

SUMMER 2009 EDITION

Breathe Healthy



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CALIFORNIA
of the Bay Area



Local Research Program Takes On Lung Cancer

Through its growing research grant program, Breathe California is helping local researchers (like Dr. Wakelee's team pictured here) explore new ways to confront lung disease. Read how our current support of lung cancer research is improving the ways we understand, diagnose and treat this deadly disease.

Also Inside

New Campaign Pushes for Smoke-Free Outdoor Dining
Asthma Camp Father Helps Fight Lung Disease
and a whole lot more!

Research Program Takes on Lung Cancer



For the past two years, Breathe California has funded a project by **Dr. Heather Wakelee** to explore the benefits of a promising lung cancer drug in new patient populations.

When it comes to lung cancer, the harsh reality is that there is no cure and only limited treatments available. The disease kills 161,000 Americans annually and less than half of all lung cancer patients survive more than one year from their diagnosis. In addition, chemotherapy, radiation treatment and surgery have only proven effective in certain circumstances, leaving many patients looking to the future for hope. Fortunately, with Breathe California's help, hope may soon be here.

type of chemotherapy; and 2) patients with lung cancer that has spread to the brain. The project has yielded encouraging results as patients from both trials have received treatment for over two years without experiencing unexpected toxicity. In addition, Dr. Wakelee is now exploring the benefits of using bevacizumab (in conjunction with chemotherapy) to treat early stage lung cancer patients who have had surgery.

Encouraged by the promise of Dr. Wakelee's study, Breathe California began funding another local project this December that it hopes will improve lung cancer diagnoses. While biopsies are important tools for diagnosing lung cancer, it remains difficult to biopsy small lung nodules (masses of tissue). To address this challenge, Dr. Rebecca Fahrig, the project's lead researcher, is using tomosynthesis to develop a new 3D, real-time imaging system that would help doctors visualize lung nodules during biopsies.

"We think our combination of imaging technologies has the potential to provide significantly-improved targeting accuracy for minimally-invasive, trans-bronchial needle biopsy, lowering the risk to the patient and providing a conclusive diagnosis," said Dr. Fahrig.

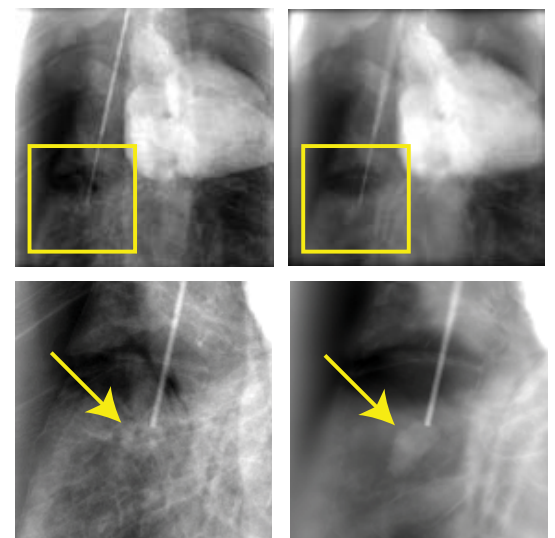
A Catalyst of Local Research

While Breathe California has supported many types of research over the years, it quickly identified lung cancer as a top priority when launching its own local research fund two years ago. After all, research into lung cancer has been vastly underfunded, despite its status as one of the deadliest forms of cancer. True to its grassroots nature, the organization also began seeking opportunities to fund innovative research taking place in its own communities.

Its first grant was awarded to Dr. Heather Wakelee at Stanford University who is studying the use of a promising new lung cancer drug – bevacizumab (commonly known as Avastin) – in new patient populations. While the drug has shown significant benefits when used in conjunction with chemotherapy, the potential side effects remain too great for about half of all lung cancer patients.

"Bevacizumab is the first drug to prove the effectiveness of altering blood vessel formation as a strategy to fight advanced cancer," said Dr. Wakelee. "It has shown the potential to significantly improve the chance that the cancer will shrink and the time before the cancer starts to grow again."

With support from Breathe California over the past two years, Dr. Wakelee's team has been able to study the effects of bevacizumab among: 1) patients who are receiving a better-tolerated



Normal x-rays often fail to produce a clear image of small lung nodules during biopsies (as seen on the left). But a new imaging system being developed by **Dr. Rebecca Fahrig** could help doctors better visualize the area (see images on right), facilitating safer biopsies and more conclusive lung cancer diagnoses.

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



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While the project's primary goal is to facilitate safer and more definitive biopsies, an effective imaging system could also make it possible to perform the procedure on smaller masses. As a result, the project could contribute to more, and potentially earlier, lung cancer diagnoses as well.

