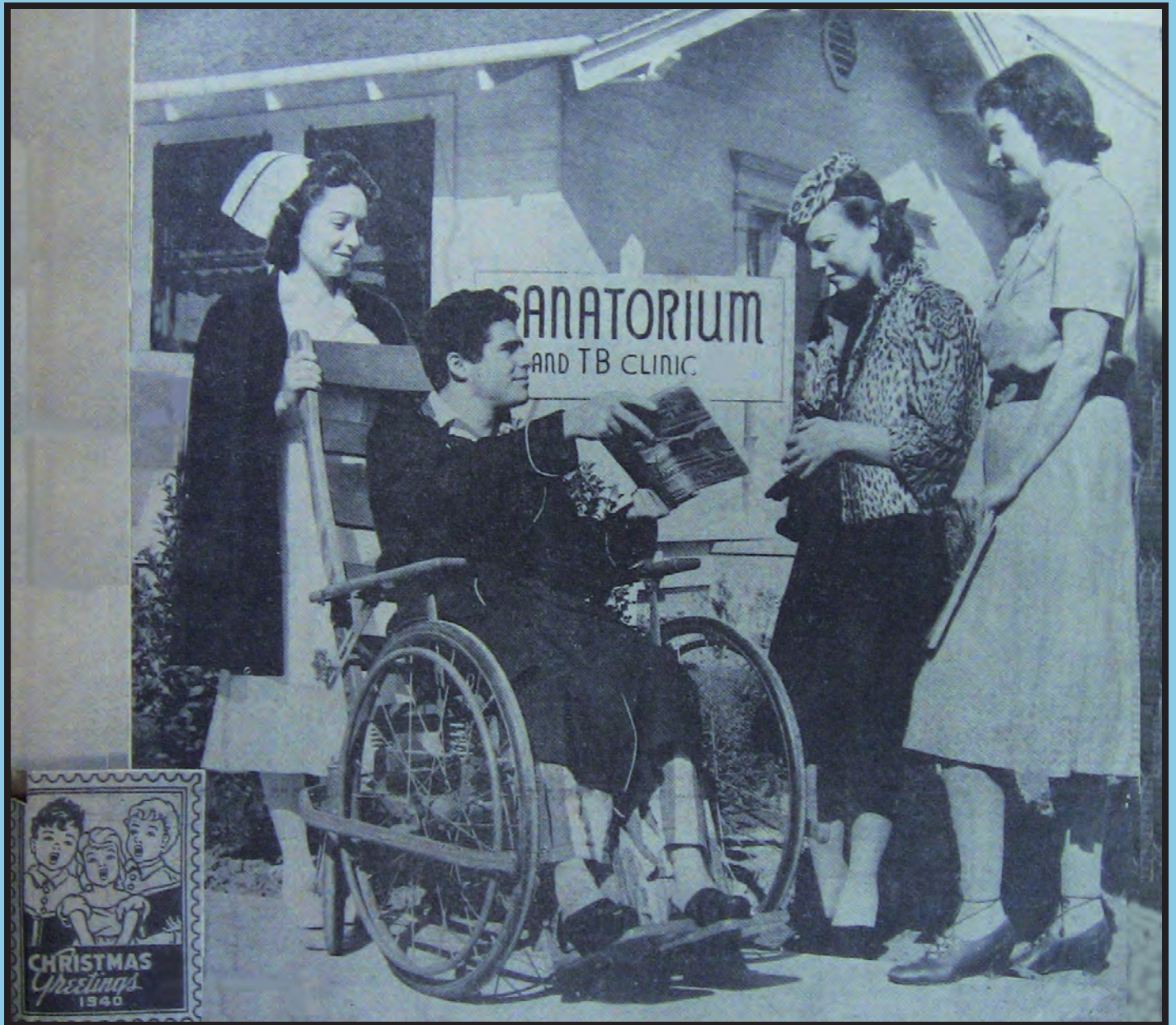




BREATHE  
CALIFORNIA

# Breathe Healthy



## CENTENNIAL EDITION **Inside this Issue**

HISTORY  
CENTENNIAL CELEBRATION  
LET'S GET MOVING PROJECT

WELCOME OUR NEW BOARD MEMBER  
ANNUAL REPORT 2011  
AND MORE...

