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## INTRODUCTION

### **Defining the Tobacco Use Problem**

Though the health effects of tobacco use occur on two fronts, primary use (of either inhaled or smokeless tobacco products) and secondary exposure, the health consequences are similar. Smoking is a core risk factor for many chronic diseases, including heart disease and cancer, and a trigger for others such as asthma.<sup>1</sup> Use of smokeless tobacco products has been linked oral cancer and gum disease.<sup>2</sup> Overall, tobacco use is the leading cause of preventable death in the US.<sup>1</sup> Smoking also increases the risk for pregnancy complications, premature delivery, low-birth-weight infants, still birth, and sudden infant death syndrome.<sup>3</sup>

Secondary exposure to smoke is linked to acute respiratory infections, ear problems, and more severe asthma in children.<sup>4</sup> For adults, the exposure affects the cardiovascular system and causes coronary heart disease and lung cancer.<sup>1</sup> Second-hand exposure to smoke is estimated to lead to approximately 35,000 heart disease deaths a year, nationally.<sup>5</sup>

### **NH Tobacco Use, Mortality, and Exposure**

In 2005, 20% of NH adults reported being current smokers;<sup>6</sup> similarly 20% of NH high school students reported using cigarettes one or more days in the last thirty.<sup>7</sup> In 2002, 1.4% of NH adults indicated they currently used smokeless tobacco products.<sup>8</sup> In 2005, 6.5% of NH high school students reported using chew, snuff, or dip one or more days in the past thirty.<sup>7</sup> Approximately 14% of NH mothers reported tobacco use during pregnancy in 2003.<sup>9</sup> Broken down by delivery payment

source, almost 40% of Medicaid mothers smoked versus just under 10% of non-Medicaid mothers.<sup>9</sup>

As in the nation, tobacco is the leading cause of preventable death in New Hampshire.<sup>8</sup> In 1999, 1,688 NH residents died from a smoking-related illness, representing 18% of all deaths statewide.<sup>8</sup> Estimates project that 31,000 youth under 18 currently living in NH will ultimately die prematurely from smoking.<sup>10</sup> Even if a youth chooses not to smoke, exposure to second-hand smoke remains a concern. In 2004, an estimated one-third of NH children lived in a household where someone smoked.<sup>11</sup>

### **Cost of Tobacco Use**

It is estimated that \$608 million per year of NH's healthcare costs are due to smoking.<sup>12</sup> According to a Tobacco Free Kids Report, \$115 million of NH health care costs associated with smoking are shouldered by NH Medicaid.<sup>10</sup> Smoking is estimated to lead to \$405 million dollars annually in lost worker productivity in NH.<sup>10</sup>

### **Prevention Funding**

Ample evidence supports the use of prevention programs to decrease tobacco use.<sup>13</sup> Though NH generates \$177.5 million in tobacco tax revenues and receives \$43 million in tobacco settlement dollars annually, no state budget dollars have been allocated to prevention programs since 2003.<sup>14</sup> The Centers for Disease Control recommends the state spend a minimum of \$10.9 million on comprehensive prevention programming<sup>14</sup> in an effort to counter the estimated \$141.7 million the tobacco industry spends on marketing in NH.<sup>10</sup>

## NH DATA

The below table summarizes data and reports containing NH-specific data on tobacco use and exposure as well as health outcomes, healthcare utilization, and cost associated with tobacco use. For most of these resources, an expanded description of the data source is included on NH Health Data Inventory ([www.nhhealthdata.org](http://www.nhhealthdata.org)).

