships, or the precious gift of your time as a volunteer, remains at the heart of our success.

In closing, I want to express our profound gratitude for your unwavering dedication. Together, we can continue to make a profound difference in the lives of those we serve and overcome the challenges that lie ahead.

Thank you for standing with us, and for all you do to support our mission.



Maryanne Ferguson
President & CEO



Lynn Friedel
Board Chair



From Invention to Epidemic:

The evolution of vaping has brought about a seismic shift in the way we perceive and interact with tobacco products. What began as an innovative and potentially less harmful alternative to traditional smoking has evolved into a full-blown youth epidemic, raising critical questions about the long-term public health implications. This lead article examines the trajectory of vaping's evolution and its unsettling entanglement with the rising youth crisis.

The Dawn of Vaping:

Vaping, short for vaporizing, saw its inception in 2003 when Chinese pharmacist Hon Lik introduced the first electronic cigarette. His invention aimed to provide an alternative for smokers seeking to quit combustible tobacco. These early e-cigarettes were rudimentary, resembling traditional cigarettes and catering mainly to adult smokers looking for an off-ramp from their habit.

The JUUL Game-Changer:

The real game-changer in the evolution of vaping occurred in 2015 with the introduction of JUUL. Sporting a slim, sleek design and a delectable array of flavors, JUUL swiftly captured the hearts and minds of young users. The impact was profound, signifying a crucial turning point in the industry.

The Youth Vaping Epidemic:

At the heart of the youth vaping epidemic are several critical elements:

1. Flavor Temptation: E-cigarettes lured adolescents

with a smorgasbord of enticing flavors, from cotton candy to mango. Studies have consistently demonstrated that over 70% of youth e-cigarette users cite flavors as the primary reason for their attraction.

2. Aggressive Marketing: E-cigarette companies leveraged modern marketing techniques, notably through social media, sponsorships, and captivating advertising campaigns. By 2018, a report from the Surgeon General underscored that a staggering seven in ten youth were exposed to e-cigarette advertising.

3. Misconceptions: A significant proportion of young users remained oblivious to the presence of nicotine in e-cigarettes. In 2017, a survey conducted by the Truth Initiative found that 63% of young JUUL users didn't realize that the product consistently contained nicotine.

The Alarming Numbers:

The statistics portray a distressing narrative. According to the 2019 National Youth Tobacco Survey, a staggering 27.5% of high school students reported current e-cigarette use. This represents a monumental increase from just 1.5% in 2011, marking a nearly twentyfold rise over eight years.

Confronting the Crisis:

Responding to the youth vaping epidemic requires a multi-pronged approach:

2003

Pharmacist in China develops a device to help smokers quit smoking.

2006

E-cigarette devices are being sold in the U.S.

2010

House Bill 1541 prohibited the sale of e-cigarettes to minors under 18. NH was one of the first states to pass any legislation regarding this product.

2016

U.S. Food & Drug Administration (FDA) issues a final Deeming Rule, regulating e-cigarettes as tobacco products.

2018

Breathe New Hampshire developed Vaping Unveiled™

The Evolution of Vaping and the Youth Crisis

- 1. Regulatory Vigilance:** The Food and Drug Administration (FDA) has adjusted regulations, raising the legal age for e-cigarette purchases to 21. In addition, numerous states and municipalities have enacted bans on flavored e-cigarettes to curb youth usage.
- 2. Education and Awareness:** Initiatives such as “No Vape November” and comprehensive school programs are essential to inform young people about the dangers of vaping.
- 3. Community Engagement:** Parents, educators, and communities play pivotal roles in preventing youth vaping. Open conversations and awareness-building campaigns are vital components of the solution.

The evolution of vaping, from its early therapeutic promise to its status as a public health crisis, has been an unpredictable journey. The youth vaping epidemic has reached alarming proportions, prompting a cascade of responses to mitigate its impact. As we confront this grave issue, we are not only safeguarding the health and future of our younger generation but also embarking on a collective mission to protect public health. Addressing the youth vaping epidemic is core to our mission and our organization remains committed to increasing awareness of this issue through our Vaping Unveiled prevention and education program.

