

THE ANNUAL REPORT EDITION

# Breathe Healthy

See  
Exciting  
News  
Inside!

## The Year in Review

The 2004-2005 fiscal year witnessed numerous achievements as your local American Lung Association continued to fight lung disease and promote lung health. Take a look back to see how we served our community and helped people like Reyna Perez breathe easier.

### Also Inside:

THE 4TH ANNUAL ASTHMA WALK

AGENCY LAUNCHES TOBACCO TAX EFFORT

EXCITING NEWS ABOUT OUR FUTURE

# Messages from our President and Executive Director

## 2004-2005 Board of Directors

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## ENSURING YOUR CONTRIBUTIONS GO SOLELY TO LOCAL EFFORTS

For the past year and a half, I have been honored to serve as the President of our local agency, an independently incorporated 501c(3) non-profit organization. While we continue to be affected by an uneasy economy, our agency has maintained a high level of service to our constituents.

However, as a significant portion of our funds has had to be shared with the state and national associations, as well as an ever-increasing number of "assessments" charged by the national office, our efforts to serve our diverse local communities has become more and more difficult. Thus, when recently required to choose between either merging into one statewide association or disaffiliating from ALA under its reorganization plan, we dedicated ourselves towards reaching a decision that would allow us to best serve the people of Santa Clara and San Benito Counties. After much thoughtful deliberation, we have decided to end our affiliation with ALA and go forward as **Breathe California**, dedicating all of our money, resources and expertise to serving our local communities.

We believe this change will allow us to better confront the growing lung health problems facing us all. We will continue to develop innovative programs that assist individuals suffering from lung disease.

We will strive to ensure that every resident - regardless of education, wealth or ethnicity - has access to the wide range of services and resources which we provide. And we will renew our partnerships with local governments, corporations and non-profit agencies to integrate lung health information and services into all parts of our society. Through this local, grassroots approach we can reduce the tremendous impact lung disease has on us as individuals, families and communities.

I am proud to present you with our 2004-2005 Annual Report. As you read about our diverse body of work, please know that we remain committed to providing quality programs and services in the future. As our organization moves forward into a new year, and a new era, I hope you will join us in the effort to rid lung disease from our communities.



**Sulochina "Jyothi" Lulla, MD**  
President, Board of Directors

## STAYING TRUE TO OUR GRASSROOTS MISSION

2006 will be a banner year for our agency, as we head out in an exciting new direction to better serve you. Throughout our history we've had a number of names (from the Santa Clara County Tuberculosis and Health Association to the National Respiratory Disease Association) and we will once again be changing it to better reflect our mission. As **Breathe California**, we will continue to dedicate ourselves to providing our local communities with the lung health services on which they depend.

Please be assured that this decision was one which our board undertook with their usual resolve and thoughtfulness. I would like to publicly acknowledge their commitment of time and energy to what has been a very challenging process.

I have never been more proud of our board than during recent discussions in which they voiced their passion for serving our communities and vowed to stay true to our grassroots orientation. They still believe that educating and mobilizing local communities, neighborhoods and groups of people is how meaningful change occurs. Ending our affiliation with ALA is poignant and no one knows this better than I - having dedicated 24 years to the

association. Yet, it is the choice that ensures that we will be able to remain completely responsive to the unique needs of our communities.

As we embark on this journey, we will not be going alone. Our agency will become part of a statewide network of five former lung associations, including Los Angeles, Central Coast, San Francisco-San Mateo and Sacramento-Emigrant Trails.

You are important to us, and I would welcome you to call me personally with any questions about this news. We have always been an independent corporation, 100% responsible for our own budget (including payments to our national and state units), operations and programs. So, as we move forward, think of us as the same leadership, same staff and same services - *just with a different name*



**Margo Sidener, MPH, CHES**  
Executive Director

## A RECAP OF THE PAST FISCAL YEAR

# The 2004-2005 Annual Report

Throughout the 2004-2005 fiscal year, the American Lung Association of Santa Clara-San Benito Counties maintained its tradition of excellence in fighting lung disease and promoting lung health. The agency continued to achieve strong fiscal health, operating off a \$1.3 million budget fueled by competitive grants, individual donations and its most successful Asthma Walk ever.