An Expanding Horizon

With the continued support of the Elsie and Josephine Colombo Charitable Trust and a number of individual donors, the organization has kept an eye on growing its research program.

This past winter, Breathe California joined a coalition of health organizations in sponsoring the inaugural *Lung Cancer Promise of Tomorrow Award*. The two-year, \$200,000 grant was created to fund research that advances our understanding of lung cancer and leads to improvements in treating the disease. And by pooling the resources of a number of like-minded organizations, the award hopes to jump-start the drive for a cure.

"This award allows us to test fundamental biological mechanisms underlying the progression of lung cancer," said Northwestern University's



Dr. Navdeep Chandel, recipient of our new *Lung Cancer Promise of Tomorrow Award*, is conducting research to learn more about adenocarcinoma, a type of lung cancer on the rise in non-smokers.

Dr. Navdeep Chandel, who is using the award to investigate a type of non small cell lung cancer (adenocarcinoma) which is increasingly affecting non-smokers. "It allows us to take a creative approach to understanding lung cancer that is presently difficult with the current NIH funding."

Furthermore, the organization hopes to gradually expand its research program to address other forms of lung disease as well. For as devastating as lung cancer can be, it's far from the only thing that threatens our ability to breathe.

"Lung disease is one of the only top-10 causes of death that's actually growing," said Margo Sidener, Breathe California's President & CEO. "But by supporting innovative research into all sorts of lung health issues, we can help reverse that trend in the years to come."

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Join Us for Lunch and a Lung Cancer Update! Tuesday, June 30th - 11:30 am to 1:00 pm

We cordially invite local lung cancer patients, health professionals and supporters to join us at a special luncheon to learn more about what's being done to fight this deadly disease! Complimentary lunch will be served.

Featuring Guest Speaker:

Dr. Heather Wakelee, Stanford University

Lung Cancer Basics, the Current State of Lung Cancer Research/Treatment, Patient Q&A



**Sobrato Cancer Center
(at Valley Medical Center)
750 S. Bascom Ave, San Jose**

Please RSVP to Steve French by 6/26
408-998-5865 or steve@lungsrus.org

Breathe California Launches Campaign for Smoke-Free Outdoor Dining



While 40 California cities/counties ban smoking at outdoor dining patios, **Los Gatos** is the only city in Santa Clara County to have such an ordinance.

As summer rolls around, restaurants around the Bay Area see their dining patios fill up as patrons seek a little warm weather to go along with their meal. These dining options provide a chance for those cooped up all day to get outside, even if it's just for a quick lunch break. Unfortunately, many of these patios are also home to a drifting, ever-present health risk.

"While we've gotten rid of smoking inside restaurants, there are very few secondhand smoke regulations governing their outdoor patios," said Breathe California's

President & CEO, Margo Sidener. "This is a serious health issue not just for patrons, but especially for employees who might have to spend hours working in a cloud of smoke."

Although some dismiss secondhand smoke as a mere nuisance, mounting evidence highlights its deadly impact. Secondhand smoke contains 250 toxic chemicals and kills approximately 50,000 people in the U.S. each year. In addition, a number of recent studies have documented the risks posed by exposure in outdoor environments.

In particular, a 2007 study conducted by Stanford researchers found that people within a few feet of someone smoking outdoors can be exposed to secondhand smoke levels that are as high as in homes where smoking is permitted. Over several hours, those levels can exceed the EPA's health standards for fine particulate pollution.

In response to this public health threat, Breathe California has been gearing up for action.

Through its Community Connections project, the organization is asking cities in Santa Clara County to consider ordinances that would ban smoking in restaurants' outdoor dining areas. Forty cities and counties in California have already passed such policies and hundreds more have done so in other parts of the country. Furthermore, a 2005 survey by the California Department of Public Health found that 79.8% of Santa Clara County residents support a smoking ban at outdoor dining patios.

"The dangers of secondhand smoke are real and serious, especially for children," said Hewitt Joyner III, who is heading the advocacy project. "Families shouldn't have to worry about whether their kids will start wheezing or have an asthma attack anytime they want to eat outside."

In recent months, Breathe California has been busy laying the groundwork for the new campaign.

Staff have been reaching out to community leaders for their support and volunteers have been surveying local restaurant owners to gauge their stance on a possible policy. With plentiful positive feedback on both fronts, the organization is optimistic that proposals will be introduced before two city councils in the next few months.

While the process is just getting under way, Breathe California remains hopeful of the policy's chances of

success. And with any luck, an early victory will provide momentum to pass even more smoke-free policies across the county and beyond.

