

FALL 2008



**BREATHE
CALIFORNIA**
of the Bay Area

Breathe Healthy



Bringing the Fight Against Global Warming to Our Local Communities

With global warming on the mind of many, Breathe California has ratcheted up its grassroots efforts once again. Learn how we're empowering our local communities to combat climate change through the Clean Cities Coalition, the 2008 Clean Air Awards and our new Youth for a Cool Earth project.

Also Inside:

**BREATHE CALIFORNIA SPONSORS NEW TOBACCO LICENSING BILL
LOCAL RESIDENTS STEP UP TO FIGHT LUNG DISEASE
AND A WHOLE LOT MORE**

Bringing the Fight Against Global Warming to Our Local Communities

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

Fighting lung disease in all its forms and working with our local communities to protect lung health



Sign up on our **Breathe Healthy** mailing list to make sure you receive every edition of our agency magazine. You can also sign up for our monthly e-newsletter, *Breathe Free*.

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By now, everyone knows about global warming. It's hard to go a whole day without hearing about somebody going green or reducing their carbon footprint. The newest "hot issue" has even made the once-unsightly Prius into a trendy buy and a previously-bland Al Gore into a Hollywood celebrity.

Yet for many, the global warming campaign remains a distant debate centered around places like Sacramento and Washington D.C. While the new policies being hashed out by lawmakers are clearly critical to our success, most have not yet taken effect or will hardly be noticed in our everyday lives. In addition, the legislative process itself can seem out-of-touch, hard-to-follow or downright inaccessible. So, to bridge this divide and engage Bay Area residents in the major environmental campaign of the century, Breathe California is using its grassroots tactics to bring the fight against global warming to our local communities.

Engaging Youth for a Cool Earth

To help lead the fight against global warming, Breathe California has sought a natural group of allies: teenagers. Energetic, forward-looking and forced to bear the brunt of global warming's impact, teenagers have emerged as staunch supporters of efforts to reduce greenhouse gas emissions. And through Breathe California's new *Youth for a Cool Earth* program, they will be front-and-center in our communities' effort to confront climate change.

Launched in March, *Youth for a Cool Earth* empowers local teenagers to take tangible steps to reduce greenhouse gas emissions in their community. Through the program, Breathe

California recruits, educates and trains interested teenagers to become global warming activists. The agency then assists the students as they design and initiate projects to fight climate change, ranging from a campaign to encourage carpooling at schools to an effort to get homes to switch to energy-efficient light bulbs.

With grant funding from the Bay Area Air Quality Management District, the *Youth for a Cool Earth* project was launched as a one-year pilot at three schools along Escuela Avenue in Milpitas. Partners include: Russell Middle School's Greener Generation Club, the Sunnyhills Neighborhood Association, the Santa Clara County Air Quality Resource Team and advisers of Gunn High School's GO FAST project in Palo Alto. In 2009, the project plans to put on a Bay Area-wide contest in which schools compete to reduce the greatest amount of greenhouse gas emissions.

"Global warming is an issue that has truly resonated with teens," said Breathe California's

Leslie Tong, who is helping coordinate the *Youth for a Cool Earth* project. "This program seeks to harness that passion by helping them achieve significant greenhouse gas reductions in their communities now and for years to come."

Bringing Clean Cars to the Bay Area

In addition, Breathe California has sought to tackle the largest contributor of greenhouse gases - automobiles - by encouraging residents, businesses and organizations to make cleaner car choices. The agency stepped up these efforts in May, when it was named coordinator of the Silicon Valley Clean Cities Coalition. One of 100 such



Youth for a Cool Earth utilizes the peer-mentoring model created for our **CLASP** tobacco-education program (above), with student advocates educating their peers about global warming and coordinating projects to reduce carbon emissions.

collaboratives across the country, the coalition's goal is to increase the number of alternatively-fueled vehicles (AFV's) in operation throughout the area.

As the coordinator, Breathe California has spearheaded the coalition's efforts to spread the word about hybrids, natural gas vehicles and other clean automobiles. A main goal has been to reach fleet operators for local governments and corporations by promoting the efficiency and cost-savings of AFV's at trade shows like the San Jose Plug-In Expo. The group has also attended events like Cisco Systems' Earth Day Celebration and the GREEN STREET Car Show to promote the viability of AFV's.