Learn more: breathenh.org/programs/vaping-unveiled



Since 2018, Breathe NH has traveled throughout the Granite State delivering our *Vaping Unveiled™* program to youth, teens, parents, schools, healthcare professionals and more. Our organization has educated thousands of youths and adults on the health impact and dangers of nicotine addiction and provided quit resources.

Quit Resources for Tobacco/Vaping:

Under age 18: **My Life My Quit** – nh.mylifemyquit.org

For those 18+: **QuitNow-NH** – quitnownh.org

2019

Federal legislation to raise the minimum legal age for all tobacco products from 18 to 21 was signed into law.

2020

FDA announced it would ban unauthorized flavored cartridge-based e-cigarettes.

2020

Governor Sununu signed House Bill 1245 which increased the legal age from 19 to 21 on all tobacco products.

2022

FDA issued warning letters for the unauthorized marketing of e-cigarette products many that resembled toys, food or cartoons.

2023

JUUL Labs Inc. agreed to pay \$462 million to settle claims by six US states that it unlawfully marketed its addictive products to minors.

Program Highlights

Bag the Butts™

Breathe New Hampshire's *Bag the Butts™* program increases understanding of the environmental impact of cigarette and vape litter while educating people on the risks associated with tobacco and nicotine use. Toolkits are provided throughout the year with supplies for participating groups to organize a clean-up in their community. Quit resources and educational materials are included in the toolkits. We encourage participating groups to send collected cigarette litter to an out of state recycling program.

Waste and chemicals from both combustible tobacco products and vapes are harmful to our water, air, and land. Cigarette butts remain one of the most frequently littered items throughout the world. Vape devices and pods are often thrown on the ground. Many devices have lithium batteries. Some of the plastic cases and cartridges contain residual nicotine and chemicals. Safe disposal is a concern. Many local waste management departments have guidelines regarding the proper disposal of vapes.

We appreciate the support of our community partners who participated in our *Bag the Butts™* program!

Keene Youth Services combined *Bag the Butts™* with a downtown community Earth Day Festival in April this year. **NeighborWorks–Southern New Hampshire** worked with residents of all ages to do a spring clean-up at multiple properties. Middle school and high school members of **Raymond Coalition for Youth** incorporated Bag the Butts™ into their town's annual Operation Raymond Clean Up in May. Thank you all for your environmental clean-up efforts!

breathenh.org/programs/youth-programs/bag-butts



Vaping Unveiled™

This fiscal year Breathe New Hampshire experienced the largest number of requests for our Vaping Unveiled™ program since March of 2020. While it was satisfying to share our program with many groups including middle school students, high school students, coalitions, parents, health care staff and school staff, it was concerning to note that we received an increase in requests for programs at middle schools. School staff and parents had become aware of an increase by this age group in the use of vapes.

We know that youth are apt to try vaping earlier on. In some cases, becoming nicotine dependent at a very young age. The brain is not fully developed until the mid-twenties. Middle school students still have several years of brain growth and changes in front of them. Using products with varying levels of nicotine can be particularly harmful at this age.

The lungs also continue to develop into the mid-twenties. Aerosols created by vape devices differ from solution to solution. In general, aerosols can irritate and inflame the lung tissue making anyone



more susceptible to contracting respiratory viruses. Short- and long-term vaping may also lead to a dry cough, constant throat irritation, minor nose bleeds and lung damage.

There are hundreds of devices on the market and thousands of solution flavors. Vape companies are regularly developing new e-liquid solutions and adjusting these solutions when a new regulation is put in place, or when they are warned for using particular ingredients. The nicotine levels can vary greatly by product.

Through outreach to schools and in combination with new and existing partnerships Breathe New Hampshire delivered 70 programs this year. Vaping Unveiled™ took place in fourteen New Hampshire communities; Auburn, Concord, Chesterfield, Durham, Gilmanton, Hooksett, Londonderry, Manchester, Meriden, Nashua, Pelham, Weare, Windham and Wolfeboro. We also worked with the NH School Nurses Association.

With our Vaping Unveiled™ program we continue to provide awareness and education about health concerns associated with the use of vape products. Including the potential for nicotine dependence along with the other harmful health impacts. Also covered in this program are resources to help youth under 18 and adults quit tobacco, vaping, smoking, or chewing. We look forward to working with communities throughout New Hampshire.