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**Breathe Healthy**

is a publication of  
Breathe California  
of the Bay Area

**Messages from the President and Chair of the Board on the  
Centennial Celebration**

It has been my privilege to serve this agency for over 30 years counting volunteer time. I have been blessed to come to work every day knowing that I had the chance to make a difference, and I can say that I have never been bored for an instant. I have had the opportunity to work with some of the best, the brightest, and the most dedicated individuals you could ever meet. In this issue of Breathe Healthy, we would like to share about the people who came long before, those who laid the foundation of an agency that would survive the Great Depression, two World Wars, and every business challenge one might imagine.

Staying in business for a century is an extraordinary feat and was made possible by all of you who are reading Breathe Healthy, in addition to those who came before you over many decades. You are our current and former board, staff, volunteers, donors, and community partners, and it is only fitting that we thank you again for your support.

I thank our board for its support and especially for their hard work these last few years. Members are listed in your program, and I would point out that three have served over 20 years-Sharon Wahl, Roslyn Bienenstock, and Ray Mendoza.

We have also been blessed with long-serving staff, who have provided stability over the decades. Mrs. Ann Casellanos, our first staff person, served the agency for 41 years. Margo Sidener has worked for the agency 29 years, Sheila Blash retired after 27 years, and Lonelle Purcell retired after 15 years. I would also like to mention Estelle Coleman, our Senior Staff at 90 years old, who inspires us all.

Our agency now serves over 100,000 people annually, and this would be impossible without our 800 volunteers staffing health fair booths, delivering presentations, conducting home and school inspections, performing evaluation activities, helping with advocacy, leading asthma management classes, fundraising, doing office work, maintaining and improving our building, and more.

It takes a whole community to keep clean air and healthy lungs. It takes community partners who help us serve special populations, elected officials who support policies that protect lungs and air quality, media representatives who help us get important messages out to the public, and above all donors without whose contributions nothing would be possible. Thanks to everyone.

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Cover Photo: from San Jose  
Mercury Herald  
November 10, 1940

# Centennial Celebration

Breathe California of the Bay Area celebrated its centennial anniversary on Friday November 11, 2011 at the Flames Eatery in Downtown San Jose. The evening included a display of the agency's historical archives, remarks by the board chair and CEO and a reading of a greeting from U. S. Congressman Mike Honda, and dancing to the sound of Redwood band. The Honorable Ken Yeager, District 4 Supervisor, presented the agency with a commendation resolution from the Santa Clara County Board of Supervisors that recognized the agency's vital role in improving the quality of life for county residents.

In attendance were present and former board members, staff members, donors, community partners, legacy donors, government representatives, and volunteers. Several other resolutions were presented to the agency earlier, from US Congresswoman Anna Eshoo, California State Senator Joe Simitian, California Assembly Member Jim Beall, and a joint one from California State Assembly Members Mary Hayashi and Joan Buchanan and Senator Lori Hancock. California State Senator Elaine Alquist sent a Certificate of Recognition, and the city of Sunnyvale presented a congratulatory plaque.



*Marion and George Matteucci, long-time supporters of Breathe California, view the agency's historical exhibit.*



*From left: The Honorable Patricia Trumbull, retired federal judge, and her husband Terry Trumbull, environmental attorney and university lecturer who served on the agency's board for 17 years, is a past-president, and produces the agency's weekly television show on Community Channel 15. Also in their picture is Bob Garzee, our Green Transportation Specialist who is President and CEO of Synergy EV and founded the Electronic Transportation Development Center.*



*From left above: Richard Nichols, SC County Public Health Department manager, retired; Dr. Thomas Dailey, past president of the agency and 11-year board member, President of the Santa Clara County Medical Association; Dr. Sulochina Lulla, allergist with Kaiser-Permanente Medical Center, past president of the agency and 17-year board member, medical director for asthma camp; David Bonasera and Ashley Oh, community activists and longtime supporters.*



*Dr. and Mrs. Arthur Bienenstock (Roslyn). Roslyn serves on the Breathe California Statewide Council, has served on BCBA board for 22 years, and is a retired respiratory therapist and MPH public health educator. Arthur is special assistant to the president for*

*federal research policy at Stanford University.*



*From left: Frank Biehl, Trustee of the East Side Union High School District; Gabrielle Antolovich, CEO of Voices United; and San Jose City Councilmember Ash Kalra, who is also Vice Chair of the Bay Area Air Quality Management District.*