"Raising awareness about alternatively-fueled vehicles is key, since many people are not yet



President & CEO Margo Sidener joins Bob Garzee from the Silicon Valley Clean Cities Coalition at the San Jose Plug-In Expo where they promoted the use of alternatively-fueled vehicles.

comfortable with them or even aware of their benefits," said Bob Garzee, a Board Director with the Silicon Valley Clean Cities Coalition. Yet when coupled with Breathe California's other global warming programs, these grassroots efforts will help ensure that Bay Area residents fully embrace the battle against climate change.

To learn more about Breathe California's efforts to fight global warming in our communities, call our local office at (408) 998-5865.

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2008 Clean Air Awards Honor Those Fighting Climate Change

On April 18th, more than 200 air quality advocates joined Breathe California to honor local champions for clean air at our 2008 Clean Air Awards Luncheon. Recognizing the threat posed by global warming, this year's awards specifically honored the innovative efforts being taken to combat climate change. We are proud to recognize the following recipients of the 2008 Clean Air Awards:

Alameda Power & Telecom

Brent Newell, Center on Race, Poverty & the Environment

Cleaire Advanced Emission Controls

Intel Corporation

Kathryn Phillips, Environmental Defense Fund

Lew Harrison, SF Greasecycle

Tesla Motors

Honorable Mention:

The City of San Leandro, Safeway and the Port of Oakland's Maritime Air Quality Improvement Task Force

In addition, Breathe California presented special awards to two long-time air quality advocates: **San Mateo County Supervisor Jerry Hill** and Richmond community activist **Lee Jones**. We would like to thank the luncheon's presenting sponsor, the Bay Area Air Quality Management District, our keynote speaker, James Goldstene, Executive Officer of the California Air Resources Board, as well as Kaiser Permanente, the Metropolitan Transportation Commission and the Port of Oakland for their continued support. Please visit www.cleanairawards.org to learn more about our 2008 winners.



Breathe California's Margo Sidener and Linda Civitello-Joy present Tim Higgs with a 2008 Clean Air Award in recognition of Intel's initiative to reduce its own greenhouse gas emissions.

Breathe California Sponsors New Tobacco Licensing Bill

Help Us Fight Lung Disease!



You can help us offer key patient services, fight for important public health policies and educate our local community by making a gift to Breathe California.

Donating is easy!

Just use the reply envelope enclosed in this magazine or donate online at www.lungsrus.org. 100% of all gifts remain here in the Bay Area to help local residents breathe easier.

We greatly appreciate your support. Every dollar helps!

To learn about other ways to support our organization, call us at (408) 998-5865.

Breathe California is proud to be joining California Assemblymember Jim Beall in sponsoring AB 2344, a common-sense bill to protect funding for important health programs by ensuring that our state's tobacco licensing program is self-sufficient.

Under the existing Cigarette and Tobacco Products Licensing Act, California retailers can sell cigarettes and other tobacco products by purchasing a license for a one-time fee of \$100. However, the licensing program's administrators face a \$7 million shortfall, forcing the Board of Equalization to divert funds from Prop. 10, Prop. 99, the Breast Cancer Research Fund and the State's General Fund - money that would otherwise support a variety of public health programs and healthcare services.

"Every year, the state raids funding for important health needs," said Margo Sidener, Breathe California's President & CEO. "We are proud to be joining Assemblymember Beall in proposing a way to ensure that both the licensing

program and the state's critical health services are funded fully and fairly."

To make up for the licensing deficit, AB 2344 would replace the one-time licensing process with an annual renewable fee of \$185 for all tobacco retailers in California. The new fee structure would mirror other state licensing programs, which all include annual renewals.

With 38,000 tobacco retail locations operating across the state, the bill would raise about \$7 million, making the licensing program self-sufficient. As a result, millions of dollars could be returned back to their intended uses, including funding for emergency care, hospital services, tobacco prevention efforts, health education programs and medical research.

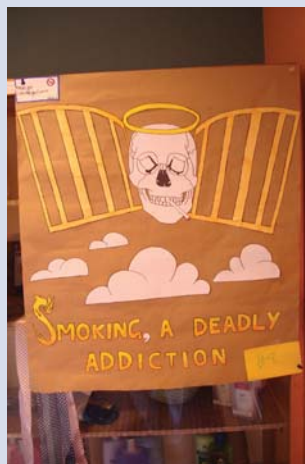
As of September 1st, the bill had passed both houses of the state legislature and was on its way to the Governor. To learn more about AB 2344 or our many other lung health advocacy efforts, please call Breathe California at (408) 998-5865.

