



BREATHE
CALIFORNIA

FALL 2007

Breathe Healthy

Going Smoke-Free

As the scientific evidence against secondhand smoke continues to mount, more corporations, events, parks and venues are going smoke-free. And with groups like Breathe California leading the way, we might just be inching our way towards a healthier society.



**NO
SMOKING
ALLOWED**

Also Inside:

TB THREAT REMAINS A CONCERN

ASTHMA CAMP WORKS ITS MAGIC AGAIN

AGENCY AWARDS \$25,000 RESEARCH GRANT

Reference: Section 64045 of the C.V.C.

Going Smoke Free: Leading the Way in the Bay Area

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Slowly but surely, it's been happening all around us: at beaches and parks; outside of buildings; at local events and fairs; and even at corporate campuses. With each passing month comes news of another venue saying no to lighting up on its premises. Armed with mounting evidence that secondhand smoke can not only have an obnoxious effect, but also deadly implications, more and more businesses, organizations and local governments are taking action. And nowhere is this being seen more frequently than here in the Bay Area, where it all began in the 1970s with our agency boldly supporting efforts to go smoke-free.

Growing Support Paves the Way

While our long-standing fight for smoke-free environments has stirred up a certain level of controversy at each expansion, the public has grown very supportive as the dangers posed by secondhand smoke have become even clearer. Last summer, the U.S. Surgeon General issued one of the strongest and most authoritative warnings ever offered on the threat posed by secondhand smoke. Long known to cause respiratory problems in those who come in contact with it, the Surgeon General reported that there is absolutely no safe level of exposure to secondhand smoke. Furthermore, he reported that secondhand smoke can increase the chances of a perfectly healthy person developing lung cancer or heart disease by 20 to 30 percent. That report was followed by a study out of Stanford this spring, which found that smoking can significantly impact the air quality at sidewalk cafes, park benches and other outdoor locations. In their report, the researchers found that a non-smoker sitting a few feet downwind from a cigarette is likely to be exposed to significant levels of contaminated air.

In addition, a new generation has witnessed the full devastation that smoking has had on their

parents as well as the newer threat asthma poses to their children. When coupled with the now abundant scientific research on hand, the result has been a public very receptive to change. In informal surveys taken in 2003, 96% of San Jose residents responded that they would like to see some form of additional smoke-free protections enacted in the city. And in an area as rich in community activism as it is, a public in the mood for change will not stay dormant for long.



Student Advocates working with **Breathe California** smile for the camera at Belmont's first smoke-free farmer's market, one of 45 Bay Area farmers' markets to ban smoking.

In informal surveys taken in 2003, 96% of San Jose residents responded that they would like to see some form of additional smoke-free protections enacted in the city.

Leading the Drive

It should be no surprise that the proliferation of secondhand smoke protections has been strongest here in California. Not only is the state home to the landmark workplace smoking law, many local cities - especially here in the Bay Area - were the first to enact smoking bans of any kind. And with committed groups like Breathe California leading the way once again, the drive for new secondhand smoke policies is as strong as ever.

One of the most common venues to be declared smoke-free has been parks, where a half-dozen cities - including San Francisco - have laws banning smoking from curb-to-curb. This past May, the agency initiated a drive to add the Bay Area's largest city to that list, when it joined Vice-Mayor Dave Cortese and Councilmember

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San Jose Vice Mayor Dave Cortese and Councilmember Madison Nguyen speak at a World Tobacco-Free Day press conference where they joined Breathe California in calling for a smoke-free parks policy in San Jose.

Madison Nguyen in proposing a smoke-free park ordinance for San Jose. Now that it has been considered by the city's Parks & Recreation Commission, where it enjoyed the support of a majority of members, the proposed policy will return before the council this fall.

"A smoke-free policy will help make our parks a truly family-friendly environment that protects the health of our children," said Margo Sidener, President & CEO of Breathe California. "But that's only one piece of the puzzle. We must also bring greater secondhand smoke protections to the many other places in the community where a large number of people face a significant risk."

Thus, the agency has also focused its efforts to help local events go smoke-free. One of its greatest successes in this vein was its effort to help 45 farmers' markets in the Bay Area implement a smoke-free policy. Through a project with the Smoke-Free San Mateo County Advocates student group, the agency worked with the Pacific Coast Farmers' Market Association (PCFMA) to bring smoke-free environments to the tens of thousands of shoppers who visit their outdoor markets each week. Now, the agency is partnering with the student group to develop a smoke-free policy for the San Mateo County Fair, while also meeting with the San Jose Flea Market to explore smoke-free possibilities.

