



**BREATHE**  
**CALIFORNIA**  
*of the Bay Area*

SPECIAL EDITION

# Breathe Healthy



## Inside this Issue

THE 2010 ANNUAL REPORT

THE BREATHE EXTREME CHALLENGE

WELCOME OUR NEW BOARD TREASURER: TED MAZZONE  
AND MORE

**Breathe Healthy**  
is a publication of  
Breathe California  
of the Bay Area

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Janet Ghanem

*Cover Photo:*



Volunteer Roberto stands among boxes containing the nicotine replacement therapy—patches, gum, and lozenges—that is available FREE to those smokers who qualify, courtesy of the Communities Putting Prevention to Work grant from the Santa Clara County Public Health Department. Call Janet Ghanem at 408-998-5865 for more information.



# Messages from the President and Chair of the Board on the Agency's 100th Birthday

As I experience this once in a lifetime event, celebrating the centennial of the founding of the agency I have served either as a volunteer or staff for over 30 years, I am humbled by the support we have had from our community. When our founders met in 1911 at the Collegiate Alumnae meeting room at what is now San Jose State to form a community action group to fight tuberculosis, they stepped out in faith that their community would respond to their call for help. And our community has never stopped responding.

I wish that I could say help is no longer needed, that lung disease is on the decline, and that our air quality is healthy. Unfortunately, as we have reduced lung disease in one area, another lung health threat has always moved in to take its place, and new threats have loomed over us. So, today even more help is needed, not less, and even tuberculosis still attacks hundreds in our community each year (albeit better than the thousands at our founding).

We take our role as the local clean air and healthy lungs leader seriously, and we know that our compelling mission can best be accomplished by working with many partners in our local communities. So, as we celebrate our centennial, we salute our many community partners—in our schools, senior centers, child care centers, hospitals, health care providers, community based organizations, and government--- who help us make a difference in the lives of our constituents. And, of course, we express our gratitude to our donors who make all our work possible.

*Margo Sidener*



**Margo Sidener, President**      **Gerard Denny, Chair**



My fellow Board Members and I are proud to serve one of the oldest lung health organizations in the country. Breathe California of the Bay Area has been a leader in and promoting lung health in the south bay area for over 100 years. Since our inception we have provided service to our community in addressing the effects of Tuberculosis, Asthma, Influenza and COPD. As a local agency we are responsive to the individual needs of our community especially those who are under served by mainstream medical services. Our focus is also proactive; we advocate for improvements in air quality and reducing smoking in public places, support cutting edge research and educate people about adopting healthy life styles: good diet, exercise and quitting tobacco. Our goal at Breathe California, and my personal goal, is to provide all members of our community receive the assistance they need to achieve good lung health and of course have clean air to breath.



Lillian Natsue Uehara Morgan has come up with a “novel” way to support Breathe California. Lillian is donating the profits from her memoir “Made in Japan” to Breathe California. The Saratoga author’s book recounts her difficult life as a child of mixed-marriage in Japan, through the pre-war years and during WWII. Lillian immigrated to the US and eventually earned American citizenship in 1958.

She donates the entire purchase price of the book, which can be purchased online by visiting Amazon.com and searching for “Made in Japan” or “Lillian Natsue Uehara Morgan.” Donate your book today!



# Plunging Into Our Second Century of Service...

## Breathe Extreme Challenge

Breathe California wanted to do something extraordinary to celebrate its 100th birthday, something more than the usual dinner or walk or bike ride (which we also plan to have, of course). So we decided to put forth the Breathe Extreme Challenge. This rappelling event, although safely run by the Over-the-Edge group that has staged such events in over 100 cities, will certainly be a challenge to participants and qualifies as extraordinary. On August 26, the lucky few—only 90—who qualify by raising \$1,000 will get to participate in something no one in our valley has ever done, rappel down the side of a 15-story building.

We want to thank the Hyatt Regency Santa Clara for its support in hosting the event for us. And, of course, we thank Over-the-Edge for pioneering the systems necessary to make the rappel safe and feasible. If you would like to participate, or if you would like to help someone else go over the edge (maybe toss your boss?), please register at [www.lungsrus.org](http://www.lungsrus.org), and call Steve at 408-998-5865. We also need volunteers!



*Over the Edge, Hyatt Regency Santa Clara, August 26, 2011*

## Volunteers and Interns Keep us Rolling

This year has been a banner year for volunteers at Breathe California. From the day-to-day work of delivering programs on asthma and tobacco use prevention in our schools, to the monthly support groups, to the annual one-day events like the senior mall walk, Bike for Breath, and Breath of Life Walk, people have volunteered to keep our services running.