Congratulations to the Winners of San Jose Job Corps' Anti-Tobacco Poster Contest

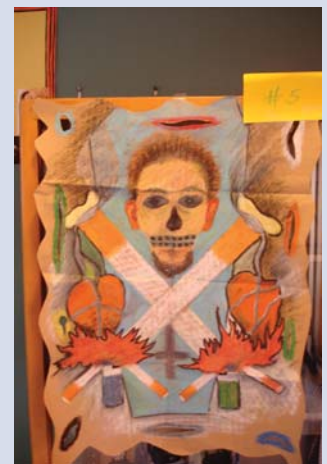
Breathe California would like to congratulate the winners of San Jose Job Corps' contest to design the most creative and compelling anti-tobacco poster. The project was organized by one of our Ash Kicker Facilitators, Michelle Delk, in an effort to raise awareness of the dangers of tobacco use. Great job contestants!



1st Place



2nd Place



3rd Place



A group of kids attending this year's **Camp Superstuff** examine a preserved set of lungs, while a counselor demonstrates how the lungs function for those with/without asthma.

Camp Superstuff Offers New Friends, Better Breathing and a Whole Lot of Fun

Like most moms, Julia Kwan worries about her kids: whether they're eating right, exercising regularly, or even if they're learning enough at school. But Julia has one more thing to worry about - asthma. Since her two sons - Darryl, 12, and Jared, 10 - developed asthma a few years ago, they've been struggling to keep it under control. But this summer, she found something to help calm her worries.

"I wanted my sons to understand what asthma really is, and more importantly, that it is not something to be ashamed about," said Julia. "Camp Superstuff really teaches kids how to manage their asthma."

During the first week in August, the brothers joined 35 other kids at Hoover Middle School in San Jose for Breathe California's annual asthma camp. There, they participated in daily interactive lessons on topics ranging from asthma triggers to the anatomy of the respiratory system. Campers also participated in educational games like "Asthma Hangman" and "Pass the Bronchiole Tube," as well as a number of traditional camp activities, ensuring that the Camp Superstuff experience was both educational and enjoyable.

"We learned breathing exercises and what to do when we get an asthma attack," said 7-year old Hannah Martinez. "I made a lot of new friends and we got to color, swim and play together."

And as campers learned and had fun with new friends, parents could rest assured that their children were safe and taking steps to lead healthier lives. "This is a camp designed specially for children with asthma and there are even medics on site," recalled Julia. "As a mother of asthmatic kids, it's very comforting to know that there's something out there like Camp Superstuff."

We would like to thank Blue Cross of California, Santa Clara Family Health Plan, Steps to a Healthier Santa Clara County, Valley Health Plan and the VMC Foundation for their continued support of Camp Superstuff.

PLANNED GIVING

Janice Woods Uses Old Life Insurance Policy to Fight Lung Cancer

In February of 2004, Janice Woods' world was turned upside down when she was diagnosed with lung cancer. She immediately began a treatment regimen that included radiation, chemotherapy and even surgery to remove the upper right lobe of her lung. Fortunately, Janice responded well to her treatment and doctors say that her prognosis is good. Now, Janice is looking beyond her own condition to the larger battle against lung cancer.

"We all know that cancer is an insidious disease that destroys families," said Janice. "I hope that one day cancer will be like polio - something we no longer have to worry about."

This past August, Janice made a \$3,000 donation to Breathe California to support our efforts to fight lung cancer and other forms of lung disease. Janice's generous gift was made possible through a relatively new program called a *life settlement*, which allowed Janice to turn an old life insurance policy into cash and use part of the proceeds to make a donation to our agency.



Peter Coroneos from **Life Legacy Trust** presents **Development Director Steve French** with a check on behalf of lung cancer patient **Janice Woods**. Janice's gift was made possible through a life settlement, which turned a life insurance policy she no longer wanted or needed into cash she could use now.

Through a life settlement, a person can sell an unwanted life insurance policy to a third party for cash. Not only is the original policy owner freed from making future premium payments, he or she also receives cash that can be used now to pay bills or even make charitable donations like Janice's.

