

# Better Breathing

A publication of  
Breathe California  
of the Bay Area

You can also read  
**Better Breathing**  
online:

Click on the  
"Newsletters" link from  
the Newsroom to view  
the latest edition of all  
of our publications.

## Also Inside

- ◆ BODY WORLDS 2:  
Real Humans. Real  
Science. Really  
Amazing, p. 2
- ◆ Start Saving Today!  
p. 2
- ◆ Gene May Put Some  
Smokers at Greater  
Risk for COPD, p. 3
- ◆ The Breath of Life  
Walk Is Just Around  
the Corner, p. 3
- ◆ Upcoming BBC  
Meetings, p. 4

## Beware of Risks Posed by Wildfires

As fires raged in the area over the past month, they posed a threat not only to wildlife, homes and property, but also to the air we breathe. During wildfires, pollution is spewed into the air, often drifting and discoloring the sky for miles. With air pollution levels spiking in these situations, it is important for local residents, and especially lung disease patients, to learn how to protect themselves.

Among the devastation caused by wildfires is the release of large amounts of particulate matter, a very dangerous form of air pollution. Caused by the soot from smoke, particulate matter is made up of microscopic particles that can have a harmful effect on the lungs. It is so small that it can travel past the body's natural defense systems and become trapped in the lungs. It can also enter the bloodstream, where it can travel into the heart and other parts of the body.

Exposure to high levels of particulate matter can lead to coughing, wheezing, shortness of breath, and irritation of the eyes, nose and throat.

More seriously, spikes in levels of particulate matter can cause chest pain, lung infections, asthma attacks, strokes and heart attacks. Elevated pollution levels have also been linked to increases in hospitalizations and premature deaths due to respiratory and heart problems.

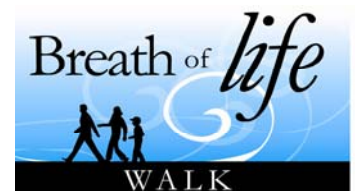
"Air pollution has been linked to a number of health problems and the smoke from wildfires only elevates this risk," said Margo Sidener, President & CEO of Breathe California. "It is important for local residents to be aware of the health threat that fires pose and to protect themselves and their loved ones."

During wildfires, Breathe California recommends that residents take steps to decrease their exposure to polluted air. Those who are at a high risk of suffering from the effects of air pollution, such as children, seniors, people who work outdoors and those with respiratory problems like asthma or emphysema, should be especially careful to limit their exposure.

*Continued on page 2*

**It's Not Too Late! Join Us For  
This Year's Breath of Life Walk!**

**Saturday October 6<sup>th</sup>, West Valley College**  
*see page 3 for more details*



# Better Breathing



## The 2008 Entertainment Books are in. Start Saving Today!

Enjoy up to 50% discounts at popular Bay Area restaurants, stores, attractions, sporting events and more by purchasing a 2008 entertainment book. Each book contains thousands of dollars in savings and also includes a complimentary membership card that offers you even more discounts at select restaurants, hotels, and car rentals!

*In addition, proceeds from the sale of the 2008 Entertainment Books will benefit Breathe California and help support critical lung health services.*

Simply call us at (408) 998-5865 or stop by our 1469 Park Avenue office in San Jose to purchase your copy. The books costs only \$25 and will allow you to start saving today!

To learn more, visit: [www.entertainment.com](http://www.entertainment.com)

### Beware of Risks...

*Continued from page 1*

To protect your lungs from harmful levels of air pollution:

- Keep windows and doors closed whenever possible.
- Limit afternoon outdoor activities, when smog levels are highest.
- Avoid outdoor activities that cause you to overexert yourself.

- Avoid smoking and/or exposure to secondhand smoke.
- Use the recycle/re-circulate setting on the air conditioner at home or in the car.
- Contact your physician or clinic for advice, if you do not feel well.