RESOURCE	DESCRIPTION	LINK
<b><i>Use and Exposure Resources</i></b>		
<i>Behavioral Risk Factor Surveillance System (BRFSS) Data</i>	BRFSS provides annual prevalence estimates about smoking for adults 18+. State-level data as well as data for Hillsborough, Strafford, Rockingham, and Grafton Counties are available on CDC's SMART BRFSS website. NH DHHS BRFSS report includes information about attitude toward smoking at restaurants and stratifies state-level smoking estimates by various demographic variables.	SMART BRFSS: <a href="http://apps.nccd.cdc.gov/brfss-smart/index.asp">http://apps.nccd.cdc.gov/brfss-smart/index.asp</a> 2000 NH BRFSS report available: <a href="http://www.dhhs.state.nh.us/dhhs/hsdm/behavioral-risk.htm">http://www.dhhs.state.nh.us/dhhs/hsdm/behavioral-risk.htm</a>
<i>Youth Risk Behavior Surveillance System (YRBSS)</i>	The NH Dept. of Education conducts this ongoing survey which provides annual state-level estimates about the prevalence of inhaled and smokeless tobacco use among NH high school students.	<a href="http://www.ed.state.nh.us/education/doe/organization/instruction/healthhivaid/youthrisk.htm">http://www.ed.state.nh.us/education/doe/organization/instruction/healthhivaid/youthrisk.htm</a>
<i>2001 and 2004 NH Youth Tobacco Survey</i>	Conducted by the NH DHHS Tobacco Prevention and Control Program (TPCP), this survey measures inhaled and smokeless tobacco use, knowledge, and attitudes as well as secondhand exposure among middle and high school students in NH. Summaries state level results are provided.	<a href="http://www.dhhs.state.nh.us/dhhs/atod/library/data-statistical+report/yts-results.htm">http://www.dhhs.state.nh.us/dhhs/atod/library/data-statistical+report/yts-results.htm</a>
<i>NH Tobacco Data, 2003</i>	This NH DHHS TPCP report compiled state-level data from numerous sources to provide an overview of tobacco use behaviors, knowledge, and attitudes of NH residents (youth and adults) as well as health and economic consequences.	<a href="http://www.dhhs.state.nh.us/dhhs/atod/library/data-statistical+report/tobacco-data.htm">http://www.dhhs.state.nh.us/dhhs/atod/library/data-statistical+report/tobacco-data.htm</a>
<i>Secondhand Smoke in NH, 2003</i>	Using data from a variety of sources, NH DHHS TPCP produced this report presenting state-level estimates of exposure to secondhand smoke in the home, school, workplace, and restaurant environments.	<a href="http://www.dhhs.state.nh.us/dhhs/atod/library/data-statistical+report/secondhand-issuebrief-2003.htm">http://www.dhhs.state.nh.us/dhhs/atod/library/data-statistical+report/secondhand-issuebrief-2003.htm</a>
<i>2002 and 2004 NH Cessation Services Survey</i>	NH DHHS TPCP conducts this statewide survey of tobacco cessation services. Surveyed facilities include health centers, hospitals, health plans, and health organizations. The survey examines the use of clinical guidelines regarding tobacco use, cessation programs provided, and health insurance coverage provided for tobacco use cessation counseling and nicotine replacement treatment (NRT).	<a href="http://www.dhhs.state.nh.us/dhhs/atod/library/data-statistical+report/cessation-survey.htm">http://www.dhhs.state.nh.us/dhhs/atod/library/data-statistical+report/cessation-survey.htm</a>
<i>NH Adult Tobacco Survey 2002</i>	This report provides state-level results of an extensive NH DHHS TPCP survey examining NH adult tobacco (inhaled and secondhand exposure) behaviors, attitude and use.	<a href="http://www.dhhs.state.nh.us/dhhs/atod/library/data-statistical+report/adult-tobacco.htm">http://www.dhhs.state.nh.us/dhhs/atod/library/data-statistical+report/adult-tobacco.htm</a>