Over 800 individuals have given their time to serve their community through our agency this year. 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.

We need your help, too! Call Ramya at 408-998-5865 and see where you fit in.



*Breathe California volunteers and Interns 2010-2011*

**Interns pictured** (Left to Right): Veronica Encarnacion, Sneha Bhamre, Roberto Macina, David Han, Cindy Machado  
**Not pictured:** Colleen Brennan, Lani Dahl, Victor Hernandez, Joerel Quintana, Rachell Villanueva, Shaoyi Zhang, Rachel Zabalza, Xi Yang.

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# Community Support Makes the Difference!

## Want to Know More?

Stay up-to-date with all the latest happenings at Breathe California by signing up for **Breathe Free**, our agency's monthly e-newsletter.



To subscribe, just send an e-mail to [info@lungsrus.org](mailto:info@lungsrus.org) or call our office at (408) 998-5865.

## In Memorium Lily Nitta 1948-2011

Breathe California celebrates the life of Lily Nitta, long-time volunteer and former Board Member, who passed away April 10, 2011. Lily, a resident of Cupertino, was a founding supporter of Camp Superstuff asthma camp and the Parents of Asthmatic Children support group.

Thanks to the support of volunteers and donors, even in this tough economic climate, Breathe California of the Bay Area served over 100,000 individuals in fiscal year 2010. The following are highlights of that service.



Councilmember Rose Herrera and mascot address crowd at Senior Mall Walk Event 2011 before the walk.

## Community Health

With the goal of promoting exercise, critical for lung function in people of all ages, Breathe California co-sponsored its first mall walk, collaborating with Councilmember Rose Herrera, District 8. The event at Eastridge Shopping Center in San Jose drew 400 and included an inspiring talk by Olympian (1960) Anne Cribbs, a healthy breakfast and informational booths on helpful topics for seniors.

The agency's Seniors Breathe Easy program also partnered with local senior centers to install "Exercise and Breathing Stations" at their facilities, to offer seniors a self-guided par course type of exercise experience centered on improving balance, strength, and proper breathing during exercise.

Combined with its other community health programs, including health fairs, speaking presentations at community and workplace locations, and information/referral programs, the agency reached almost 50,000 people in this program area.

## Lung Disease

Breathe California of the Bay Area conducted lung disease screening with spirometry for almost 1,000 individuals in the last fiscal year.

Designed to serve as a demonstration to identify problems that individuals who are screened might want to check with their physician, the tests are delivered in a variety of settings, such as the annual Open Air Health Fair at the Flea Market where it is offered annually. The screenings advance the agency's goals to serve vulnerable populations with health disparities.

World Tuberculosis Day also brought special opportunities for service in FY 2010, as the agency was the recipient of a mini-grant from the RESULTS Foundation. This allowed it to bring patient advocate Raquel Orduno from the TB Photo-Voice Project in Texas to speak at the Tuberculosis Prevention Partnership meeting hosted by Cisco Systems and also to offer a talk for TB patients.

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 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.



Asthma Camp for Children 2010

## Air Quality

Breathe California conducted over 30 environmental assessments of homes, child care centers and schools in FY 2010, with technical assistance to help residents and managers remediate any problems that were identified. The agency was very active in air quality advocacy, to ensure that strong diesel rules were implemented to protect Californians from this cancer-causing pollution and to give expert testimony on a variety of other initiatives introduced to reduce greenhouse gases and other transportation emission.

Breathe California is the Coordinator for the Silicon Valley Clean Cities Coalition and was awarded the Western Region Rising Star Award for outstanding leadership, enterprising spirit, and achievement for its work in FY 2010. Its work with the coalition serves 374 stakeholders from corporate, government, and school fleets and environmentally-minded individuals. They conducted workshops and showcases of alternatively fueled vehicles that reached thousands, bringing the total reached in this program area to 13,000.

## Tobacco-Free Communities

Almost 20,000 people received tobacco prevention and cessation services or participated in agency anti-tobacco advocacy efforts in FY 2010. A unique project was the California Cancer Research Act petitioning which Breathe California helped to qualify for a California ballot initiative that would raise the tax on tobacco and use it for tobacco-related research, education and cessation programs.

The American Cancer Society presented Breathe California with its Collaboration Award for its partnership on the initiative.

