

*Reflect • Renew • Reconnect*

# 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, 2022	June 30, 2021
<b>Public Support and Revenue:</b>		
Contributions, Revenue and Income:		
Special Events & Other	\$48,912	\$28,116
Program Fees	16,514	1,800
Trust Income & Other Contributions	82,846	77,567
Investment Spending Policy	588,576	566,370
<b>Total Public Support and Revenue</b>	<b>\$736,848</b>	<b>\$673,853</b>
<b>Expenses:</b>		
Program Services & Advocacy	\$544,307	\$560,345
Management & General	45,611	40,989
Fundraising	146,907	119,296
<b>Total Expenses*</b>	<b>\$736,825</b>	<b>\$720,630</b>
<b>Change in Net Assets from Operations</b>	<b>\$23</b>	<b>\$(46,777)</b>

\* In addition to the above expenses, the organization made a distribution from the Mary Fuller Russell Research Fund for medical research totaling \$122,622 during Fiscal 2022.

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# Message from the Board Chair & President

Dear Friends,

Together with my colleagues and our Board of Directors, I'd like to welcome you to our Annual Report. I am honored, humbled and excited to be your new President. I have a background in nonprofit leadership as well as working with vulnerable populations. Many years ago, I had the opportunity to work with Breathe New Hampshire. I felt very welcomed by the staff, and I enjoyed the work we did together. Now as President, I feel very much at home here. I'd like to take this opportunity to thank and acknowledge Dan Fortin for his 17 years of leadership, commitment, and dedication to Breathe New Hampshire. It is a privilege to continue the Breathe New Hampshire legacy.

This past year we celebrated our 106th year. As the oldest nonprofit public health agency in the state of New Hampshire, we take pride in our work even as we face adversity. The pandemic initially challenged all of us, but we have adapted — we learned to be resilient and creative in our approach to meet the needs of our Breathe NH community. We continued to serve our population using technology and hybrid models, we spent time reflecting on those loved ones we lost, we reconnected with each other and our community, and we now look to the future with a renewed sense of commitment and dedication to our mission.

As you read through the pages of this Annual Report, it is our hope is that you will be inspired by all that we accomplished.

We continue to work on education, prevention, advocacy and policy. As such this year you'll see that we have engaged youth and schools in the awareness and education about vaping and the negative health impacts of nicotine dependency.

We also monitor and engage in legislative conversations and participate in a coalition that informs our representatives around tobacco use and nicotine addiction. These conversations highlight not only the importance for awareness but also draws attention to the health and economic impacts that affect our youth and communities.

Our annual Eager Breather's Fresh Air Cruise and our annual Fairways for Airways Golf Tournament are always a highlight for our participants! Thank you to everyone who helped make this happen.


We sincerely appreciate your ongoing generous support. These are exciting times. Join us as we embark on a new chapter of Breathe New Hampshire.

Warmest regards,



**Maryanne Ferguson**  
President & CEO

**Joel Rozen**  
Chair



# Reflect • Renew • Reconnect

A lot has happened during the past couple of years. Yet, as we entered another phase of the pandemic this past year it provided the opportunity to reflect, renew, and reconnect. We are **Reflecting** on how the world has changed, **Renewing** our commitment to adapting and finding innovative solutions, and **Reconnecting** with each other after so much time apart. The following individuals share their experience:

**Louise Hobden: Volunteer and Board of Directors, Breathe New Hampshire, Individual Living with COPD**

“Covid changed our lives and things will never be exactly as they were. I have attended Pulmonary Maintenance since 2011. When it closed, along with everything else, it was devastating. For those of us who have returned to Maintenance, we are so very grateful for the program and for each other. We didn’t realize what we had until we lost it. It will take time for people to come back and feel safe.”

**Kelly Yellick, MSEP, CCRP: Program Manager, Cardiopulmonary Rehabilitation, Southern NH Health**

“It was a scary and uncertain time for everyone during the height of the pandemic. The day we were able to call our patients and tell them we had re-configured the gym and program to keep them safe and allow them to return to Pulmonary Rehab at Southern NH Medical Center was a great day! It is even more rewarding and meaningful when we see the positive changes in a patient’s quality of life from improving their health and emotional status through pulmonary rehab or the friendships and laughter that develop between classmates again.”

**Susan Carroll, BSEP, TTS: Clinical Exercise Physiologist, Cardiac and Pulmonary Rehabilitation, Southern NH Health**

“In the twenty or so years that I have been involved in Pulmonary Rehabilitation (PR) I have witnessed many changes within this valuable clinical service and its way of delivery to the community. None of those changes were as challenging and unprecedented as Covid-19 and the ultimate shutdown of this highly beneficial program. This pandemic, along with all its challenges, has provided us an opportunity to rethink the way our “traditional” rehab program is offered (for example, the use of

telehealth). The best part about resuming Pulmonary Rehab is helping to raise our patients out of a loss of socialization and physical deconditioning due to isolation.”