RESOURCE	DESCRIPTION	LINK
<i>2001 NH Restaurant Smoking Policy Survey Executive Summary</i>	Sponsored by NH DHHS TPCP, this report summarizes the results of a survey of 400 restaurants statewide regarding their current smoking policy and willingness to voluntarily go smoke-free.	<a href="http://www.dhhs.state.nh.us/dhhs/atod/library/data-statistical+report/restaurant-survey.htm">http://www.dhhs.state.nh.us/dhhs/atod/library/data-statistical+report/restaurant-survey.htm</a>
<i>NH School Health Profiles</i>	The NH Dept. of Education surveys every other year middle & high school 1) principals about school health policies/programs and 2) health educators about school health education programming. Tobacco prevention is a topic included on both surveys. Profiles summarizing state-level survey results are available.	<a href="http://www.ed.state.nh.us/education/doe/organization/instruction/HealthHIVAIDS/youthrisk.htm">http://www.ed.state.nh.us/education/doe/organization/instruction/HealthHIVAIDS/youthrisk.htm</a>
<i>NH Birth Data</i>	Dataset contains information, about births to NH residents, including maternal smoking status. State and sub-state level data is available provided confidentiality restrictions are met. NH DHHS has developed a web-based query tool to analyze birth data and has also published a report summarizing birth data.	<i>NH birth data:</i> <a href="http://www.dhhs.state.nh.us/DHHS/HSDM/Birth+Data/default.htm">http://www.dhhs.state.nh.us/DHHS/HSDM/Birth+Data/default.htm</a> <i>Most recent birth report:</i> <a href="http://www.dhhs.state.nh.us/DHHS/HSDM/LIBRARY/Data-Statistical+Report/births-99-00.htm">http://www.dhhs.state.nh.us/DHHS/HSDM/LIBRARY/Data-Statistical+Report/births-99-00.htm</a>
<i>Healthy NH 2010</i>	Healthy NH 2010 contains state-level baseline and 2010 benchmarks to reduce youth smoking.	<a href="http://www.healthynh2010.org/">http://www.healthynh2010.org/</a>
<i>Data Report on the Health of African Decedents and Latinos in Hillsborough County, NH</i>	This NH Minority Health Coalition report includes information collected in 2002/2003 about current smoking status among Latinos and African Descendents living in Hillsborough County.	<a href="http://www.nhhealthequity.org/downloads/reachdatareport.pdf">http://www.nhhealthequity.org/downloads/reachdatareport.pdf</a>
<i>Teen Assessment Project (TAP)</i>	Conducted by the UNH Cooperative Extension, TAP reports contain information about middle and high school student use, knowledge, and attitudes toward smoking; some information on smokeless tobacco is also available. Results are limited to NH school districts participating in the project	<a href="http://extension.unh.edu/4h/4hcydtap.htm">http://extension.unh.edu/4h/4hcydtap.htm</a>
<i>Manchester Dept. of Health Tobacco Use Report Card, 2005</i>	Report includes data on adult and teen tobacco use (inhaled and smokeless) rates in Manchester as well as data on associated costs.	<a href="http://www.manchesternh.gov/CityGov/HLT/healthdatareports.html">http://www.manchesternh.gov/CityGov/HLT/healthdatareports.html</a>
<b><i>Health Outcomes, Health Care Utilization, and Economic Costs</i></b>		
<i>NH Mortality Data</i>	Dataset contains information about deaths of NH residents from tobacco-related diseases such as heart disease and cancer. State and sub-state level data is available provided confidentiality restrictions are met. NH DHHS has also published a death report which outlines the leading causes of death in NH, of which the top four relate to tobacco use.	<i>NH mortality data:</i> <a href="http://www.dhhs.state.nh.us/DHHS/HSDM/death-data.htm">http://www.dhhs.state.nh.us/DHHS/HSDM/death-data.htm</a> <i>Most recent death report:</i> <a href="http://www.dhhs.state.nh.us/dhhs/hsdm/library/data-statistical+report/nh-deaths.htm">http://www.dhhs.state.nh.us/dhhs/hsdm/library/data-statistical+report/nh-deaths.htm</a>