There was an increase in self-help cessation, reaching 990 people, and a dramatic increase in the Smoke-Free Movies project that reached over 3,000 youth. Because movies and entertainment venues are now responsible for 52% of youth smokers taking up the habit, the project seeks to have influential groups in our community send resolutions to the heads of major studios and other entertainment vendors to get them to quit glamorizing tobacco.

Specifically, the project wants a guarantee that no one will be paid to promote tobacco in a movie, that there will be ads warning of tobacco hazards before each movie that contains tobacco, and most importantly that movies with tobacco will be rated R or the equivalent.

Smokeless Saturday School served 96 families of minors who had been cited for tobacco possession, with separate classes for parents and youth, and 103 youth participated in the CLASP peer mentor program. 72 youth were trained as anti-tobacco spokespeople.

# Breathe California

## Annual Report

### Statement of Activities

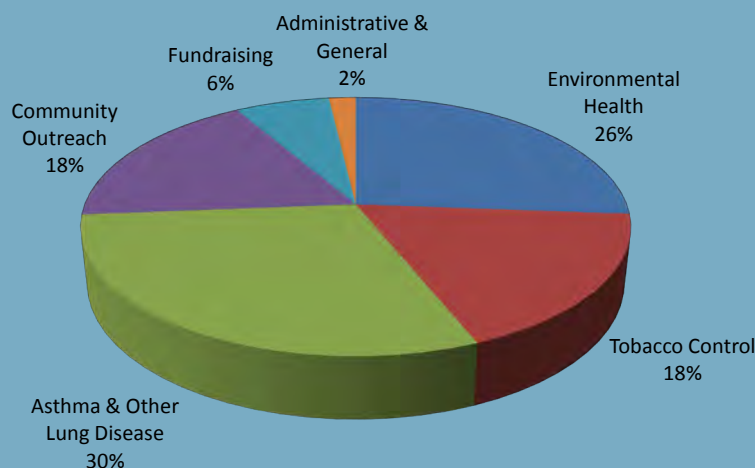
#### REVENUE

Individual Giving	63,988
Government Grants	352,416
Donated Supplies, Services & Equipment	270,030
Program Fees & Earned Income	23,854
Special Events	24,653
Corporate & Foundation Gifts	22,488
Other	2,342
<b>Total Revenue</b>	<b>759,771</b>

#### EXPENSES

Programs & Services	957,396
Fundraising	68,400
Administrative & General	19,422
<b>Total Expenses</b>	<b>1,045,218</b>

#### Expenses by Program Area



All figures are according to audited financial records for the fiscal year starting July 1, 2009 and ending June 30, 2010.

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.



# In Pursuit of Tobacco-Free Communities

## Communities Putting Prevention to Work (CPPW)

In 2010 the Santa Clara County Public Health Department was awarded \$6.9 million from federal ARRA (stimulus funds) for CPPW tobacco prevention efforts. The County's CPPW initiative, called INSPIRE, focuses on addressing gaps in tobacco policies and has already made great strides in protecting all county residents from secondhand smoke: Santa Clara County adopted three of the strongest tobacco control ordinances in the US, to license and control tobacco retailers and to protect residents from secondhand smoke in multi-unit housing and outdoor public places such as parks and outdoor service lines; the City of Saratoga passed an ordinance banning smoking in parks and recreational areas; the City of San Jose tobacco retail licensing ordinance with steep penalties for any of its 850 retailers who sell tobacco to minors; and DeAnza College increased their secondhand smoke prohibitions to restrict smoking to "clearly marked designated areas within the parking lots."

With the County's support many more cities are working on ordinances that protect people from secondhand smoke and/or regulate tobacco retailers. Breathe California was awarded a subcontract to assist in implementing this ambitious 2-year program, specifically to coordinate a tobacco cessation resource network and to provide training and technical assistance to build capacity for tobacco cessation programs in Santa Clara County.

As part of its work, Breathe California has awarded twelve community mini-grants to its college and community based organization partners to increase both cessation assistance and policies: DeAnza, Foothill, Gavilan, Mission, and West Valley colleges; African American Community Service Agency; Foundation for Voice Restoration; Indian Health Center; O'Connor Hospital; Regional Medical Center; Viet-American Voters of Northern California; and Voices United. Another important part of Breathe California's subcontract is to manage the distribution of FREE nicotine replacement therapy (patches, gum, and lozenges) to qualified smokers who are trying to quit. For more information on CPPW visit [www.sccphd.org/tobacco-prevention](http://www.sccphd.org/tobacco-prevention). For help in quitting: 408-998-5865.