**Kim Coronis: Policy & Program Manager, Breathe New Hampshire**

“Breathe New Hampshire was eager to deliver programs in-person once again being solely virtual for so long. We all benefit from these opportunities and can share more engaging activities when visiting a classroom and being out in the community.

**Lynn Cummings, RCP, RRT, CCT, TTS: Supervisor, Pulmonary Rehabilitation, Elliot Health System**

“Our Pulmonary Rehab initially closed for seven months from March-September 2020. Throughout that time, we regularly called our Maintenance patients, a patient phone tree was activated for peer-to-peer connections, and overall communication became a lifeline. When we reopened there were mixed feelings - some felt ready to go back out again while others were still nervous. The major takeaways were making patients feel comfortable, keeping them connected and remaining flexible to meet them where they are.”

**Lorna Marshall, RRT and Argus Murphy, EP, Catholic Medical Center Pulmonary Fitness**

“When we reopened the program in November 2020 we were shocked by how excited and determined our patients were to get out of the house and exercise. We were able to give them this outlet and the success we saw with patients was, and is, truly inspiring.

In our experience through the pandemic and before we have found the earlier patients enroll in pulmonary rehab the better the outcome. This not only keeps them from having a detrimental hospital stay, but also allows them to slow the progression of their condition and ultimately giving them an increased quality of life.”



# Advocacy Highlights

## NH Legislation

This past session continued to include discussions for COVID related policies and use of Federal relief program allocations. In collaboration with a variety of partners, Breathe New Hampshire (BNH) signed on to letters supporting and opposing a few specific pieces of legislation and our organization monitored over 35 bills this session.

Topics of interest and bills of interest this session: lowering the amount of revenue from cigars required of cigar bars- for 2 years, state enforcement of Federal vaccine mandates, climate change policies, legislative oversight over the emergency powers of the Department of Health & Human Services, changes to the enforcement authority of liquor enforcement officers, eliminating the enforcement division of the liquor commission, pharmacist administration of vaccines, and limiting the authority of Town Health Officers.

### **SB 430-FN** *relative to health and human services. Concern:*

Preventative health care benefits. Medicaid programs including nicotine cessation therapy.

- BNH Action - Remote sign-in Support (of original bill as filed).

### **HB 1210** *relative to exemptions from vaccine mandates*

- BNH Action – Remote sign in Opposed

**HB 1591-FN** *eliminating the enforcement division of the liquor commission. Concern:* in New Hampshire tobacco enforcement falls under the enforcement division of the Liquor Commission. Tobacco retail licenses and vape shop licenses are issued by DLE.

- BNH Action – Remote sign-in Opposed

### **HB 1639** *relative to the youth risk behavior survey in schools.*

**Concern:** if passed as written, proposed shift from “opt-out” participation to “opt-in”, would weaken NH youth behavioral health prevention and treatment programs by reducing participation thus limiting access to data needed for youth safety and wellness policies and programs throughout the state.

- Breathe NH Action – Remote sign-in Opposed

Breathe New Hampshire joined other organizations on a combined letter to members of the Senate Education Committee opposing HB 1639.

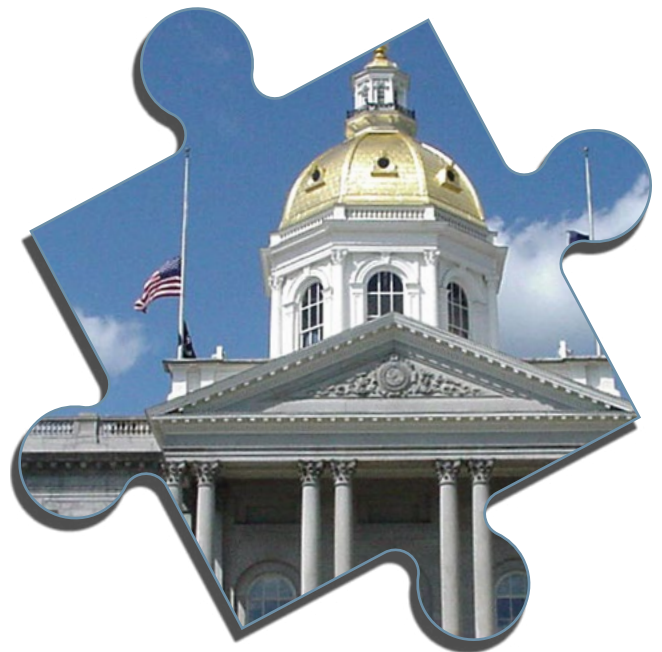
## Federal Policy

### Synthetic Nicotine

**On March 15, 2022**, President Biden signed H.R. 2471 – the Consolidated Appropriations Act, 2022. The Federal Food, Drug, and Cosmetic Act (FD&C Act) which now includes specific language that makes clear the U.S. Food and Drug Administration can regulate tobacco products as well as any nicotine product, including synthetic nicotine. [This new provision took effect on April 14, 2022.](#)

