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NH Healthy Families and the Centene Institute for Advanced Health Education™ Launch Youth Impact Award for Vaping Prevention

Youth contest empowers students to take action and inform peers about the dangers of vaping and e-cigarettes

Bedford, NH – (March 9, 2021) – NH Healthy Families and the Centene Institute for Advanced Health Education™ are pleased to announce the Centene Institute Youth Impact Award for Vaping Prevention, a curriculum and contest for adolescents ages 14 through 19 to raise awareness about vaping, e-cigarette use and prevention. Students will learn about the dangers of vaping and take action by developing and submitting a 30 to 60-second Public Service Announcement (PSA) video. The contest is accepting submissions through April 16, 2021. Winners will be announced in early summer of 2021.

“Nationally, and in New Hampshire, vaping and e-cigarette use has dramatically increased among middle school and high school students,” said Clyde White, NH Healthy Families Plan President and CEO. “The Youth Impact Award for Vaping Prevention will help empower students to share the dangers of vaping and become a part of the solution.”

In December 2018, the U.S. Department of Health and Human Services declared youth e-cigarette use a public health epidemic, and reported that e-cigarette use among U.S. middle and high school students increased 900% between 2011 and 2018. In addition, 2019 data from the Centers for Disease Control and Prevention and Food and Drug Administration showed that more than 5 million U.S. youth, including over one in four high school students and about one in 10 middle school students, used e-cigarettes in the past 30 days.

“At NH Healthy Families, we are excited about the potential positive impact this program will have on our youth and communities across New Hampshire,” added White. “We welcome entries from young Granite Staters, and look forward to their creative work.”

All submissions are eligible for up to 10 hours of community service and prizes are available for the top submissions. For more information on the Centene Institute Youth Impact Award for Vaping Prevention, please visit <https://www.centeneinstituteaward.com/vapingprevention>.

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About NH Healthy Families

NH Healthy Families™ is a health plan serving the needs of New Hampshire residents through the state Medicaid program, Ambetter™ marketplace exchange product, and Wellcare, our Medicare Advantage product. Our locally based employees and fully integrated Medical, Behavioral and Wellness programs provide innovative health solutions to every region of the state with the express purpose of transforming the health of the community, one person at a time. NH Healthy Families is a wholly owned subsidiary of Centene Corporation, a diversified, multi-national healthcare enterprise. Information is available at NHhealthyfamilies.com.

About the Centene Institute for Advanced Health

Supported by Centene's foundational focus on whole health, the Centene Institute for Advanced Health Education provides health education for youth and young adults, all with the goal of driving early health literacy and preventive care. Additional focus of the Centene Institute is the development and implementation of accessible, interprofessional continuing education as empowering, research-informed educational activities that improve quality of care, performance of the healthcare team and health outcomes.