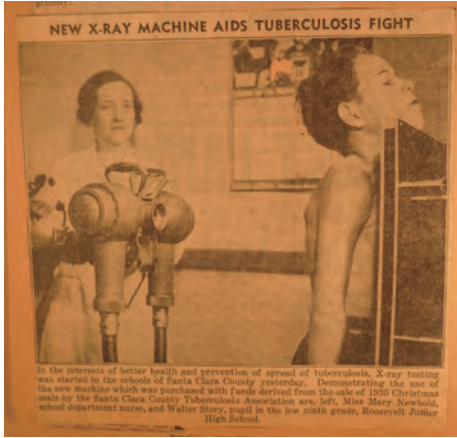
# History of Our Association

Breathe California started on March 22, 1911, when tuberculosis was responsible for one of every eight deaths. The small group included a judge, three physicians, a minister, and six women who are only described by name assembled to found our Agency.

the TB cases that needed their financial assistance, and signing up to sell the Red Cross Seals that were then sold in person, later to be the first direct mail appeal. They worked with the Associated Charities and the Good Cheer Club and its clinic for the indigent to determine the most need cases.

The next several decades were spent fighting TB for which there was no cure: by promoting good health, hygiene and nutrition at schools and to the general public; by founding a preventorium for children not yet diagnosed whose families had TB and were in special hospitals known as sanatoria; and by raising money and mobilizing the community to conduct research, screen for case finding, and develop an infrastructure for public health (health department) that would halt the spread of TB.

Everyone joined in to help, from community leaders, to Girl Scouts, school clubs and even prisoners fighting the "white plague." These members



San Jose News, September 7, 1936

The group met in the Womens Club in San Jose State, at the request of the Collegiate Alumnae Association, which had heard of a couple of TB organizations in the state and saw a need for such an organization in San Jose. Their first year was spent choosing an approach to raise funds, deciding among



San Jose Mercury Herald 1930




Cupertino Courier June 8, 1966

sold seals for many years door to door. Newspapers tracked every development in the fight, and the society hosted parties and fundraisers. Our prisoners at the County Jail pitched in to assemble Seal packets for mailing.

By the 1950's and 1960's when first streptomycin and later additional antibiotic drugs were developed, our agency had advanced mobile screening programs for TB, funded equipment for the County Hospital concentrated on high-risk populations in nursing homes, jails, and poverty areas, and sent money to the state and national organizations for use in coordinating higher level activities.


The last half of our first century has been spent fighting all lung disease and its causes such as tobacco use and air pollution. The organization changed



1957 Seal

## 50th Anniversary of the CHRISTMAS SEAL

Highlights of the Christmas Seal Program, Last Year.



1955 Seal

**THESE ARE THE FACTS:**

TUBERCULOSIS is caused by a germ.  
TUBERCULOSIS is "catching"—not inherited.  
TUBERCULOSIS can be prevented.  
YOU can have tuberculosis without feeling sick.  
THE DOCTOR can tell whether or not you have tuberculosis by X-rays and other tests.  
TUBERCULOSIS can usually be cured if found early enough and treated properly.

**WHAT MAKES THE TB GERM TICK?**

Why does the tubercle bacillus cause disease? How does the human body fight back in resisting tuberculosis?

At Stanford University for the past twelve years, researchers have been looking for the answers in their painstaking studies of one of man's oldest enemies, the germ that causes TB.

Last year the local association gave a portion of its Christmas Seal Sale funds for support of this project. In addition, the association supports other TB research through its participation in the national program.

**'E' DAY STILL FAR OFF IN BATTLE AGAINST TB**

Eradication day is a long way off still. Lest anyone succumb to the pleasant but false belief that tuberculosis is a vanishing disease, the Santa Clara Tuberculosis Association reports that in 1955 its Chestmobile program uncovered this:

Of 40,384 persons who had chest screening films; follow-up revealed:

38	..... active TB
106	..... arrested TB
118	..... other chest disease
126	..... placed under observation
None had previous knowledge of his disease.	

**CHEST CHECKING IN SPECIAL GROUPS**

TB Association sent its Chestmobile into twenty-two major county industries to screen 5,500 men and women.  
Chestmobile made weekly visits to County Jail to X-ray prisoners, a group with high rate of chest disease.  
Continued chest screening of patients referred by private physicians, another high incidence group.  
Initiated plans for the purchase of an X-ray unit for health department use.  
Planned for initiating a third hospital admission chest screening program. This patient group also shows high incidence of chest disease.