We would like to extend our deepest thanks to Janice Woods for her generous gift!

To learn more about life settlements and the benefits they can offer, please contact Breathe California's Steve French by calling (408) 998-5865 or e-mailing steve@lungsrus.org.

Local Residents Step Up to Fight Lung Disease



Dale Edwards (left) and **Mike Stallings** (right) raised more than \$2,000 as Breathe California pledge runners at this year's Bay to Breakers.

One More Chance to Fundraise This Year



It's not too late to join us for our last fundraising event of the year!

Come on out to West Valley College on October 4th for the 7th annual Breath of Life Walk.

Join us for food, music, prizes and a leisurely 5K walk, while helping raise money to fight lung disease in our communities.

To learn more about our fall walk-a-thon, call (408) 998-5865 or visit our website, www.lungsrus.org.



Vicki Hudson's journey to Breathe California started close to 20 years ago. An Army veteran who served in the first Gulf War, Vicki began having trouble breathing upon her return to the U.S. Although she was in great shape, the most routine tasks left her panting. Soon after, she was diagnosed with chronic bronchitis and vasomotor rhinitis which was caused by exposure to vast amounts of dust and airborne toxins along the Iraq border. But instead of letting lung disease dictate her life, Vicki committed herself to doing something about it.

Today, Vicki is among the countless residents who have helped Breathe California build healthy communities through one of our local fundraising events. More than just coming out to walk, run or bike, these dedicated supporters often have a very personal connection with our mission and are fueled by a passion for making a difference.

"Raising money to fight lung disease is one small way I can help make sure everyone is able to breathe and breathe well."

- Vicki Hudson

"I'm not going to let COPD or chronic bronchitis keep me down," said Vicki. "Raising money to fight lung disease is one small way I can help make sure everyone is able to breathe and breathe well."

This past May, Vicki raised more than \$1,300 as one of our first-ever pledge runners at the 97th annual ING Bay to Breakers 12K. As the iconic race's title beneficiary, Breathe California was able to offer a number of incentives - including running

prizes, gift cards and a premier starting spot ahead of the pack - to encourage people to raise money for the organization. A little more than 100 people answered the call and Breathe California's inaugural team of pledge runners raised close to \$30,000.

Among those joining Vicki as a pledge runner were Dale Edwards and Mike Stallings. Mike is Dale's personal trainer and suggested that they participate in the pledge program as a goal to help Dale get into shape. While taking on a 12K can seem daunting for any prospective runner, what made the challenge even greater is the fact that Dale is legally blind and deaf. Yet undeterred, Dale accepted the challenge to finish the race (with Mike as his guide) while raising money for Breathe California's programs.

"Too many close friends and relatives have been personally affected by lung disease," proclaimed Dale, who along with Mike raised over \$2,000 from family members, friends, neighbors and business associates.

Just two months later, Howard Simon demonstrated his commitment to fighting lung disease at our 17th annual Bike for Breath. Riding with co-workers from InterMune, Howard decided to tackle the event's 50-mile route and joked that it would "make him the oldest InterMune employee to go that distance...since no one else is quite so nuts!"

Yet, his greatest feat was not conquering the course's hilly terrain - it was his ability to inspire

Thanks to our 2008 Bike for Breath Sponsors!

In addition to our corps of fundraisers, the support of our corporate sponsors is critical to the success of our events! Please help us thank the top sponsors from our 17th annual Bike for Breath:



For a full list of our 2008 Bike for Breath sponsors, please visit www.bike4breath.org.

Looking to Recycle Your Used Electronics? Breathe California Is Now a Green Spot!

While our organization has long been a certified green business, Breathe California is proud to announce that we can now collect and recycle all of your unwanted electronics. Local residents can now drop-off all of their unwanted items at our San Jose office, a newly-designated Green Spot. Our partners at ASL Recycling will come and dispose of these items in an environmentally-friendly manner, while also making a donation to Breathe California for every item collected.



Rather than adding more waste to your local landfill, bring any broken or unwanted electronics to Breathe California. You will also be eligible for a tax deduction for your donation. We can currently accept most electronics including: TVs, VCRs, DVD players, radios, computers (CPUs), monitors, printers, fax machines, telephones and more. Items must be dropped off Monday-Friday between 9 am and 5 pm. For more information, including a complete list of items we can accept, call (408) 998-5865 or e-mail info@lungsrus.org.