For more information:

breathenh.org/programs/vaping-unveiled

COPD Connect

November 2022 – Breathe New Hampshire hosted a free in-person program at our Manchester office for individuals living with COPD and their caregivers.

The workshop topic was “*Energy Conservation and Practical Winter Tips*”, and our guest speaker was Shari DeYoung, BS, PT, NIDCAP, NOMAS, NTMTC, Senior Physical Therapist at Elliot Hospital Pulmonary Rehabilitation Services. Thank you to our program sponsor, Southern NH Health, for their continued support of our education programs.



Supporting Future Leaders

Mary C. Manning, known as Mrs. Charles B. Manning in Manchester, was a past vice president and director of Breathe New Hampshire, among other titles, who gave her time, talent, and financial support for more than 40 years. The scholarship was established to continue her legacy and help support public health students.

The 2022 recipient of the \$500 Mary C. Manning scholarship is Katherine Anderson of Moultonborough, New Hampshire. Gabrielle is studying Nursing at Plymouth State University and hopes to one day become a labor and delivery nurse.

Ms. Anderson became familiar with Breathe New Hampshire when researching the dangers of vaping with hopes of helping a loved one quit. Having a friend be hospitalized with a collapsed lung due to vaping has her firmly against smoking and vaping.

For more information, visit breathenh.org/resources/scholarship



Advocacy Highlights

NH Legislation

Two priorities frequently center stage during this year's session: developing a budget for the State of New Hampshire and Medicaid Expansion Reauthorization, or Granite Advantage (SB 263). A critical health care program included in this bill is comprehensive tobacco cessation services.

This year was unique in that a bipartisan budget was agreed upon relatively quickly, providing NH with a two-year state operating budget. The seven-year reauthorization of Medicaid Expansion passed as part of the budget. Medicaid Expansion impacts roughly 60,000 NH residents.

Throughout the 2023 legislative session, Breathe New Hampshire monitored over 25 bills of interest to the organization and our constituents: removing the exemption for premium cigars from the tobacco tax, changes to the taxation of tobacco and nicotine products, respiratory health initiatives and establishing greenhouse gas emission reduction goals for the state. With legislators focused on a state budget, many bills did not make it through the entire process this year.

SB 35 *relative to RSV vaccine administration. This bill authorizes pharmacists, pharmacy interns, and licensed advanced pharmacy technicians to administer an RSV vaccine to adults.*

- Senate 1/26/2023 Ought to Pass
- House 5/4/2023 Ought to Pass
- 6/1/2023 Signed by Governor. Effective 6/1/2023

HB 510-FN *relative to removing the exemption for premium cigars from the tobacco tax.*

- Breathe NH supported as written.
- House 3/23/2023 Inexpedient to Legislate

HB 208-FN *establishing greenhouse gas emission reduction goals for the state and establishing a climate action plan.*

- House Science, Technology & Energy. Committee Report: 2/16/23 Without Recommendation.
- Breathe NH supported as written.
- House 3/16/2023 Inexpedient to Legislate.



Due to the impact inhaling substances can have on developing lungs and fully developed lungs, bills related to cannabis legislation were also monitored. Products containing THC, both solutions and edibles, are available despite not being legal in NH.

HB 544-FN *legalizing cannabis for retail sale.*

- House Executive Session: 03/08/2023 Retained in Committee

HB 643-FN-A *relative to legalizing marijuana.*

- House 2/22/2023 Inexpedient to Legislate

HB 639-FN-A *relative to the legalization and regulation of cannabis and making appropriations therefor.*

- House 4/6/2023 Ought to Pass with Amendment
- Senate 5/11/2023 Inexpedient to Legislate, BILL KILLED.

Federal Policy

May 2023 Breathe New Hampshire signed on to letters initiated by The Campaign for Tobacco-Free Kids (CTFK) and sent to Senator Shaheen and Senator Hassan informing them of our support of the Food and Drug Administration's (FDA) proposal to prohibit the sale of menthol cigarettes and flavored cigars and requested their support. These proposed product standards for flavors were first introduced by the FDA in April 2022. No decision has been finalized.