**4,000 SCHOOL AIDES CHECKED**

Chestmobile screened more than 4,000 school employees in '55. To help prevent the spread of TB in schools, a County School Board ruling makes chest X-rays mandatory for all school employees. TB Association sponsors a medical advisory panel to assist the school department in carrying out the program.

San Jose Mercury November 1955

# History of Our Association

its name from the tuberculosis association in the Santa Clara County to Tuberculosis and Health Association and incorporated 501 (c)3 with a grass roots orientation. In 1970 our agency became the American Lung Association of Santa Clara San Benito Counties. Our affiliation ended in 2006 when it was disaffiliated due to the reconstructing of the Lung Association and became Breathe California of the Bay Area.

In the 1970's and 1980's, we advocated heavily for air protections and were responsible for improving highway plans and introducing smog checks locally. We began a number of patient education and support services which continue to this day: Parents of Asthmatic Children support groups; Camp Superstuff asthma camp; Better Breathers Club support group for chronic lung



disease patients; and Breathing Improvement Classes pulmonary rehabilitation. In the 1980's, our agency was the first to offer smoking cessation classes in the workplace and at schools, and conducted special cessation programs for pregnant women. We developed a peer mentor program in conjunction with Stanford University under an NIH grant that became a nationwide model for tobacco prevention: Counseling Leadership Against Smoking Pressures, (CLASP).

Breathe California was the first organization in the US to push for multiple ordinances to protect "nonsmokers rights," winning the first such ordinances in Los Altos and Santa Clara County in the 1970's, and continued city by city in multiple "rounds" of increasingly stringent ordinances. We then turned to seeking restrictions on outdoor smoking, such as the landmark San Jose parks ordinance, and multiple-unit housing

protection such as the Santa Clara County ordinance. In 1988, we turned in more voluntary signatures than any other local agency for Proposition 99, continuing to support initiatives to raise tobacco taxes, license tobacco, and prevent youth access.

In the 1990's, we added new programs in multiple areas: EPA's IAQ Tools for Schools inspections/remediation of respiratory hazards in schools, asthma management classes in schools, Quit the Hits cessation program for highest-risk students, Project Unity anti-tobacco program for African Americans, Mind the Gap College Advocacy program, Drive-through Flu Clinics, and Smokeless Saturday School for minors cited for tobacco possession and their parents.

In addition, Breathe California spearheaded a statewide media call-in program with national and state TB experts presenting the latest on TB trends for the media.

The agency's TB program also reached 479 adult ESL students with presentations on TB. Other lung disease highlights included Camp Superstuff summer camp for children



*Morgan Hill 3rd grade participants of the Smoke-Free Class of 2000, a nationwide collaborative program, pictured in 1992.*



*Volunteers Orville and Halcyon Wright staff the Proposition 99 petition booth.*



with asthma, special focus on influenza and the H1N1 problem, and the agency's first Caregiver Training courses for 143 trainees. Almost 18,000 were served in this program area.

## Go Green With Soy

When you consider the idea of soy, what comes to mind? Our guess would be food products like soy milk, soybeans, tofu, etc. We here at Breathe California have a surprise for you. In addition to soy biobased food products, U.S. companies offer hundreds of soy biobased products like transportation fuel, household cleaners, and cabinetry adhesives as an alternative to petroleum-based products.

As Breathe California is interested in reducing breathing hazards, soy biobased products can help us accomplish our mission to fight lung disease. Thanks to funding from the United Soybean Board, our agency has been able to promote soy biobased products, which have the benefits of reducing petroleum-related carcinogens such as benzene or formaldehyde. For us the most important use of soybeans is to displace petroleum in fuel for transportation. Because particulate matter from diesel is one of our most toxic air contaminants, any amount of soy displacement of diesel can have positive impacts on health. According to a 2008 Harvard University study, long-haul truck drivers with the longest driving records are 1.5 to 2 times more likely to develop lung cancer than workers not exposed to diesel exhaust. Any diesel motor can run on biodiesel made from soy oil.