Breathe California Welcomes Three New Members to Our Board of Directors

Breathe California is proud to introduce you to the three newest members of our Board of Directors: Mary Fischer, CPA, Minh Duong and Amy McEntee, DO. Currently serving as Board Treasurer, **Mary Fischer** (right) is a Certified Public Accountant who spent 25 years as a Finance Director for Hewlett-Packard. Now retired, Mary lives in Los Altos and coaches basketball and volleyball at a local middle school



Minh Duong (left) is an entrepreneur who is active in real estate and runs his own business, MHD Furniture. A resident of San Jose, Minh has been very active in the community, serving on the city's Small Business Commission, as well as the Vietnamese American Committee Action Team and the Evergreen Parent Task Force.



Amy McEntee, DO (not pictured), is a Family Medicine Physician at the San Benito Health Foundation who is returning to our agency after a stint here as a program coordinator 10 years ago. Amy currently lives in San Juan Bautista and has spent time volunteering in Mexico and Latin America on various healthcare and public health projects.

people to give. In addition to asking everybody he knew to give what they could, he helped his donors double the size of their donations by securing matching gifts from their companies. As a result, Howard was the event's top individual fundraiser, bringing in an all-time high of \$5,200. Just as



Howard Simon from **Team InterMune** poses next to **Kaiser Permanente's Super Weevil** mascot, while showing off the new bicycle he won as Bike for Breath's top individual fundraiser.

impressively, he led InterMune to the top of the team fundraising board. Not only did he help secure event sponsorship and a very generous gift-matching offer from InterMune, he was able to solicit donations from many of the corporation's vendors. When coupled with the fundraising efforts of 36 other employee riders, Howard's efforts helped Team InterMune crush the previous team record of \$88,000!

"At InterMune, we work on developing innovative therapies in pulmonology, so we understand the need to dig deep and do everything we can to support those individuals suffering from lung disease," said Howard. "We are strong supporters of Bike for Breath because there's no better agency in the Bay Area that is working toward lung health than Breathe California."

Thanks to all of the fundraisers who participated in our Bay to Breakers Pledge Program or the 17th annual Bike for Breath. To learn more about our community fundraising events - including the upcoming Breath of Life Walk on October 4th - please call us at (408) 998-5865 or visit www.lungsrus.org.

AROUND THE AGENCY

Breathe California Showcases New Community Room at Open House

On July 22nd, Breathe California proudly unveiled its office expansion during an after-work gathering for donors, partners and volunteers. The culmination of a year-long project, the renovation connects the San Jose office to an adjoining unit that the organization had previously rented out. The expansion includes two new workstations for staff, a small meeting area and a large multipurpose room that can be set up for trainings, workshops and large volunteer projects. As part of its commitment to meeting green building standards, the organization also installed a skylight to match the one in the original office.

The unveiling took place during an open house where all of the organization's supporters were invited to stop by for drinks, appetizers and the opportunity to learn more about Breathe California's work in the community. There, Board Director Terry Trumbull delivered a toast to thank attendees for their continued support and celebrate the opening of the new room. In addition, President & CEO Margo Sidener delivered a short "State of the Agency" presentation highlighting Breathe California's recent success.



President & CEO Margo Sidener speaks at the organization's Open House where she also helped unveil the new community room.



Volunteer Coordinator Patricia Tind smiles next to a poster thanking those who generously supported the office expansion.

We would like to thank everyone who came out for our summer Open House as well as all of the volunteers and contractors who helped us make our community room a reality (see right sidebar). A special thanks also goes to The Valley Foundation for their generous grant funding of our expansion.

Want to check out our new community room? Just give us a call at (408) 998-5865 to schedule a time to stop by to take a peek!

Thanks to All Who Supported Our Office Expansion

Breathe California would like to recognize all of the businesses, organizations and volunteers whose generosity made our new community room possible:

THE VALLEY FOUNDATION



TRADER JOE'S

Absolute Telecom

Gordon's Floor Covering

Hitachi Global Storage Technologies

Jet Signs

JMC Electric

Mark Badal Construction

Mike Council Plumbing

Rebuilding Together

S & J Carpet

Windemere Town & Country



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