CEO Margo Sidener and speaker Supervisor Ken Yeager, Santa Clara County Board of Supervisors, look on as Dr. Klepeis of Stanford University presents secondhand smoke exposure data at press conference.

## Community Connections

Breathe California's project to secure tobacco-free communities for its most vulnerable populations with higher smoking rates and greater exposure to secondhand smoke, continues with new goals: to protect residents of multi-unit housing from the carcinogenic hazard of secondhand smoke; to increase the number of outdoor areas that are safe from secondhand smoke; and to make a difference in the fight for smoke-free movies.

Funded by a grant from the state's California Tobacco Control Program, the grant is especially concerned with African-American, Asian, Hispanic, and lower socio-economic populations as they are heavily targeted by the tobacco industry and smoke at higher levels.

Because research tells us that smoking in movies now accounts for over half of the smoking uptake in youth and an estimated 390,000 U.S. teens start smoking annually because of their exposure to smoking in movies, the project is recruiting youth to advocate to their peers and adults in many circles of influence.

They will gather resolutions to send to the entertainment industry (copied to US officials who could regulate the industry) to request four things: 1) rate smoking movies R; 2) certify on each movie that no pay-offs were made for displaying or using tobacco; 3) require strong anti-tobacco ad be run before each movie that contains tobacco; and 4) stop identifying tobacco brands in movies. To help with Smoke-Free Movies, call Hewitt Joyner, III at 408-998-5865. For help with all secondhand smoke problems, call the confidential Secondhand Smoke Helpline at 408-999-0500.



New Mission College Tobacco Policy Signs

# New Board Treasurer: Ted Mazzone



Breathe California is pleased to announce the newest addition to the board of directors: Ted Mazzone. Ted brings his considerable skills and finance background to the position of treasurer.

Ted has an impressive background in business management and finance. He spent 18 years at Hewlett-Packard, directing a team of financial professionals integrating the financial planning, reporting and analysis process for the Global Functions Organization (\$3.1B in annual expenses). Ted specialized in financial systems analysis, directing efforts to streamline financial operations/processes and implement more effective reporting tools. Prior to Hewlett-Packard, Ted worked at British Telecom and the Sherwin-Williams Co.

In addition to serving as Breathe California's treasurer, Ted is the finance account director of the Taproot Foundation in San Francisco. He holds an MBA in finance from the University of Maryland and a BS in accounting from Bowling Green University. Originally from Cleveland, Ohio, Ted has lived in the Bay Area for 20 years. He enjoys hiking, skiing, running, softball and biking.

## Help Us Fight Lung Disease!



**Donating is easy!**  
Just use the reply envelope in this magazine or donate online by visiting [www.lungsrus.org](http://www.lungsrus.org).

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

You can also offer your support via:

**Memorial Gifts  
Vehicle Donations  
Wills & Bequests  
In-Kind Donations  
AND MORE!**

We greatly appreciate your support. Every dollar helps!

## The Green Team

Recently, Breathe California of the Bay Area joined with the Electronic Transportation Development Center (ETDC) and the Silicon Valley Clean Cities Coalition (which it coordinates) to form The Green Team, a collaboration that advances the missions of all three groups: to advance innovation in transportation technology, reduce the use of petroleum, and reduce air pollution from transportation sources. With these complementary goals in mind, the collaborative has begun work on several projects.



San Jose Green Team Showcase 2010

It has partnered with other groups to provide workshops on electric vehicles and workforce development, is pursuing joint grants for a Center for Excellence in Transportation, and has installed a transportation showcase at the display for the City of San Jose across from City Hall that includes solar fueling of electric vehicles.

Bob Garzee, founder of ETDC and senior board Member of Silicon Valley Clean Cities Coalition (SVCCC), has been appointed Green Transportation Specialist at Breathe California and heads up the Green Team. Thanks to Bob. And thanks to the Bay Area Air Quality Management District for financial support of SVCCC workshops.





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MAKING OUR WORK POSSIBLE

# Special Thanks to Our Corporate and Foundation Supporters this Year

*Thanks to all those who generously supported Breathe California during the 2010 fiscal year. Your support made it possible for us to continue fighting lung disease in all its forms. We would like to offer special recognition to our top supporters from the past fiscal year.*

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Martha E. Sanfilippo Foundation  
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## Government & Public Agencies

Bay Area Air Quality Management District  
California Department of Public Health  
City of Newark  
City of San Jose  
Santa Clara County Department of Public Health  
U.S. Department of Energy  
U.S. Environmental Protection Agency

## Individuals

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Mr. Gerard Denny  
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