From a public health perspective, tobacco product supply and access continue to be very concerning. Despite policies that have been implemented in recent years, there has been no slowdown in the volume of product applications being submitted to the FDA by the vaping industry.

Events Highlights!

Eager Breather's Fresh Air Cruise™

September 8, 2022 - WEIRS BEACH - Our 26th annual cruise aboard the M/S Mount Washington was enjoyed by nearly 200 people this year. The group included individuals living with COPD and other chronic lung conditions, family members, caregivers and healthcare professionals. The weather was delightful, and everyone enjoyed the fresh air and beautiful views around Lake Winnepesaukee. A special thank you to our volunteers and our 2022 event sponsor, Lincare.

Breathing Matters Respiratory CME Conference

In October 2022 we offered a Continuing Medical Education (CME) program, Breathing Matters Respiratory Conference, at the Grappone Center in Concord. The full-day accredited conference drew healthcare professionals from across New Hampshire, Massachusetts and Vermont, and was our first in-person conference since prior to the pandemic. The conference topics focused on disparities in healthcare and the effect of the pandemic on public health, the changing landscape of Pulmonary Rehabilitation, the impact of vaping, role of nutrition in respiratory health, low dose chest CT scanning for early detection of lung cancer and the human health emergency that is climate change. Thank you to our conference sponsors: Lincare, AstraZeneca, Grifols and Boehringer-Ingelheim.

Fairways for Airways Golf Classic™

September 19, 2022 – Breathe New Hampshire hosted its 26th golf tournament returning once again to the award-winning Lake Winnepesaukee Golf Club. Despite the cloudy skies we were thankful the rain held off and we had a fantastic day on the course raising critical funds that support the mission. We appreciate the support of our top sponsors; Northern Trust, Wiczeorek Insurance and Bigelow & Co. Special thanks to our volunteer committee who work tirelessly to ensure a great event is had by all; Dana Bull, Mason & Rich, Chris Hussey, Baker Newman & Noyes, Dick Rawlings, and special thanks to our club hosts, Lew & Laurie Simmons.



A sincere *Thank You* to all our donors!

Thank you for supporting our mission to eliminate lung disease and improve the quality of life for those living with lung disease in the Granite State. Every gift matters! We've made every effort to ensure this information is accurate. If you believe there has been an error or omission, please contact our Senior Director of Philanthropy, Cindy Rybczyk.

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The Dr. Robert B. Kerr Legacy Society

This legacy society is named after our founder, Dr. Robert B. Kerr, who dedicated his life to lung health through 50 years of service. Just like Dr. Kerr, Legacy Society members are helping to improve and save lives by including Breathe New Hampshire in their estate plans. We thank them for their generous commitment to our critical mission!

Dr. Albee Budnitz
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 Dr. Arthur Robins & Elaine Robins

CHARITABLE BEQUEST

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

Placing **Breathe New Hampshire** in your will or trust supports continued education and advocacy efforts for those living with lung disease in the Granite State.

There are many benefits:

- It is quick and easy
- Your gift can be any size
- You don't lose access to assets you may need during your lifetime
- You can make a gift in honor of a loved one.

For more information, please contact
Cindy at crybczyk@breathenh.org

The Fun Pass – A Double Decade Tradition

Providing Valuable Discounts on 100+ Attractions Throughout New England For More Than 20 Years!

The Fun Pass continues to be one of Breathe New Hampshire's largest fundraisers, helping to support our organization's important mission of preventing lung disease and improving quality of life for those living with lung disease. The popularity of The Fun Pass has continued to grow, and we anticipate this year's Fun Pass will once again include a wide collection of discounts to New England's BEST destinations for family-fun. Breathe NH is proud to offer schools, mom groups, and other local organizations fundraising opportunities with The Fun Pass, and we are excited to continue the growth of our fundraising programs in 2024.

November 2024 will mark two decades since the inception of The Fun Pass. We plan to release the upcoming year's book just in time for the holidays! They make great stocking stuffers!!

Order online at BreatheNH.org/Fun-Pass



The Fun Pass
makes a great
stocking
stuffer!