Using such diverse sources of funding, the agency was able to continue its grassroots approach to health education, reaching 115,771 people in 2004-2005 with direct programs and services. The association also benefited from a dedicated volunteer force of 422 individuals who contributed a total of 5,109 hours of service to the organization.

## ENVIRONMENTAL HEALTH

Recognizing the critical link between lung health and air quality, the American Lung Association of Santa Clara-San Benito Counties continued its drive to clean the air we breathe. The agency advocated for local environmental legislation, including smoke-free parks in San Jose, a woodburning ban in Gilroy, leaf-blower restrictions in Palo Alto and secondhand smoke protections in Mountain View. In addition, through its *Mind the Gap* college advocacy project, the association helped representatives from five area colleges institute new campus smoking policies.

The association also continued to confront the growing concerns surrounding indoor air quality. Through its *Tools for Schools* program, the agency counseled 73 school personnel on strategies to create healthy learning environments and conducted on-site assessments at 12 schools (serving 7,500 students). Four schools went on to implement the entire curricula, by forming a team to monitor indoor air issues as well as devel-

Program Associate **Leslie Tong** helps two Willow Glen High School students create their anti-tobacco posters during a CLASP training.



Director of Programs **Dennis Acha** checks the kitchen for indoor air hazards while conducting a home assessment through the Master Home Environmentalist program.

oping and implementing an action plan to fix existing hazards.

The new *Master Home Environmentalist* program was also launched in 2005 in which 11 volunteers conducted 23 home assessments to help residents identify indoor air threats to their health.

**The Freedom From Smoking eight-week behavior modification class reached 379 people, 62 percent of whom reported successfully quitting.**

## TOBACCO CONTROL

Because smoking rates in Santa Clara and San Benito Counties remain among the lowest in the country, the association continues to focus on protecting targeted, high-risk and underserved communities from the dangers of tobacco use. Through a collection of education, advocacy and cessation services, the agency reached 20,193 people with tobacco control programming.

The *Freedom From Smoking* eight-week behavior modification class reached 379 people, 62 percent of whom reported successfully quitting. The *Not On Tobacco/Quit the Hits* teen smoking-cessation program reached 148 youth, 73 percent of whom took steps toward quitting and 15 percent of whom quit altogether. The agency also assisted 2,511 individuals by providing smoking cessation information, self-help materials and other forms of counseling.

Through the *Counseling Leadership Against Smoking Pressures* program, 57 high school students mentored more than 400 middle school students on tobacco-use issues. After participating in the five-week course, 57 percent of the middle school students reported an attitude change about cigarettes

I would like to thank the American Lung Association for their many efforts to bring the number of kids who use tobacco down so low. Their work is critical to protecting our children and achieving a healthy community."

**Rob Davis,**  
San Jose  
Chief of Police

"The Better Breathers Club has been very informative. I enjoy the group and the feeling of support it brings. The facilitator and speakers are encouraging and give us exactly what we need - a little hope."

**Ruby Lee Gooby,**  
Better Breathers  
Club member

continued on next page



Kerry Cheng was full of laughs as he enjoyed a fun-filled week at the 2004 Camp Superstuff.

# ANNUAL REPORT

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and 96 percent decided not to smoke cigarettes as adults.

In addition, the association mentored Korean American Community Services on tobacco control issues, helping secure smoking bans at seven community churches. As head of the San Jose Tobacco-Free Collaborative, the association provided tobacco control training and technical assistance to 64 schools and non-profit agencies. The coalition also held a press conference and distributed posters (in 4 languages)

on World No Tobacco Day which encouraged doctors and patients to talk about smoking concerns.

## ASTHMA

With asthma affecting a growing number of people, the agency continued its focus on battling the chronic lung disease, reaching 24,241 people with its asthma programming.

Fifty-five schools partnered with the association leading to 16 teacher in-service trainings (reaching 345 school staff members), five parent workshops and 21 asthma awareness presentations. In addition, 12 schools participated in the agency's 6-week *Open Airways* program, a school-site asthma management class for elementary age children. Of the 114 student participants, all but those who scored perfectly entering the class showed improvement in understanding of the disease and management strategies.

