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Breathe California of the Bay Area Receives \$10,000 CVS Health Community Grant

Grant to Breathe California of the Bay Area is part of CVS Health's commitment to helping people lead tobacco-free lives

San Jose, California – December 11, 2017 – Breathe California of the Bay Area (BCBA) announced today that it has received a \$10,000 [CVS Health Community Grant](#). The Community Grants Program was created by CVS Health, as part of its commitment to help people achieve their best health by providing financial assistance to programs that are focused on smoking cessation and prevention. The grant is part of *Be The First*, CVS Health's \$50 million, five-year initiative to help deliver the nation's first tobacco-free generation and extend the company's commitment to help people lead tobacco-free lives.

The support from CVS Health will help BCBA's Be the First Program, a program focused on preventing initiation and reducing tobacco use among youth. BCBA initiated the program to encourage youth to be the next generation to be smoke-free. Throughout 2018, BCBA will conduct trainings and workshops for youth on tobacco in local schools, including school classes, clubs and organizations, youth serving partner organizations, ethnic minority communities, youth activist groups, and community partners. Trainings will describe tobacco basics, inform youth about the negative consequences of tobacco use and addiction, and promote a healthy, nonsmoking lifestyle.

As the local lung health leader, BCBA fights lung disease in all its forms and works with its communities to promote lung health. BCBA's Tobacco Education and Advocacy program supports and educates the youth and community in creating better lifestyles in order to eliminate tobacco use. Additionally, the youth tobacco prevention program is focused on policy advocacy and community organizing. BCBA engages with youth in its community to be advocates and drivers of tobacco policy implementation with cities and counties in the Bay Area for smoke-free environments and reduce tobacco availability in retail stores.

"We are extremely excited to continue a partnership with CVS Health. The grant will allow us to continue smoking cessation programs to ultimately reduce the use of tobacco among youth", said Melissa Renteria, Health Coordinator at BCBA.

"As a pharmacy innovation company, we are committed to building healthier communities and we believe that providing smoking cessation and youth prevention programs is one of the most effective ways to help people lead tobacco-free lives," said Eileen Howard Boone, Senior Vice President, Corporate Social Responsibility and Philanthropy, CVS Health. "We are pleased to support the work that Breathe California of the Bay Area does in the community and we look forward to working with them in fulfilling their program's mission."

BCBA was selected to receive a grant through the CVS Health Community Grants 2017 application process. This year, grants were specifically awarded to smoking cessation programs offered in a community setting that are helping people lead tobacco-free lives and are reducing the prevalence of smoking.

In 2016, CVS Health announced *Be The First*, a five-year, \$50 million initiative to help deliver the first tobacco-free generation and extend the company's commitment to helping people lead tobacco-free lives. With support and funding through CVS Health and the CVS Health Foundation, *Be The First* supports comprehensive education, advocacy, tobacco control and healthy behavior programming delivered by a group of national partner organizations. For more information about *Be The First* and CVS Health's broader commitment to tobacco-free living, please visit www.cvshealth.com/be-the-first.

Visit www.breathebayarea.org for more information on the BCBA's services, programs, and volunteer opportunities.

As the local lung health leader since 1911 in San Jose, BCBA is dedicated to fighting lung disease through empowerment, prevention, education, patient support, and advocacy. BCBA envisions a world that promotes healthy lungs and a healthy environment. BCBA believes in leadership through passion, integrity, excellence, accountability, and fiscal/social responsibility.

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