RESOURCE	DESCRIPTION	LINK
<i>NH Cancer Report</i>	Report includes state and county level data on lung and bronchus, oral cavity and pharynx cancers in 1999 and summarizes incidence and mortality rates from 1995-1999.	<a href="http://www.dhhs.state.nh.us/DHHS/HSDM/LIBRARY/Data-Statistical+Report/cancer-mortality98-99.htm">http://www.dhhs.state.nh.us/DHHS/HSDM/LIBRARY/Data-Statistical+Report/cancer-mortality98-99.htm</a>
<i>NH Hospital Discharge Data: (Inpatient, Outpatient, and Specialty Hospitals)</i>	These three data sets provide information about inpatient, emergency room, and specialty hospital visits from tobacco-related diseases. Data is available for NH residents of all ages. State and sub-state level data is available provided confidentiality restrictions are met.	<a href="Http://www.dhhs.state.nh.us/dhhs/hsdm/hospital-discharge-data.htm">Http://www.dhhs.state.nh.us/dhhs/hsdm/hospital-discharge-data.htm</a>
<i>NH Tobacco Data, 2003</i>	This report compiles state-level data from numerous sources to provide an overview of tobacco use behaviors, knowledge, and attitudes of NH residents (youth and adults) as well as health and economic consequences.	<a href="http://www.dhhs.state.nh.us/dhhs/atod/library/data-statistical+report/tobacco-data.htm">http://www.dhhs.state.nh.us/dhhs/atod/library/data-statistical+report/tobacco-data.htm</a>
<i>A Broken Promise to Our Children: The 1998 State Tobacco Settlement Seven Years Later (NH Profile)</i>	Produced by the American Heart Association, American Cancer Society, American Lung Association, and Campaign for Tobacco-Free Kids this report includes state profiles about smoking prevalence, health and economic consequences as well as state spending on tobacco prevention.	<a href="http://www.tobaccofreekids.org/reports/settlements/state.php?StateID=NH">http://www.tobaccofreekids.org/reports/settlements/state.php?StateID=NH</a>

### **EVIDENCE-BASED INTERVENTIONS**

The below table summarizes available evidence resources for interventions to prevent smoking initiation, encourage smoking cessation, and reduce exposure to tobacco products and secondhand smoke. Unless otherwise noted, reviews can be downloaded for free.

Intervention	Resource	Description	Link
<i>Preventing tobacco use initiation &amp; encouraging cessation</i>	<i>Agency for Healthcare Research and Quality</i>	Produced by Research Triangle Park International at Univ. of North Carolina, this June 2006 report provides a comprehensive review of what evidence says work to prevent tobacco use initiation and encourage cessation. It combines and updates results from all previously conducted reviews, including the Guide to Community Preventive Services.	<a href="http://www.ahrq.gov/downloads/pub/evidence/pdf/tobaccouse/tobuse.pdf">http://www.ahrq.gov/downloads/pub/evidence/pdf/tobaccouse/tobuse.pdf</a>
<i>Preventing secondhand smoke exposure</i>	<i>The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General</i>	Also released in June 2006, this Surgeon General report examines the effects of secondhand smoke across the life span and proven interventions to decrease exposure.	<a href="http://www.surgeongeneral.gov/library/secondhandsmoke/">http://www.surgeongeneral.gov/library/secondhandsmoke/</a>

## **NH PROGRAM IN ACTION**

“There is no silver bullet”, the words of Captain (ret.) Dana Mitchell when asked about the Comprehensive Tobacco Prevention Plan to combat the impact of smoking in the Dover community. The Dover Coalition for Youth; a coalition of representatives from business, media, youth, law enforcement, and the general community; has successfully mobilized the Dover community to implement the Tobacco Prevention Plan. The Dover Coalition’s plan uses a three prong approach: preventing youth from starting tobacco use, preventing youth access to tobacco products, and limiting exposure to secondhand smoke. High importance is placed on the use of evidence-based strategies within each of its prevention foci.

Preventing youth from starting the addictive habit of tobacco use is done in part through a community awareness campaign. The Coalition sponsors local youth sports team to increase its community exposure and the youth sports leagues actively help spread the Coalition’s message about tobacco. An anti-tobacco radio media campaign has also been implemented with the cooperation of local radio stations. Using in-kind air time donations (averaging \$20,000 per year), the Coalition has aggressively marketed its tobacco message. Youth involved in the Coalition also get the message out. They have run awareness programs such as the Gear Exchange, where youth bring in items with tobacco logos on them in exchange for T-shirts.

To reduce youth access to tobacco products, the Dover program conducts vendor compliance checks at local businesses. Here, teenagers below the age of 18 attempt to purchase tobacco products. The percentage of businesses that check identification is monitored and violators are brought to court. Evaluation data indicates that efforts to

reduce youth access to tobacco are working. In 1992, previous to the program’s initiation, compliance checks revealed that high school youth were able to purchase cigarettes from Dover retail establishments about 72% of the time. Within five years this percentage decreased to 0 to 10%, where it remains today.