The association also held its 31st annual *Asthma Camp*, continued hosting its quarterly *Parents of Asthmatic Children Support Group*, conducted 24 asthma screenings throughout the community reaching 841 people and coordinated public awareness events at local schools and medical facilities on World Asthma Day.

## OTHER LUNG DISEASE

The agency's *Better Breathers Club*, a support group for lung disease patients, served 182 individuals at four different sites throughout the community. The agency also provided monthly newsletters to 350 individuals, conducted a six-week pulmonary rehabilitation *Breathing Improvement Class* and coordinated the *Senior Breathe Easy Project*, bring-

ing lung health classes to more than 1,440 participants at senior centers. In addition, close to 50 lung disease patients received nebulizers, CPAP and BiPAP machines through the association's equipment provision program.

The agency continued to co-chair the TB Prevention Partnership of Santa Clara County, training 27 members of the California TB Controllers Association, providing 63 consultations to nurses, case managers and other tuberculosis control staff and coordinating a speakers bureau on TB issues. The association also helped 1,138 residents find flu shot dates, times and locations in the community.

## COMMUNITY HEALTH

This past year, the agency was able to offer its expertise through a variety of community health efforts. Agency representatives attended 73 health fairs, bringing health information to and performing lung screenings for more than 33,000 individuals. The public speaking bureau conducted health presentations at 18 corporate campuses and 43 community locations reaching more than 5,000 people, an increase of 15 percent from the previous year.

The local agency also carried out a media campaign that reached approximately 2.9 million individuals. This included coordinated drives to promote clean air issues through the *State of the Air: 2005 Report*, recognize the San Jose Police Department for its tobacco control contributions and publicize the agency's numerous programs. These efforts involved five television appearances, eight radio interviews and 42 newspaper articles as the agency served as an authoritative, sought-after source of information on lung health issues.

***The public speaking bureau conducted health presentations at 18 corporate campuses and 43 community locations reaching more than 5,000 people, an increase of 15 percent from the previous year.***

(From left to right) Program Coordinator Joseph Francis explains the function of a peak flow meter to Suraj Jeble and Derick Seabock during an Open Airways class.



"I really liked Asthma Camp because I was able to learn a lot about my asthma. They taught me how to breathe easier at night and when I run. Now I sleep better and can run further without getting tired"