Want to learn more about smoke-free outdoor dining policies? Please contact Hewitt Joyner III at (408) 998-5865 or hewitt@lungsrus.org. We welcome anyone who would like to become involved with our grassroots advocacy efforts!



Breathe California volunteer **Lee Hudson** calls local restaurants to survey their thoughts on a possible smoke-free outdoor dining ordinance.

Help Us Fight Lung Disease!



Donating is easy!

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

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



Breathe California pledge runners Benjamin and Ni Nguyen hit the ground running at the 2009 ING Bay to Breakers 12K.

Other News Around the Agency

On May 17th, Breathe California returned as a beneficiary of the 2009 ING Bay to Breakers 12K. More than 200 of our volunteers braved the heat wave that weekend to help out at the pre-race expo and day-of-event water stops. In addition, 77 Breathe California pledge runners came out in force on race day, raising more than \$13,000 and counting! A special thanks to Ni Nguyen from San Jose for leading the charge and raising more than \$1,000 for our local lung health programs!

* * * * *

In April, Breathe California proudly partnered with State Assemblymember Jerry Hill (San Mateo) to introduce legislation that would make all hospital campuses completely smoke-free! If passed, the bill would provide important health protections for patients – who often face the greatest risk from secondhand smoke – as well as doctors, nurses and other hospital employees. As of June 1st, the bill had passed the California Assembly and was awaiting consideration in the State Senate.

* * * * *

On March 18th, our very own CEO, Margo Sidener, was honored as a “Woman of Influence” at a special awards ceremony hosted by the Silicon Valley / San Jose Business Journal. Margo was recognized for her impressive record of service and was one of only two dozen local non-profit leaders to receive the prestigious honor.

Congratulations to Breathe California’s 2009 Clean Air Awards Recipients

Breathe California is proud to recognize the nine recipients of our 19th Annual Clean Air Awards. Each year, the awards honor local businesses, organizations and individuals whose innovation has helped make the Bay Area a leader in improving air quality. This year’s awards were presented before the region’s top environmental leaders at an April 17th luncheon that featured a riveting keynote address by Congresswoman Jackie Speier. Our deepest thanks go to the Bay Area Air Quality Management District, our presenting sponsor, and our many other Clean Air Awards’ supporters.



The City of Berkeley

For initiating an affordable solar financing program that increases the use of renewable energy in the region by enabling the average homeowner to install photovoltaic cells

Cool the Earth

For creating and implementing an in-school climate protection program that empowers students and families to take simple and measurable actions to reduce greenhouse gases

The Diesel Rule Coalition

For leadership in advocating for adoption of the state’s diesel truck rule, which will lead to the reduction of toxic diesel exhaust from trucks and buses

Genentech

For the successful implementation of a multi-faceted alternative commute program that has reduced solo-commuting by 12 percent in a two-year period

Milpitas Unified School District

For installing a 3.4 megawatt solar panel system that services 14 sites, using clean energy to provide 75 percent of the District’s annual electricity needs and 100 percent during peak-demand summer months

San Jose State University

For developing a Transportation Solutions program that has increased the use of alternative transportation modes to campus by over 300 percent in the last eight years

Shaklee Corporation

For pledging to maintain a net-zero impact on climate change and offset 100 percent of its greenhouse gas emissions between 2006 and 2009

Silicon Valley Leadership Group

For its leadership in the Bay Area Climate Change Collaborative, a regional effort to reduce greenhouse gases by promoting energy efficiency, renewable energy and best practices

Dr. Anthony Iton, Alameda County Health Officer

For highlighting life-expectancy inequities in West Oakland associated with risk factors like air quality and for his commitment to community participation in the decision-making process

To learn more, please visit www.cleanairawards.org.

Asthma Camp Father Dives into the Fight Against Lung Disease



After his kids went to asthma camp last year, **Victor Chavez** decided to do something that would help other families confront asthma.

Did You Know?

1/3 of the 5,000 asthma deaths in the U.S. each year are among people whose asthma was considered “mild.”

That’s why it is so important that EVERY person who has asthma monitors their condition and takes steps to keep their symptoms under control.

You can learn more about asthma by visiting our website: www.lungsrus.org

Like any good father, Victor Chavez wants only the best for his children. He’d do anything to ensure that they grow up happy and healthy, and that’s included helping his children deal with their asthma. But unlike every other parent, Victor has put a personal stake into fighting the chronic lung disease.

Victor’s three children were all diagnosed with asthma when they were less than one-year-old. While it affects them off-and-on throughout the year, the fall has proven most troublesome. As the weather changes, the kids’ symptoms appear more frequently and severely, often leading to a number of sleepless nights and missed school days. The attacks were once so severe that an ambulance had to be called to take Victor’s eldest son, Mikey, from school to the hospital after he had trouble breathing and his face turned purple.