In addition, Breathe California has historically reached out to private organizations and corporations to develop greater secondhand smoke protections. By the time the state's workplace smoking law had passed, the agency had already helped 85% of local corporations voluntarily go smoke-free, impacting over 133,000 workers. Today, in addition to working with the privately-operated PCFMA and San Jose Flea Market, the agency has worked with local businesses to ban smoking in their outdoor areas

as well as near entrances and exits. The agency has also offered assistance and tobacco control resources to corporations, like National Semiconductor, that are taking steps towards creating smoke-free campuses. Furthermore, as secondhand smoke can be even more dangerous when it drifts into the home, Breathe California has made it a priority to work with multi-unit housing complexes to develop voluntary smoke-free policies that help protect their tenants.

"The benefits of going smoke-free are becoming apparent to everybody, including private businesses and property owners," continued Sidener. "While public laws are a great way to protect local residents, it is just as important that we help private organizations develop their own policies. Because when secondhand smoke strikes, it doesn't differentiate between whether you are on public or private property."



With the help of Breathe California, a number of local businesses adorn signs to inform the public of their smoke-free policies.

Looking to the Future

As the months continue to pass, we're likely to see more and more laws aimed to protect the public from secondhand smoke. Like the countless public health debates that have come before, there will not be any lack of controversy. But given the growing health challenges facing our country today, going smoke-free might be a key step in our journey for a healthier society. And the country might just want to take a peek at what's going on here in the Bay Area.

TB Remains a Threat in Santa Clara County

Did You Know?

In 2006, Santa Clara County had more active TB cases than 34 entire states.

1 in 10 Californians has latent TB infection, which can become active TB disease at any time.

2 million people worldwide die from TB each year.

To learn how you can join the drive to protect our local communities from TB, please call Breathe California at (408) 998-5865 or visit our website, www.lungsrus.org.



When Andrew Speaker - an American who had been diagnosed with tuberculosis (TB) - ignored doctors' advice and flew across the Atlantic and back last spring, he sparked an international frenzy that thrust tuberculosis into the spotlight. While the deadly and contagious lung disease had largely been perceived as eradicated in industrialized countries, Speaker's actions elicited a barrage of media coverage that highlighted the devastating potential TB still carries. Although the publicity surrounding the incident has since subsided, the threat posed by TB, especially here in Santa Clara County, has not.

This past March, Breathe California joined health officials at the county TB clinic to recognize World TB Day, where they announced that the county saw a 14% increase in active TB cases in 2006 - the largest increase of any California county.

Santa Clara County's active TB rate (12.8 per 100,000) also ranked third in the state and far outpaced the state and national averages (7.6 and 4.6, respectively). Furthermore, officials reported a rise in multi-drug resistant (MDR) TB - which Speaker carried - and extensively drug resistant (XDR) TB, two forms of the disease that have proven considerably more complicated and costly to combat. And in the case of XDR, efforts to treat the disease have often been futile.

"People have the misconception that tuberculosis is a thing of the past, but a real threat has emerged, especially here in Santa Clara County," said Dr. Sundari Mase, the county's TB Controller. "It is crucial that we continue to educate our local community about tuberculosis so that people understand that it is not a disease we can afford to ignore."

Fortunately, Mase has a longtime ally in Breathe California, which has fought TB since it was first founded in 1911 as the Tuberculosis Society. Today, the agency co-chairs the local Tuberculosis Prevention Partnership along with the Santa Clara County Public Health Department and Asian

Americans for Community Involvement (AACI), where they have developed strategies to fight the disease, including public awareness campaigns; community presentations; advocacy efforts; and partnerships with health facilities, schools, and businesses.

One of the most influential of these programs has been Breathe California's TB Speaker's Bureau, where the agency trains a corps of volunteers about TB and sends them to locations throughout the community to give presentations. In particular, the program tries to reach at-risk

groups like English as a Second Language (ESL) students, many of whom are from countries where TB is very prevalent. By speaking about TB transmission, treatment and prevention, the speakers aim to inform the audience about the dangers and warning-signs of the disease, while encouraging them

to get tested. In the past year, the program reached more than 1,100 high-risk individuals, offering some hope that the growing TB threat can be countered.

"What makes the resurgence of TB even more alarming is the fact that the public isn't really aware of the danger it poses," said Patricia Tind, Volunteer & TB Program Coordinator for Breathe California. "But by educating our local community about this disease, little-by-little, we can decrease the number of TB cases and ensure that another incident like Speaker's doesn't happen again."