**Luis De La Torre, Jr.**  
2004 Camp Superstuff participant

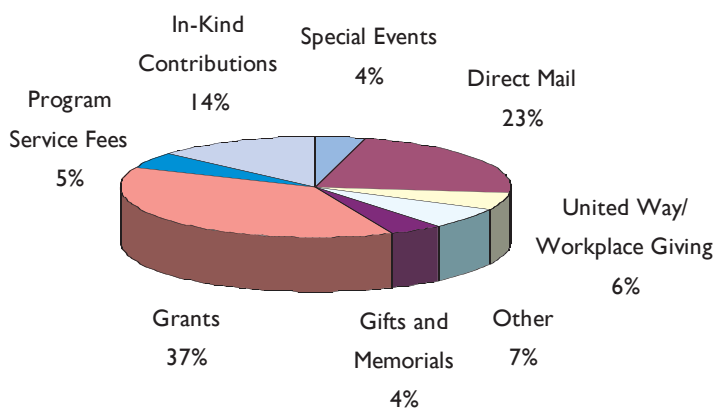
# The 2004-2005 Financial Report

## STATEMENT OF FUNCTIONAL EXPENSES

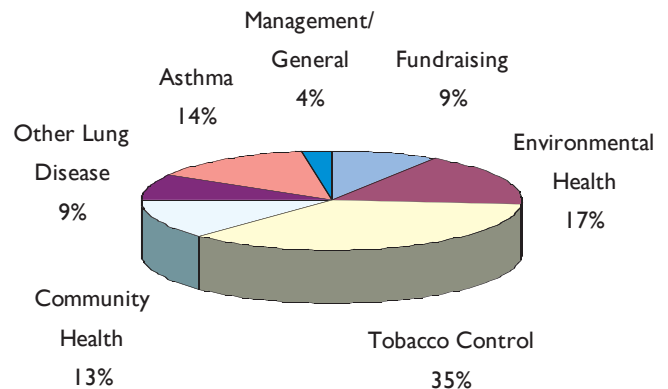
for the fiscal year ended June 30, 2005

Category	Program Services					Supporting Activities		Total All Funds	
	Environmental	Tobacco	Community	Other Lung	Management and General	Fundraising	Year End	Year End	
	Asthma	Health	Control	Health			Disease	6/30/05	6/30/04
Salaries	86,954	151,482	218,338	82,527	39,693	27,511	8,946	615,451	685,507
Professional Fees	10,200	6,610	54,432	5,130	2,190	6,573	479	85,614	70,756
Payroll Taxes, Insurance, and Employee Benefits	19,110	18,657	55,432	23,283	9,940	7,468	2,383	136,273	166,754
Business Insurance	1,224	1,149	3,406	1,434	612	426	136	8,387	14,241
Building Occupancy	3,743	3,663	10,862	4,572	1,952	1,309	418	26,519	28,472
Telephone	1,376	1,347	4,881	1,681	718	50	16	10,069	11,060
Meetings and Travel	1,621	2,306	8,326	1,106	629	277	70	14,335	13,030
Supplies	15,651	(425)	2,035	(1,770)	(411)	(625)	(214)	14,241	12,791
Printing, Publishing, and Audio-Visual Materials	6,785	6,823	21,466	8,048	11,235	29,425	11,772	95,554	110,764
Postage and Shipping	3,942	3,987	11,718	4,692	3,243	14,014	5,504	47,100	54,354
Office Equipment	4,644	4,545	13,474	5,672	2,421	1,656	528	32,940	5,039
Dues and Subscriptions	258	218	870	272	216	324	24	2,182	2,098
Media Expenses	1,513	1,484	6,168	1,733	740	11,197	-	22,835	24,857
Support of Special Projects	1,652	1,817	4,794	7,662	28,867	6,643	445	51,880	55,720
Depreciation	3,581	3,505	10,392	4,374	1,868	1,418	452	25,590	22,232
Assessments to affiliated organizations	13,326	13,043	38,669	16,277	6,949	5,277	1,683	95,224	104,852
<b>TOTAL FUNCTIONAL EXPENSES</b>	<b>175,580</b>	<b>220,211</b>	<b>465,263</b>	<b>166,693</b>	<b>110,862</b>	<b>112,943</b>	<b>32,642</b>	<b>1,284,194</b>	<b>1,382,527</b>

### REVENUE BY SOURCE



### EXPENDITURES BY PROGRAM AREA



# Local News and Program Update



Walkers from **Camino Medical Group** showed up with co-workers, loved ones, and even their pets, to fight the asthma epidemic.

## WALKING AGAINST THE ASTHMA EPIDEMIC

In the early morning of Saturday October 8th, the typically quiet West Valley College campus bustled with anticipation as walkers trickled in for the 4th annual "Blow the Whistle on Asthma" walk. For after months of diligent fundraising, more than 300 walkers came out to show support for their local lung association.

"In California, asthma affects more people than the populations of San Jose, San Francisco and San Diego combined," said

San Jose Vice Mayor Cindy Chavez, who helped kick off this year's event. "This is a serious epidemic and I am fully committed to improving the lives of those who suffer from asthma."

Adding to the excitement was the large amount of community involvement and support. Music provided by Channel 104.9, KFOX and Star 101 provided a background buzz as participants enjoyed refreshments from Noah's Bagels, Starbucks Coffee and Whole Foods and visited the various booths set up on campus. In addition, raffle prizes including an

iPod and tickets to Paramount's Great America and Bonfante Gardens were distributed to thank walkers for their fundraising efforts.

While these features provided a fun and upbeat atmosphere, the event was fueled by those who have been impacted by lung disease. "My son and I are walking for my mom, who has been a severe asthmatic for the past ten years," said Noelle Major, first-time walker and captain of team Breathe Free. "She has been hospitalized seven times and this past summer she had to have a tracheotomy. We've had a tough time because there are not many treatments out there."