### Menthol

**On April 28, 2022**, the U.S. Food and Drug Administration announced proposed product standards to prohibit menthol as a characterizing flavor in cigarettes and prohibit all characterizing flavors (other than tobacco) in cigars. These actions have the potential to significantly reduce disease and death from combusted tobacco product use, the leading cause of preventable death in the U.S., by reducing youth experimentation and addiction, and increasing the number of smokers that quit. The public could submit comments on the proposed rule through August 2, 2022.



# Program Highlights

## Vaping Unveiled™

The evolution of vaping devices and vaping products did not slow down during the pandemic. In fact, new devices and nicotine products continue to appear on the U.S. market.

Increasingly popular flavored oral nicotine products, some in a pouch form, along with vapes and vape juice marketed as being *tobacco-free nicotine* and *tobacco leaf free* became more widely available. With this type of promotion, the perception of harm is that these products are a “healthier” nicotine option. However, these products contain synthetic nicotine created in a lab. Fruit, candy, and dessert flavors remain popular in these product lines, and data demonstrates that these flavors continue to appeal to youth.

Nicotine levels in synthetic products and other tobacco products have continued to increase. In the U.S. there is no limit as to the level of nicotine these products can be sold with. This is alarming as the developing brains of youth and young adults can become addicted to nicotine even more rapidly.

The U.S. Food and Drug Administration (FDA) regulates all tobacco products, including hookah, e-cigarettes, dissolvables, smokeless tobacco, cigarettes, all cigars, roll-your-own tobacco, pipe tobacco, and future tobacco products that meet the statutory definition of a tobacco product. As of April 2022, the FDA can regulate products containing nicotine from any source, including synthetic nicotine.

With numerous product types, a wide variety of flavors and the low costs, youth and teen vaping remains a major public health concern in the U.S.

During the 2021-2022 fiscal year, pandemic related challenges remained with delivering in-person programs, such as *Vaping Unveiled™*. Earlier in the year, Breathe New Hampshire engaged schools and other sites in mostly virtual formats, allowing us to expand our reach to a greater number of locations throughout the state. Breathe New

Hampshire was encouraged as we experienced a gradual increase in requests for in-person programs during the second half of the year and once again we were able to visit schools and other sites, while continuing virtual options that we’ve all become accustomed to.

Throughout the year, *Vaping Unveiled™* was delivered to middle and high school students, Granite State Independent Living IMPACCT Academy staff as well as their student groups in Manchester and Concord, healthcare professionals, and students participating in the Harlan R. Dickson United States Naval Sea Cadet Corp program. Additionally, we collaborated with youth coalitions and shared our program with community members. Because so much continued to evolve in the vaping landscape, between federal regulations and new products being sold, our program team regularly reviewed and updated the content in our *Vaping Unveiled™* program to stay current with the latest data and trends.

Our *Vaping Unveiled™* program continues to provide education and awareness about vaping, while bringing attention to the possibility for nicotine dependence and the potential for other harmful health impacts. Additionally, resources to help teens quit nicotine and vaping are covered in this program. For more information; [breathenh.org/programs/vaping-unveiled](https://breathenh.org/programs/vaping-unveiled)

For those under 18, Department of Health and Human Services offers the **My Life My Quit** program, a free and confidential resource for youth to quit vaping and other tobacco; [nh.mylifemyquit.org](https://nh.mylifemyquit.org)

For those over 18, **QuitNow-NH** is available; [quitnownh.org](https://quitnownh.org)



## Bag the Butts™

Breathe New Hampshire's *Bag the Butts™* program raises awareness of the environmental impact of cigarette litter while educating people on the risks linked to tobacco use.

Tobacco not only endangers the health of individuals, it also impacts our environment. When e-cigarette and cigarette waste isn't disposed of properly, it can end up polluting water, air, and land with toxic chemicals, heavy metals and residual nicotine. Cigarette butts are one of the most frequently littered items in the U.S. Unlike cigarette butts, e-cigarette waste cannot biodegrade even under severe conditions. Used devices and cartridges can contain lithium batteries, chemical residue and plastic. Local waste management departments should be contacted regarding proper disposal.

One of Breathe New Hampshire's longtime community partners, Raymond Coalition For Youth (RCFY), incorporated our Bag the Butts into their Operation Raymond Clean-up on May 5, 2022. RCFY Youth Action members collected cigarette waste and other trash during this annual community event.