The county saw a 14% increase in active TB cases in 2006 - the largest increase of any California county.

Breathe California's **Margo Sidener** (center) speaks at the World TB Day press conference joined by the Santa Clara County TB Controller, **Dr. Sundari Mase** (left), and AACI representative **Tricia Uyeda** (right).





Eight of the nine local recipients of Breathe California's 2007 Clean Air Awards pose for a picture together at the agency's annual Clean Air Awards Luncheon this past May.

2007 CLEAN AIR AWARDS

Fighting for a Healthier Tomorrow

At first sight, the group of nine might have seemed quite random, with a professor, a water district executive, the founder of a cement company and a local blogger among their ranks. Yet, although they hailed from different walks of life and different parts of the Bay Area, they all shared one thing in common: a passion for clean air. And on May 31st, they were joined by more than 300 local air quality advocates who gathered to celebrate their accomplishments at Breathe California's 17th annual Clean Air Awards Luncheon.

Each year, the agency hosts a Clean Air Awards Luncheon with its sister chapter in Daly City to honor local leaders in the corporate, governmental, educational and non-profit sectors that have made important contributions to fighting air pollution. As California is particularly vulnerable to the impact of global warming, the 2007 awards were dedicated to recognizing local innovations and efforts made to combat climate change. This year, Breathe California was proud to present its Clean Air Awards to:

- **Stan Williams, Santa Clara Valley Water District - Leadership**
- **Tom Dowling, Electric Auto Association - Transportation**
- **Robert Garzee, Synergy EV, Inc. - Transportation**
- **Sally Tomlinson, Sustainable Silicon Valley - Greenhouse Gases**
- **Nadine Alexis Weil, heartofgreen.org - Public Awareness**
- **Dr. Stephen Schneider, Stanford University - Research**
- **Roger Hooson, San Francisco International Airport - Technology**
- **Matt Gonsalves, CONCO - Green Buildings**
- **Sibella Kraus, Sustainable Agriculture Education - Public Health**

The 2007 Clean Air Awards Luncheon was proudly sponsored by the Bay Area Air Quality Management District, the Port of Oakland, Kaiser Permanente, Toyota, Genentech and New United Motor Manufacturing, Inc. To learn more about our 2007 Clean Air Award winners and the efforts they were recognized for, please visit www.lungsrus.org or call (408) 998-5865.

Two New Members Join the Breathe California Board of Directors

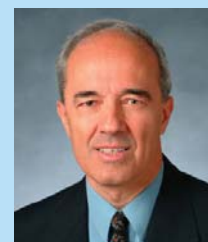
We are excited to welcome two new board members to the Breathe California family: Dr. Alan Goldsobel and Mr. Tony Delas. Although their areas of expertise differ, they share a passion for fighting lung disease in our community.

Dr. Goldsobel's passion for helping those with lung disease is reflected in his professional life. A doctor specializing in asthma, allergy and immunology, Dr. Goldsobel works at a private practice in San Jose and is a Clinical Professor with UCSF and Stanford University. Prior to joining the board, he had volunteered with Breathe California for over 20 years, working on various health programs like Camp Superstuff.



"There are many underserved children, adults and families that don't know they have asthma or don't know how to deal with it," he explains. "Helping to bring more asthma education programs to the community is very important."

Tony Delas is an attorney in downtown San Jose who deals with a myriad of legal issues. As a tribute to his wife who recently passed away, Tony decided to continue her tradition of philanthropy by becoming involved with Breathe California. He hopes that his expertise will allow him to assist the agency with legal matters as well as help generate some interest in the agency among his clients.



We would like to thank our two new board members for joining our drive to fight lung disease in all its forms!

Asthma Camp Works its Magic Again!



Camper **Josh Vasquez** swings the fences during a game of softball with his fellow campers and visitors from the **San Jose Giants** baseball team.

Sometimes known for sitting on the sidelines, they held nothing back. As they ran, swam and dove for fly balls, the kids at Camp Superstuff held their heads high, emphatically saying no to being breathless. For this camp wasn't just about having fun - for kids like Niamh Haller, it was about taking control of their asthma and discovering how to live life to its fullest.

"I've had asthma since I was born and I always seemed to have a hard time being active," said Haller, 11. "But here at Camp Superstuff it's different, I don't feel as different."

"I've had asthma since I was born and I always seemed to have a hard time being active. But here at Camp Superstuff it's different, I don't feel as different."