Anxious to bring their children’s symptoms under control, Victor and his wife, Michelle, were intrigued when their doctor told them about Breathe California’s asthma camp last year. After learning more about the organization’s summer day camp, they thought it was worth a shot and

signed up Mikey (8 years old) and his twin siblings, Victor and Christine (both 5 years old).

“We thought this would be a fun way to teach them about their asthma and why it affects them the way it does,” recalled Michelle.

“I didn’t want my kids to feel inferior or inadequate because they have asthma,” added Victor, “and camp would provide a place for them to meet other kids with asthma.”

After just one week at camp, Victor and Michelle could see the benefits. After learning how to recognize their triggers and warning signs, the kids have been able to more closely monitor their condition. This also helps Victor and Michelle stay prepared for a possible attack instead of being grabbed by surprise.

While the kids must still deal with their asthma, the Chavezs are grateful for the ways in which the camp helped the whole family confront those challenges. Victor also felt that something more needed to be done and that his own gardening/landscaping business was in a position to help. So, this spring, Victor Chavez Gardening donated \$2,000 in services for Breathe California to use in a fundraiser (see right sidebar for details). The generous contribution will help support the

Victor Chavez’s three kids (from left to right: Mikey, 8; Christine, 5; and Victor, 5) were all diagnosed with asthma at a young age, but after attending Breathe California’s summer asthma camp last year, they have been able to better manage their chronic condition.



2 New Ways to Support Breathe California



Breathe California is proud to be joining **SaveLocally**, a new website that brings the traditional coupon book completely online. For just \$25, SaveLocally offers members access to online coupons for a wide array of local businesses, including:

- | | | |
|-----------------|-----------------|-------------------|
| Restaurants | Movie Theaters | Auto Repair Shops |
| Dry Cleaners | Salons and Spas | Car Washes |
| Carpet Cleaners | Gyms | <i>and more!</i> |

For every membership referred from Breathe California's website, SaveLocally will donate back a significant percentage of the proceeds! All you have to do is:

- 1) Visit www.lungsrus.org and follow the links to our own **SaveLocally** webpage.
- 2) Click on the link to subscribe through **Breathe California**.
- 3) Visit **SaveLocally's** website and start saving immediately!



To learn more about supporting Breathe California through SaveLocally, please contact Steve French at (408) 998-5865 or steve@lungsrus.org.

VICTOR CHAVEZ GARDENING



Now, we can help take care of all your outdoor yard needs! Thanks to the generous support of **Victor Chavez Gardening** (see story to left), you can purchase local gardening and landscaping services with all proceeds going to Breathe California.

For a limited time, you can purchase coupons for a wide variety of outdoor services, in any amount up to \$2,000. This includes: mowing and edging services, lawn aeration, sprinkler system installation and repair, yard clean up, and special landscaping projects. **This is a great opportunity to support Breathe California while offering your yard some much-needed attention!**

To learn more, please visit the "Support Us" section of our website or contact Helen Spangler at (408) 998-5865 or helen@lungsrus.org.

organization's wide array of local programs – services that, as Victor is well aware, can make all the difference in the world. And ultimately, he hopes that it will help even more kids confront their asthma.

"I hope this helps many other families experience asthma camp," said Victor. "It's such a valuable program because it has activities that kids can relate to and shows them that they are not the only ones with asthma."

Check out the right sidebar to learn more about our special fundraising opportunity with Victor Chavez Gardening and read more about our local asthma programs below!

3 Local Programs That Can Help Your Family Confront Asthma!

2009 Camp Superstuff

August 3rd - 7th @ Willow Glen High School in San Jose

Our annual summer day camp helps kids with asthma learn to manage their disease while meeting new friends and enjoying traditional camp activities!

Asthma Management Classes

We proudly partner with local schools to host these six-session classes that teach students with asthma new strategies to keep their condition under control.

Home Environment Assessments

Trained staff & volunteers can come to your home to look for indoor health hazards that can trigger asthma attacks and/or other respiratory problems.

To learn more about our asthma programs, please contact German Blanco at (408) 998-5865 or german@lungsrus.org.

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Ride the San Francisco Peninsula! Saturday, July 11, 2009



BIKE FOR BREATH

This summer, **Breathe California** invites YOU to its 18th Annual Bike for Breath. Come on out and enjoy a scenic ride along the peninsula while helping raise money to fight lung disease. This is one local ride you don't want to miss!

- 4 Different Course Routes for Riders of All Ages
- Food, Raffle Prizes & Special Fundraising Gifts
- An Interactive Expo Area & Kids Zone

10
miles

18
miles

50
miles

62
miles

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