In addition to the dedication shown by walkers like Major, a number of local businesses and corporations participated in the local event. Kaiser Permanente was a regional sponsor of the event, contributing a total of

\$70,000 to six walks, while Calpine continued its longstanding support as a Gold Sponsor and the event's largest walking team. Through these many corporate contributions, and of course thousands of walk pledges, the agency raised \$92,000.

"We are very fortunate to have such wonderful corporate citizens in Silicon Valley committed to the health of our community," said Margo Sidener, Executive Director of the American Lung Association of Santa Clara-San Benito Counties.

**Through corporate contributions, and of course thousands of generous walk pledges, the agency raised \$92,000.**

"I commend the work of the American Lung Association of Santa Clara-San Benito Counties. They have played a critical role in helping those afflicted with asthma and continue to educate the public about this serious health problem."

**Cindy Chavez,**  
Vice Mayor of the  
City of San Jose



## MEMORIALS

# Honoring Those We Loved

## AGENCY LAUNCHES CAMPAIGN FOR NEW TOBACCO TAX

Always at the forefront of tobacco control, the agency is working to once again increase the state tobacco tax. The latest effort aims to raise the sales tax on every pack of cigarettes (currently at 87 cents) by an additional \$2.60. The proposal aims to decrease the number of smokers in California, while raising \$1.4 billion each year for a host of health programs and services. Joining with the American Cancer Society, the American Heart Association and the Campaign for Tobacco Free Kids, the lung association has reunited the Coalition for a Healthy California to qualify the initiative for the November 2006 ballot.

In 1988, the American Lung Association founded the original Coalition for a Healthy California and passed Proposition 99 (the California Tobacco Health Protection Act), increasing the tax on cigarettes by 25 cents. Ten years later, the tobacco tax was raised an additional 50 cents to help fund chil-

***With no further increase in the past seven years, California has seen its tobacco tax slip to 23rd highest in the nation.***

dren services. The revenue from Prop. 99 has been instrumental in supporting California's extensive tobacco control program. Since its passage, California smoking rates have dropped by 32.5 percent. Yet, with no further increase in the past seven years, California has seen its tobacco tax slip to 23rd highest in the nation.

Specifically, the proposed tobacco tax would provide funding for a host of health services including emergency rooms, children's health insurance, programs to reduce smoking addiction, nursing education and lung disease prevention, treatment and research. As a result, the tax is positioned to greatly benefit all Californians through lower smoking rates, fewer premature deaths due to tobacco-related illness, reduced state health care costs and new, cutting-edge research.

The agency is preparing for an extensive public outreach and signature-gathering campaign. "We'll be working to mobilize our resources, constituents and the public at large to contribute to the statewide goal of collecting 1,000,000 signatures," said Dennis Achá, Director of Programs. Join the campaign to make a new tobacco tax a reality. With your help, we can take a huge step towards ending the deadly effects of tobacco use in our community.

This past year, the American Lung Association of Santa Clara-San Benito Counties received many generous donations in memory of someone who had passed away. These contributions help make it possible for us to continue our work to fight lung disease. We would like to take this opportunity to honor those who were memorialized in 2004-2005:

Buzz Airola  
Diane Marie Allen  
Jack Anderson  
John L. Armstrong  
Ada Amdt  
Shirley Bloomer  
Betty Bogardus  
Tony Bonino  
Annette Borzoni  
Richard L. Bratthauer  
Aggie Broski  
Angie A. Cantando  
Joyce M. Carrasco  
Margaret Chaplin  
Wing Hong Chu  
Marian Chun  
Robert Clemmons  
Vern Coenenberg  
Wayne Culler  
Zelda Daniels  
John De Pape  
Lura Pauline Decker  
Dorothy Delany  
Aaron Denicore  
Oliver Engle  
Kathryn Filippone  
Paul Fisher  
Peggy Fleming  
Carol Ann Friscia  
Irma Frybarger  
Donna Gibeau  
Monica Giudicessi  
Elma Gordon  
Joseph Grammatico  
Carl Green  
Bill Guimont  
Nenita Guinsatoo  
Forest Hawk