Reducing secondhand smoke exposure represents the third prong of the Dover program. The program successfully lobbied for local legislation to make the Dover skateboard park smoke free. They also produced a pamphlet of local smoke free restaurants and often will host a party when a restaurant goes smoke free to encourage patronage.

The Dover Tobacco Prevention Plan is funded by a CDC grant funneled through NH State DHHS, local coalition support, youth fundraising, and in-kind donations.

To learn more contact Captain Dana Mitchell at (603) 516-3274 or [d.mitchell@ci.dover.nh.us](mailto:d.mitchell@ci.dover.nh.us)

Interested in learning about other tobacco prevention programs and guidelines from across the U.S.? Go to:

- ◆ Public Health Services Clinical Practice Guidelines for Treating Tobacco Use and Dependency: <http://www.surgeongeneral.gov/tobacco/clinpack.html>
- ◆ Best Practices for Comprehensive Tobacco Control Programs: <http://www.cdc.gov/tobacco/bestprac.htm>
- ◆ Substance Abuse and Mental Health Services Administration (SAMHSA) Model Program Database (Search ‘tobacco’): [http://modelprograms.samhsa.gov/template\\_cf.cfm?page=search](http://modelprograms.samhsa.gov/template_cf.cfm?page=search)

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## **KEY STATE AND LOCAL CONTACTS**

- ◆ ***NH Tobacco Prevention and Control Program (TPCP)***: Funded by the Centers for Disease Control and Prevention, this DHHS program seeks to reduce tobacco use in NH through evidence-based strategies. TPCP works with local coalitions, conducts surveys, monitors compliance with the NH Indoor Smoking Act, and provides educational materials and an assistance hotline for those looking to stop smoking. To contact the TPCP, go to <http://www.dhhs.state.nh.us/DHHS/ATOD/TPCP.htm> or call 1-800-852-3345 ext 6891.

- ◆ ***NH Tobacco Prevention and Control Community Coalitions 06***: Funded through NH DHHS TPCP, these local coalitions seek to reduce tobacco use through implementing evidence-based strategies in the local community. For a complete list of coalitions visit: <http://www.dhhs.state.nh.us/DHHS/ATOD/LIBRARY/Fact+Sheet/coalitions.htm>
- ◆ ***American Lung Association of NH (ALA NH)***: Supports community, school, business, and legislative advocacy focused on tobacco prevention and cessation. To contact ALA NH visit <http://www.nhlung.org/index.cfm>. To view the ALA NH’s Tastefully Tobacco Free, a guide to smoke free

dining in NH, visit  
[http://www.nhlung.org/sf\\_diningguide.cfm](http://www.nhlung.org/sf_diningguide.cfm)

- ◆ **Public Health Network (PHN) Coordinators:** NH currently maintains 14 regional networks working on the public health and emergency preparedness needs

of towns contained within their region. PHN coordinators may be able to provide links to local

- ◆ tobacco contacts and efforts within their PHN region. To see if your town is covered by a PHN, and for coordinator contact information, go to:  
<http://www.nhphn.org>.

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### RELATED STATE POLICY

- ◆ **Tobacco-related NH Laws:** The National Lung Association produces this annual state-by-state summary of laws regarding tobacco issues. The 2005 report is available at  
[http://slati.lungusa.org/reports/SLATI\\_05.pdf](http://slati.lungusa.org/reports/SLATI_05.pdf)
- ◆ **Proposed Tobacco-related State Legislation:** The NH Public Health Association (NHPHA)'s Policy Committee monitors public health (including tobacco-related) legislation. The NHPHA website ([www.nhpha.org](http://www.nhpha.org)) provides key information (bill status, action taken, etc) about

bills currently being monitored. To direct questions to the Policy Committee, use the 'contact us' feature on the NHPHA website.

- ◆ **Strategic Prevention Framework (SPF) Initiation Grant:** NH participates in this Federal initiative to improve the quality and effectiveness of alcohol, tobacco, and other drug use and abuse prevention services. NH is currently in phase one, conducting community assessment, of this five year, five step process. (Is there a specific contact?) For more details visit:  
<http://www.dhhs.state.nh.us/DHHS/ATOD/LIBRARY/Program+Report-Plan/spf.htm>

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