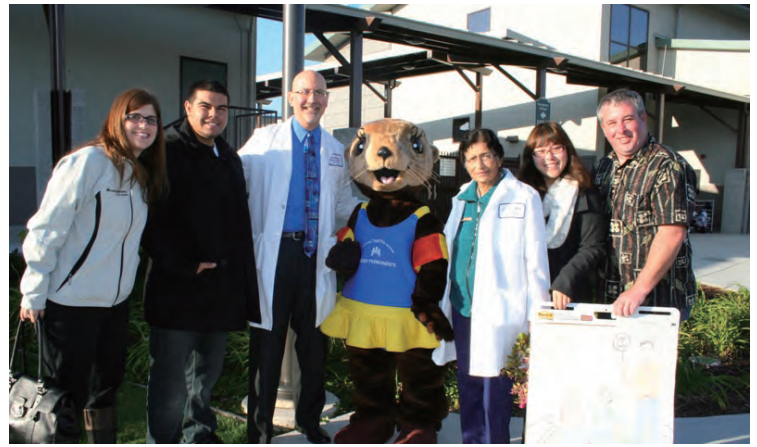
Contrary to common belief, the use of soy for fuel does not negatively affect the food source. In soybean production, 80% of the soybean goes to soy protein meal to feed livestock, and 20% goes to oil for its many uses including food. Only about a fifth of this oil is used for the fuel or about 4% of the total soybean. Soy has proven to be an excellent alternative to other petroleum-based chemicals in many products that constitute a breathing hazard, such as paints, lubricants, hydraulic fluids, printing inks, adhesives, plastics, coatings, and building supplies (non-formaldehyde glue). Actually, the list of consumer products made from soy is seemingly endless – it also includes products like cosmetics, candles, crayons, cleaners, shampoo, conditioner, and hair spray.

Breathe California has been promoting soy biobased products in various ways such as distributing product samples and educational materials at health fairs, producing a TV show on soy biobased products, and incorporating information on soy biobased products into our Indoor Air Quality training.

Samples of Soy Products



## Let's Get Moving



From the left: Liz Sills, South Bay Community Benefits Manager, Kaiser; Victor Hernandez, Breathe California; Dr. Dailey, Kaiser; Otter; Dr. Lulla, Kaiser; Xi Yang, Breathe California; and Principal Sweeney.



Walking Wednesday at Evergreen Elementary school.

Two Kaiser Permanente Santa Clara physicians, Sulochina Lulla, MD, Allergy Department and Thomas Daily, MD, Internal Medicine, who are past board presidents of Breathe California of the Bay Area, walked to school with students and families of Evergreen Elementary on April 18th. They were walking to launch Walking Wednesdays, a component of our Let's Get Moving to School program. Dr. Lulla's and Dr. Dailey's participation underscored the importance of exercise and encouraged all the students and parents to make walking a part of their regular routine. Walking Wednesdays promotes good health through increased physical activity and reduction of air pollutants produced by cars around the school. Steve Sweeney, Principal at Evergreen, saw the impact of the school's first Walking Wednesday immediately. "Typically we have around 250 cars come through our parking lot in the morning. Today we had 56. What a great success!" The project also seeks to educate parents and create school policies that sustain the benefits for "People Powered" transportation.

Let's Get Moving to School is supported by grants from Kaiser Permanente South Bay Community Benefit and Regional Asthma Management and Prevention (RAMP).

## Clean Air Awards

This year's 22nd annual Clean Air Awards focused on positive initiatives that are being taken to reduce global warming and air pollution. California is particularly vulnerable to the impacts of air pollution and warmer temperatures. Our 2012 awards recognized those who are leading the way on these efforts, pictured to the right.

*From left to right: Anthony Bernheim (Green Buildings), Larry Ames (Public Awareness), Brett Stringer (Transportation), Neil E. Klepeis (Public Health), Erica Mackie of GRID Alternatives (Green House Gas Emission Reduction), and Lisa McNeilly of Cal Climate Action Partnership, University of California, Berkeley (Leadership).*



*Left to right, Swetha Revanur, our Youth Advocate and Kenneth Tadeo, staff, at the Thumbs Up, Thumbs Down press conference.*

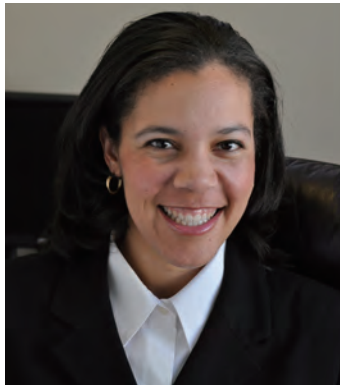
## Smoke Free Movies

The US Surgeon General's 2012 Report, Preventing Tobacco Use Among Youth and Young Adults was released on March 8, 2012, and we held the Hackademy Awards Ceremony and press conference, a Hollywood awards spoof, on the following day. The Surgeon General's report declared that, "tobacco marketing is a key factor in causing young people to start using tobacco, and nicotine addiction keeps them using it. More than \$1 million an hour is spent on marketing tobacco products in this country." The report, highlighted in the