Mrs. Louise Hayes  
Ken Healy  
Grace M. Healy  
Barbara Hendrickson  
Alyce Hill  
Colleen Hinkle  
Gladys Hintz  
Bud Hitchcock  
Wayne Hone  
Jeanne S. Hughes  
Kathleen M. James  
Lee Johnson  
Majel C. Julien  
Jim Keister  
Don Kelly  
Nena Kennedy  
Vernon Kennedy  
Donnell Kimberley  
Alyce Kuwada  
Marilyn Laidig  
Jeanice Lawson  
Milton Liebhaber  
Beverly Blanks Lincoln  
James Lockhart  
Nan Lockhart  
Bernadette Long  
Ann Mahoney  
Mary Manning  
Patricia McGinley  
Mary Jane McNeill  
Richard C. Mellor  
Patricia Ann Metherell  
Duane Miracle  
Oney Mory  
Mary Moss  
Richard E. Moss  
Dwight H. Near  
John Negrey

Larry Ng  
Arvis Leon O'Bannon  
Molly O'Boyle  
Monson Odoms  
Larry Osborne  
John W. Padgitt  
Edward L. Palodichuk  
Bettie L. Paulini  
Catherine Perrelli  
Frances Phillips  
Edward Powell  
Frank Ragone  
Jerry Ragsdale  
Elmer Lee Ramsay  
Bobo Reardon  
Oscar Reyes  
Cecelia Roemer  
Otis Rowland  
Betty G. Shafer  
John Siverson  
Catherine Smithson  
Paul Spaulding  
Mary Jane Stanley  
Jerry Steitz  
Claudine Sweet  
Brigitte Burmester  
Tarabanovic  
Mary Elizabeth Todd  
Mariane Turtle  
Mother of Briget Vasilevskis  
Mildred Volkey  
Barbara Vollers  
Thomas Wainscott  
Jim Ward  
Juliette Waters  
Maurice Wendt  
Bonnie Wesolek  
Barbara White

## IN MEMORIUM



Jack Anderson was a dedicated volunteer with our local agency for close to 15 years. He joined us shortly after being diagnosed with Chronic Obstructive Pulmonary Disease (COPD) when he began attending the *Better Breathers Club*. Soon after, he became very active in helping promote and organize the monthly meetings held in San Jose. He also served as a lung disease spokesperson, speaking about his condition and the association's programs.

Jack's warm and caring nature allowed him to counsel fellow COPD sufferers. He dedicated his time to fielding phone calls from newly diagnosed patients, sharing personal experiences and offering support to his peers at a time when they needed it most. His optimism and can-do attitude was infectious, encouraging his fellow BBC members to live life to its fullest. Jack has made invaluable contributions which will benefit this organization for years to come. Jack was an inspiration to all who knew him and he will be deeply missed.

MOVING FORWARD

# The Start of a New Era

**Breathe Healthy**  
is a publication of  
the American Lung  
Association of  
Santa Clara-San  
Benito Counties  
and  
Breathe California

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In February, the American Lung Association of Santa Clara-San Benito Counties will join four other lung association affiliates in the state to establish **Breathe California**. Under its new name, our local agency remains focused on providing our communities with quality programs and services that ensure all residents can enjoy a higher quality of life.

As one of the most diverse regions in the country, Santa Clara and San Benito Counties face very unique challenges. Our communities' lung health needs look very different from those across the nation, and we recognize that one size does not fit all. Now more than ever, we need public health champions with a local focus and approach. By devoting ourselves to this philosophy of service, we are in a strong position to confront the specific problems facing the place we call home.

So, please join us as we continue to fight lung disease and promote lung health as **Breathe California**. While our name and affiliation is changing, our dedication to serving the community is not. The same faces, enthusiasm and 95 years of expertise will continue to bring you all of your lung health needs. For whether it's through asthma management classes, smoking cessation clinics or patient support groups, we remain committed to fighting lung disease in all of its forms.

We would like to take this opportunity to thank you for all of your generous support over the years. Without your help, we could not have brought smoke-free restaurants, clean air ordinances, award-winning tobacco prevention programs and groundbreaking asthma education classes to Santa Clara and San Benito Counties. And as we close the book on nearly a century of accomplishments, we hope you will help us turn the page and enter a new era in lung health.



**BREATHE**  
**CALIFORNIA**



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