*"This event helps involve kids in prevention work at a whole different level and gives them one more thing to be aware of when comes to the importance of saying no to a dangerous, addictive substance."* Celeste Clark, Executive Director RCFY.

Clarke added; *"prevention work is much stronger when it involves multiple people and organizations. Finding a good fit to promote a positive message and strengthen a good program takes teamwork, communication and collaboration."*

[breathenh.org/programs/youth-programs/bag-butts](https://breathenh.org/programs/youth-programs/bag-butts)

We have successfully recycled over 24 pounds of cigarette waste



## COPD Connect

April 8, 2022 – Breathe New Hampshire offered a hybrid format of our COPD Connect program at our office in Manchester and via Zoom.

We continue to recognize the challenges of the past two years and know that the pandemic has increased isolation for many people. The theme of the program this spring was "Living Well with COPD" and the guest speaker was Lorna Marshall, RRT at Catholic Medical Center. According to program evaluations, 95% of participants indicated the content was useful to them. [breathenh.org/ourprograms/copd-connect](https://breathenh.org/ourprograms/copd-connect)

Thank you to program sponsor:  
Southern NH Health.



# 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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Daniel Fortin  
Richard L. Rawlings  
In Honor of My Patients

## **DONATIONS IN MEMORIAM**

We remember those we have lost this past year, as well as those for whom we have received memorial gifts.

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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  
Mr. & Mrs. Daniel & Kathleen Fortin  
Ms. Lynn K. Friedel  
Mrs. Rita M. Curtis Glasheen  
Ms. Clairia Monier  
Dr. & Mrs. Arthur & Elaine Robins

# A sincere *Thank You* to all our donors!

**T**hank you for supporting our mission and the critical programming offered in our local communities. Our work makes a difference in people's lives and we couldn't do it without your generous support. Together we work to ensure that New Hampshire families are Breathing Better, Living Better.

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The New England Patriots Foundation  
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## Supporting future leaders in medicine

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 Manning scholarship was established to continue her legacy and help support public health students.

The 2021 recipient of the \$500 Mary C. Manning scholarship is Gabrielle Page of Londonderry, New Hampshire. Gabrielle is studying Nursing

at Endicott College eventually becoming a Nurse Practitioner.

“I am so grateful for this scholarship that will help me further my education as I study Nursing at Endicott College.”

For more information, visit [breathenh.org/resources/scholarship](https://breathenh.org/resources/scholarship)



# Events Highlights!

## Eager Breather's Fresh Air Cruise™

September 9, 2021 – WEIRS BEACH – After canceling the cruise in 2020, everyone was delighted to return aboard the M/S Mount Washington for our 25th annual cruise on Lake Winnepesaukee. Despite some gray skies and a smaller group, spirits were soaring as we came back together after two years. It was wonderful for people living with chronic lung conditions and their family members or caregivers, along with healthcare professionals to enjoy the day reconnecting with each other.

Thank you to our event sponsors: Lincare, Viatrix, Pulmonx and Keene Medical Supplies.

## Fairways for Airways Golf Classic™

September 20, 2021 — Breathe New Hampshire hosted its 25th golf tournament returning once again to the award-winning Lake Winnepesaukee Golf Club. We had a beautiful day on the course raising critical funds that support educational programming and advocacy efforts. We appreciate the support of our top sponsors; Northern Trust, Wieczorek 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 our club host Lew Simmons.

## Dan's Retirement Party

This year we said goodbye to Dan Fortin who retired after 17 years as President & CEO. He joined Breathe New Hampshire as a volunteer in 1992 and eventually stepped into the role of CEO in 2005. We celebrated Dan's retirement with a party at the office where we unveiled a timeline wall that highlights all of Breathe NH's major accomplishments and recognizes Dan for all his years as President & CEO.

We thank Dan for his many years of service, and we wish him health and happiness as he enters this new chapter in his life.





### 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](mailto:crybczyk@breathenh.org)

## The coupon book with the Best Values in New England!

The Fun Pass coupon book continues to be one of our biggest fundraisers, supporting our critical mission of preventing lung disease and improving the quality of life for those with lung disease. Fun Pass sales over the past year have been steadily increasing as we continue our recovery from COVID-19. Families were once again getting out and looking for fun places to go. We are hopeful that 2023 will be even better.

We are excited to announce that our new Fun Pass book will have coupons to some of our most popular destinations like Story Land and Mount Washington Cog Railway.

Order online at [BreatheNH.org/Fun-Pass](http://BreatheNH.org/Fun-Pass).

### DID YOU KNOW THAT YOU CAN OFFER A FUN PASS FUNDRAISER?

The Fun Pass fundraiser is an easy and convenient way to earn funds for your school, organization, moms group, and more. For more information, contact [info@breathenh.org](mailto:info@breathenh.org)



The Fun Pass makes a great stocking stuffer!