Breathe California ceremony continued, "Kids and teens see smoking in their social circles, movies they watch, video games they play, web sites they visit, and many communities where they live. Smoking is often portrayed as a normal, acceptable, even appealing activity; young people exposed to these images are more likely to smoke." The Hackademy Awards focus on the effects of smoking in the movies and entertainment venues and present its Thumbs Up! or Thumbs Down! (TUTD) Awards based on their portrayal of tobacco use. During 2011, nearly all depictions of tobacco use in PG movies — 97 percent — were delivered by three of five 2011

releases featuring animation and aimed at our youngest movie goers. TUTD youth reviewers voted the animated PG movie "Rango" 2011's worst in terms of smoking, earning it a Thumbs Down! Award. On the brighter side, the Thumbs Up! Movie Award recognized Disney's "Pirates of the Caribbean: On Stranger Tides" for ignoring stereotypical tobacco use found in many other pirate-themed movies. Despite plenty of scenes where tobacco use is reflexively included in movies, such as bars, "Pirates" was completely tobacco free. For more information or to volunteer for Smoke-Free Movies project, call Janet at 408-998-5865.

## New Board Member Renee Kops-Jones



Renee Kops-Jones is a strategic Human Resources Business Partner for Hewlett-Packard software products. Her responsibilities include leading and supporting HR programs and initiatives and various product management and product development organizations within HP. She joined HP in 2008.

Prior to HP, Renee worked at 3M Pharmaceuticals and 3M Abrasives Systems manufacturing plants as an HR representative and supervisor. In those roles she led various performance management initiatives and supervisor development programs. Renee holds a bachelor's degree from California State University, Fresno, and an MBA from the Wisconsin School of Business. She previously served on the board of directors of Breathe California of the Golden Gate Public Health Partnership.

## Breathe Extreme Challenge

On Saturday, May 12, 2012 Breathe California held its second annual Breathe Extreme Challenge. Hosted by the Hyatt Regency Santa Clara, the event is an opportunity for thrill-seekers to rappel down the front of the 15-story hotel. Rappellers collect pledges in order to participate, with a minimum of \$1,000 collected in pledges required to participate.

This year, 22 adventurous souls took the plunge. Elsa Chen, associate professor of political science at Santa Clara University, was the top fundraiser, collecting \$2,235 for Breathe California's lung health programs. Elsa participated as a tribute to her mother, who died of lung cancer even though she never smoked. "My mom died the day after Mother's Day nine years ago. So I did a lot of thinking about her - and lung cancer - this weekend."

Elsa said it wasn't as scary as she thought it would be. "I expected to get the jitters at some point, but it turns out I didn't. I guess I have an unnatural non-fear of heights."



*Elsa Chen, Associate Professor of Political Science at Santa Clara University, rappelling down the 15 story Hyatt Regency in Santa Clara. Photo by Jo-Lynn Otto.*

Honorary co-chairs of this year's event were Jamie McCleod, City of Santa Clara councilmember and Sam Liccardo, City of San Jose councilmember. They both rappelled in 2011 and issued a joint statement in support of the 2012 event. "Breathe California is a wonderful organization, with a wonderful mission. Having participated in this event, we can tell you that this is a once-in-a-lifetime, unforgettable experience." James MacGregor, publisher of the Silicon Valley Business Journal, also went over the edge.

Breathe California is set to return to the Hyatt Regency on May 9 & 10, 2013 for another rappelling adventure, and registration is open. Registration fee is \$50 and counts towards the \$1,000 minimum. To

register or learn more about the event, visit [www.lungrus.org](http://www.lungrus.org). Sponsorship opportunities for the 2013 event are available. Please contact Steve French, [steve@lungrus.org](mailto:steve@lungrus.org) or (408) 998-5865.

## Interns Give While They Learn

Again, we hit the 800 mark for total volunteers, who assisted from the day-to-day work of delivering programs on asthma and tobacco use prevention in our schools, to the monthly support groups, to special events like the Senior Mall Walk, Bike for Breath and the Breathe Extreme Challenge. This included 16 college interns. People throughout the community have volunteered to keep our services and programs running smoothly. We are happy to provide training and mentoring to ensure satisfying volunteer experiences. In addition, your volunteer activity can earn you community service hours or college credit.