- Niamh Haller, 11

Enjoying the perfect mixture of learning and fun, twenty kids with asthma spent the week of July 30th at Breathe California's annual day camp. There, they took part in a number of activities to teach them about their disease and how to better manage it. In the classroom, campers' faces were bright as they took part in interactive lessons and absorbed new information about asthma. "Woah! Our lungs do that?" exclaimed camper Max Partridge, 8, after counselor Titi Le described how the body reacts during an asthma attack, "I didn't even know!"

A quintet of campers smile for the camera after participating in an activity with firefighters from **San Jose Fire Department Station 6** and getting a tour of their truck.



In addition to learning important skills like how to recognize and avoid attack triggers, campers also had a chance to just be kids. Each day featured a number of games, field trips and outdoor activities that allowed campers to bond with one another and put into practice what they had learned. Furthermore, the camp also offered participants a safe and comfortable atmosphere that helped them to fully and freely enjoy camp activities without fear of an attack.

As Candace Hom, a mother of two return campers, said, "The kids go to other camps and the whole time I clutch the phone and worry, but not this week - I know they're okay here." Added her son Dillon Le, "I liked everything, but the best thing was being able to enjoy regular activities without fear of asthma."

As the week came to a close, campers left not only with new friends and memories, but also the skills to better manage their condition. And more importantly, they left with a newfound confidence that comes with learning the most important lesson of them all - asthma doesn't have to control you; you can control your asthma.

Thanks to *United Way Silicon Valley, Blue Cross of California and Northern California Grantmakers* for their generous support of this year's Camp Superstuff.

Support the Fight Against Lung Disease!



Help us continue to bring local programs, like Camp Superstuff, to our community by making a gift to our local agency.

Donating is easy!

Just use the reply envelope enclosed in this magazine or donate online at www.lungsrus.org.

100% of all gifts remain here in the Bay Area to help local residents breathe easier.

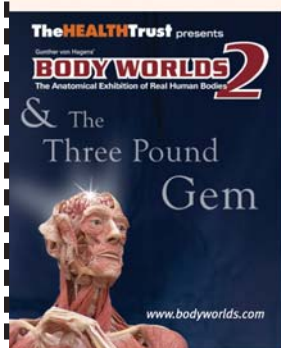
We greatly appreciate your support. Every dollar helps!



Body Worlds 2: Real Humans. Real Science. Really Amazing.

Gunter von Hagens' *BODY WORLDS 2* & *The Three Pound Gem: The Anatomical Exhibition of Real Human Bodies* is coming to The Tech Museum of Innovation in San Jose this month and you don't want to miss out! Presented by the Health Trust, *BODY WORLDS 2* features more than 200 authentic specimens, including entire bodies, individual organs, and transparent body slices that were generously willed by body donors during

Coupon
\$2 off *BODY WORLDS 2*



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To receive discount, you must present this coupon at The Tech Museum ticket counter. Discount good for one (1) admission only and not valid for other The Tech Museum attractions. Coupon may not be redeemed with any other offer and is subject to availability. No cash value. Not for resale.

Valid from 9/27/07 to 11/2/07, Monday—Friday, 9 am to 5 pm
Breathe California | www.lungsrus.org | Promotion Code: 1552

their lifetime for the expressed purpose of plastination. Breathe California is proud to be one of only a few local agencies selected to partner with The Health Trust to provide educational support for this unforgettable display of human anatomy, physiology and health. Scheduled to run throughout the fall, the exhibit will provide guests with an unparalleled view inside the human body.

As the event's featured lung health experts, Breathe California is also excited to announce that it will be hosting a one-day Lung Health Exhibition at the Tech Museum in conjunction with *BODY WORLDS 2* on Sunday Nov. 11th. This FREE event will boast a number of interactive and informative features, including a forum on healthcare legislation, a selection of environmental films, lung disease screenings, quit-smoking workshops as well as displays, information and expert speakers on other lung health topics. Join us for our exhibition and then stay to check out *BODY WORLDS 2*!

BODY WORLDS 2 opens Sep 27th at the Tech Museum and will be open from 9 am to 9 pm every day except for Christmas. As a partner of the event, Breathe California is thrilled to offer our loyal supporters a discount to attend this innovative and educational event (see coupon above). To learn more or to purchase tickets, please visit www.thetech.org or call 408-294-TECH (8324). Join the more than 22 million people worldwide that have experienced this one-of-a-kind event. Order your tickets today!