*From the left: Joëlle Santos, Stephanie Yanaga, and Nancy Del Castillo*



# The Sweet Smell of Success...Smoke-free

With generous funding from the California Public Health Department's California Tobacco Control Program and from the Santa Clara County Public Health Department's US CDC grant for *Communities Putting Prevention to Work* (CPPW), Breathe California of the Bay Area has had extraordinary success recently in the tobacco control arena.

After seven years of consideration, the San Jose City Council voted in one of the strongest smoking control ordinances in the US, which bans smoking in outdoor dining and bar areas, outdoor service lines, and the common outdoor areas of multi-unit housing complexes.

Breathe California first urged the Council to adopt these controls in 2005 with the release of its *Strategic Plan for*

*Tobacco Control in the City of San Jose*, a culmination of input from the Tobacco-Free San Jose Collaborative and hundreds of stakeholders, through surveys, focus groups, and community forums. Smoke-free parks were finally approved in 2008, with most of the additional components of the Plan approved

Cupertino, Los Altos, and Milpitas. Campbell, Mountain View, and Sunnyvale passed ordinances to control smoking in both parks and outdoor dining areas with our help. Gilroy partially controls smoking in parks. We are currently working with Palo Alto and need volunteers. As our CEO stated in testimony before the San Jose City Council, "Breathing should not be a hazard of everyday life, not when you stop to eat or stand in a service line, and especially not when you are at your own apartment or condominium."



Community partner Viet Voters of Northern California's drop-in quit smoking class participants and facilitators.

Our work in smoking cessation got a real boost from the CPPW project funding. We trained 181 individuals to deliver cessation—from community-based organizations, colleges, youth-serving agencies, mental health programs, hospitals and clinics—and we provided on-going technical assistance to them through 17 Resource Network meetings. We partnered with the preceding groups to deliver cessation services, including the distribution of over 8,000 units of FREE nicotine replacement therapy products (patches, gum, and lozenges) and awarded 31 mini-grants to 25 different partners. Our partners adopted 14 smoke-free policies, mainly for not smoking within 30 feet of doorways, and improved enforcement of their current policies (mainly at colleges). Fifteen of them also adopted practices to "ask, advise, and refer" clients regarding smoking and cessation. Thanks to Kaiser Permanente Community Benefits Program for helping us sustain the Resource Network beyond CPPW.



Alice Dufresne-Reyes, third from left, College Health Nurse at Gavilan Community College campus in Gilroy celebrates going smoke-free.

in the above ordinance in April, 2012. Our agency is supporting implementation of the ordinance through our Secondhand Smoke Helpline and distribution of free signage supplied through the County. If you have a secondhand smoke concern, or if you are a landlord or restaurant manager and want to know your responsibilities under the new ordinance, please call the Helpline at 408-999-0500. Breathe California also led the campaign to get smoke-free areas in Morgan Hill, resulting in smoke-free parks and outdoor dining. We had key roles in successful campaigns to win smoke-free parks in



Ash Kickers Quit Smoking class on quit day, sponsored by San Jose Pride

# THE 2011 ANNUAL REPORT

## Lung Disease

In the last fiscal year, Breathe California reached 844 individuals with spirometry screenings throughout the community. Conducted at health fairs, senior centers and major community events, these lung disease screenings can identify problems for which individuals are referred to their physicians. As asthma continues to burden 12% of our population, we provided multi-session asthma education for 425 elementary students; trained 370 parents and child care providers on asthma and environmental triggers; trained 262 teachers, coaches, school nurses, health clerks and administrators with various in-services on the same; and conducted a summer camp, Camp Superstuff, for children 6-12 years old who have asthma. Breathe California continues to co-chair the Santa Clara County Tuberculosis Prevention Partnership, coordinated World TB Day activities, and provided training on tuberculosis for ESL students and other at-risk individuals, reaching 177 vulnerable individuals with tuberculosis prevention presentations. Breathe California reached 816 seniors with its Seniors Breathe Easy programs, including co-sponsoring San Jose Councilmember Rose Herrera's Senior Health Walk, coordinating volunteers for Councilmember Pete Constant's

mall walk, sponsoring special Senior Breathing and Exercise programs at three senior centers, and other health education programs. We provided breathing equipment for 110 needy individuals, and delivered training for 112 caregivers. Believing we must improve the future treatment of lung disease, we again supported a Stanford physician who is researching lung cancer.



Janet Ghanem, Breathe California staff administering a lung screening.

## Breathe California

### Statement of Activities

#### REVENUE

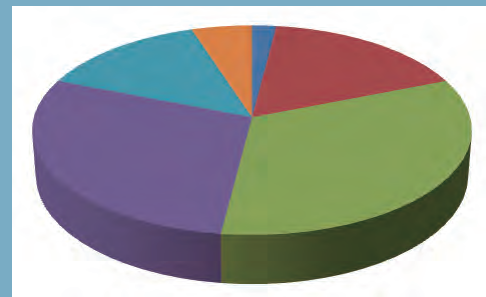
Individual Giving	96,408
Government Grants	645,880
Donated Supplies, Services & Equipment	317,729
Program Fees & Earned Income	41,847
Special Events	38,845
Corporate & Foundation Gifts	1,445
Other	5,923
<b>Total Revenue</b>	<b>1,148,077</b>

#### EXPENSES

Programs & Services	1,135,114
Fundraising	62,207
Administrative & General	20,075
<b>Total Expenses</b>	<b>1,217,396</b>

All figures are according to audited financial records for the fiscal year starting July 1, 2010 and ending June 30, 2011.

### Expenses by Program Area



2%	Administrative & General
17%	Asthma & Other Lung Disease
33%	Environmental Health
29%	Tobacco Control
14%	Community Health
5%	Fundraising

You can view a copy of our entire financial report by visiting our website, [www.lungsrus.org](http://www.lungsrus.org), or by calling us at (408) 998-5865.

# THE 2011 ANNUAL REPORT

## Air Quality

Seeking to “be the citizen guardian of air quality,” we had the following accomplishments in FY 2011: reached 2,417 people with workshops on/ demonstrations of Alternatively Fueled Vehicles; and conducted 31 home, school, and child-care facility assessments to identify respiratory hazards, impacting environments for 9,400 children and 530 adults; air quality presentations for 493; and a great deal of advocacy in this core area, some listed below. An exciting new program was offered to train consumers in the mechanics of electric vehicle conversion.



Third graders from Washington Open Elementary school enjoy a field trip sponsored by Breathe California to San Jose Clean Energy Showcase.

## Advocacy

We collected 1,500 signatures for the Cancer Research Fund Act (Prop 29) and led four local advocacy campaigns on secondhand smoke ordinances. We also conducted petition campaigns on smoke-free dining, and smoke-free movies. Regionally, we advocated for a strong Bay Area Air Quality Management District Clean Air Plan that was passed including our amendment language, and with NRDC we led the action that resulted in MTC adoption of a 15% per capita reduction target for greenhouse gases related to transportation by 2035. Statewide, we successfully advocated for: a 33% Renewable Energy Requirement; CARB setting Sustainable Communities targets pursuant to SB 375; and legislation for Energy Storage Systems to avoid peaker power plants. We began the movement for stronger smoke-free college regulations and landlords’ rights to declare smoke-free multi-unit housing. Nationally, we advocated for prevention coverage in health reform; maintaining strong EPA authority; tuberculosis control; and incentives for alternative fueled vehicles/ fuels/ increased vehicle efficiency.

## Community Health

Focused on the promotion of exercise, health and overall wellbeing, Breathe California actively participated in 181 health fairs in FY 2011, reaching over 46,000 individuals. We also maintained a website of lung health information and current news, events and volunteer opportunities that was utilized by over 21,000 people, as well as sent a monthly E-Newsletter that has about 5,100 subscribers.

In addition, we ran a speakers’ bureau, provided telephone and in-person information and referral services to about 3,500 people, and maintained a library that is open to the public. Through all these services, our agency reached a total of 74,698 individuals. Above that figure, we impacted hundreds of thousands with media campaigns, including a secondhand smoke campaign in three languages. Breathe California continued its weekly television program on Community Channel 15.



Westfield Oakridge Winter Walk, a mall walk and health fair for seniors.

## Tobacco Free Communities

In FY 2011, over 3,000 individuals received tobacco prevention and cessation services from our agency. We provided smoking cessation assistance to a number of walk-in individuals, starting them on self-help programs, and conducted our six-week program, Ash Kickers. Our community partners, such as Gavilan Community College, African American Community Service Agency, and Vietnamese Voters of Northern California, helped us reach special populations. Our Smokeless Saturday School has served 34 teens who were cited for tobacco possession and their parents, in separate classes. In addition, 101 youth participated in the CLASP peer mentor program, with 75 youth trained as anti-tobacco spokespeople.



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