IN SEARCH OF A CURE

Breathe California Awards \$25,000 Grant to Stanford Lung Cancer Researchers

This past spring, Breathe California proudly awarded a \$25,000 research grant to Stanford University to explore the use of a new lung cancer drug that has shown promise in combating the deadly disease.

"Lung cancer is the deadliest form of cancer, yet it is also one of the most underfunded," said Roslyn Bienenstock, Board Director for Breathe California of the Bay Area. "We are very pleased to be able to support critical local research in search of new life-saving treatments for lung cancer patients."

The grant will help fund Stanford University studies that are looking into new applications of bevacizumab, a cancer drug developed by Genentech and commonly known as Avastin. The drug, which works by blocking new blood vessel formation in tumors, has been the first to provide a significant survival advantage for patients with advanced lung cancer when added to a traditional regimen of chemotherapy. However, nearly half of the patients with lung cancer are ineligible for the treatment because of potential side effects such as bleeding.



"Bevacizumab has opened a new door for lung cancer therapy, but many patients are still excluded from receiving the drug because of theoretical safety concerns," said Dr. Heather Wakelee, Assistant Professor of Medicine, Oncology at Stanford University and lead researcher for the project. "We are hoping to show that patients traditionally excluded from this therapy can be safely treated and receive the same benefits from the drug."

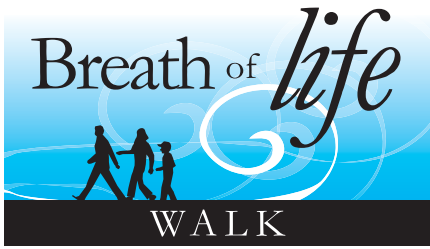
Dr. Wakelee's team will use clinical trials to explore the use of bevacizumab among three lung cancer populations that are currently ineligible to receive bevacizumab. These include:

- Patients whose cancer has spread to the brain.
- Patients who are in the early stages of the disease and have had surgery.
- Patients who are receiving an alternative pair of chemotherapy drugs (carboplatin and gemcitabine) that is often better tolerated than the standard regimen of carboplatin and paclitaxel.

This year's grant was largely funded by a contribution from the Elsie & Josephine Colombo Charitable Trust. To learn more about Breathe California's research program or to support local lung disease research, please call Steve French at (408) 998-5865 or visit www.lungsrus.org.

BREATHE CALIFORNIA EVENTS

The Breath of Life Walk is Back!



Get ready to put your best foot forward for the fun-filled Breath of Life Walk! On Saturday, October 6th our annual walk returns to West Valley College in Saratoga, where more than 400 walkers will come together in teams of family, friends, and co-workers to help raise funds for local lung health programs.

The Breath of Life Walk is the ideal opportunity for Bay Area residents to come together and support those affected by lung disease. 100 percent of the proceeds will stay in the community to help fund local lung health programs, including asthma services, clean air campaigns, smoking cessation classes and more. In addition to offering a festive atmosphere that includes food, music and prizes, the event also brings together a number of lung disease patients and their families, who passionately raise funds for a fight close to their hearts.

"Asthma can be deadly and it can stop kids from doing a lot of physical activities," said Erik Miller, a former asthma camper who captained his family's team at last year's walk. "I liked participating in the Breath of Life Walk - it was a lot of fun and it felt good to help raise a lot of money to fight asthma."

Want to learn more? Visit www.breathoflifewalk.org. There you can register for the walk, set up a team or personal webpage, sponsor a walker, and collect and monitor pledges made to you. You can also register by phone, mail or in person. Come on out and help us continue our drive to fight lung disease in all its forms. We hope to see you there!

We would like to thank the following sponsors of the 2007 Breath of Life Walk:



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(408) 998-5865 www.lungsrus.org



Bike for Breath Rocks the Peninsula

With each breath a testimony to their drive to fight lung disease, close to 800 riders peddled passionately along the Peninsula on July 14th as part of the 16th annual Bike for Breath. The event was a huge success, raising more than \$175,000 for local lung disease education, prevention, research and patient assistance programs.

We'd like to thank all of our riders who came out for this fun-filled day as well as all of our 2007 Bike for Breath sponsors: Applied Biosystems; Kaiser Permanente; Sodexho; Genentech; InterMune; Toyota, Burr, Pilger & Mayer, LLP; Nikon; Walgreens; Wells Fargo; Meriwest Credit Union; CBS 5; 107.7 the Bone; and Palo Alto Weekly. We could not have done it without you!

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