*To learn more about how you can protect your lungs during a wildfire, please contact Breathe California at (408) 998-5865 or [www.lungsrus.org](http://www.lungsrus.org).*



## BODY WORLDS 2: Real Humans. Real Science. Really Amazing.

This fall, *Gunter von Hagens' BODY WORLDS 2 & The Three Pound Gem: The Anatomical Exhibition of Real Human Bodies* is coming to The Tech Museum of Innovation in San Jose and you don't want to miss out! Presented by the Health Trust, *BODY WORLDS 2* features more than 200 authentic specimens, including entire bodies, individual organs, and transparent body slices that were generously willed by body donors for the expressed purpose of plastination. Breathe California is proud to be one of only a few local agencies selected to help provide educational support for this unforgettable display of human anatomy, physiology and health. The exhibit opens Sep 27<sup>th</sup> and will run throughout the fall, offering guests an unparalleled view inside the human body.

As the event's featured lung health experts, Breathe California is also excited to announce that it will be hosting a one-day Lung Health Exhibition at The Tech Museum in conjunction with *BODY WORLDS 2* on Sunday Nov. 11th. This FREE event will boast a number of interactive and informative features, including a forum on healthcare legislation, a selection of environmental films, lung disease screenings, quit-smoking workshops as well as displays, information and expert speakers on other lung health topics. Join us for our exhibition and then stay to check out *BODY WORLDS 2*!

To help make this unforgettable exhibit a true success, we need your help! Volunteer on November 11<sup>th</sup> to help us put on our one-day exhibition by contacting Patricia Tind at (408) 998-5865 or [patricia@lungsrus.org](mailto:patricia@lungsrus.org). To learn more about the exhibit or to purchase tickets, please visit [www.thetech.org](http://www.thetech.org) or call 408-294-TECH (8324).

## In the News

Each month, we are proud to bring you some of the latest news affecting lung disease patients. You can also find more news briefs and articles online by visiting:

[www.lungsrus.org](http://www.lungsrus.org)

Click on the News link from the menu bar to reach our newsroom. From there, you can view individual articles by clicking on the "News Briefs" link.

From the Newsroom, you can also read about the agency's latest work in the community. Click on the "Agency News" link to view our latest articles and press releases.

*The following news briefs have been summarized from external sources and have been placed here solely to inform you of the latest in lung health news. Breathe California does not endorse their findings nor have they verified their accuracy.*

## Gene May Put Some Smokers at Greater Risk for COPD

Source: Wake Forest University School of Medicine, July 12, 2007

According to new research, a genetic predisposition may make certain people more susceptible to COPD if they smoke tobacco products.

Researchers studied 1,073 men that were over 40 years old and had smoked 20 or more pack-years (with 1 pack-year equivalent to smoking one pack per day for a year) looking at two variations (-1112C and -1112T) of their interleukin-13 (IL-13) gene. The gene is responsible for the production of the IL-13 protein that is involved in pulmonary inflammation and susceptibility to COPD. Every person has two copies of the gene – one inherited from each parent – and researchers found that those with two copies of the -1112T variation performed much worse on a pulmonary function test. As a result, researchers theorized that the IL-13 gene may play a role in determining

the health effects that smoking has on different individuals.

"This finding may help us to understand why some smokers develop COPD and improve our understanding of how the disease develops," said Jill Ohar, M.D., senior researcher and a professor of internal medicine-pulmonary. "It shows us that it's likely the gene/environment interaction sets you up for this disease."

The evidence suggests that genetic factors can play a role in determining the damage that habitual smoking has on a person's health. While this does not dispute the fact that smoking remains by far the greatest risk factor for COPD, understanding the role of the IL-13 gene could lead scientists towards new drugs to prevent and treat COPD.

## The Breath of Life Walk Is Just Around the Corner!



**Saturday October 6<sup>th</sup>**  
**West Valley College**  
**Saratoga**

Walk starts at 10 am  
Registration opens at 8:30

**(408) 998-5865**

It's not too late for you to join us on October 6<sup>th</sup> for our annual fundraiser. The leisurely 5K Walk is a family-friendly event that people of all ages and abilities can enjoy. Come on out and raise money to support our efforts to help local lung disease patients breathe easier. Or if you can't make it to the walk this year, show your support by making a pledge to another walker. With your help, we can continue to offer critical lung health services in our local community. Just call the number below or log-on to our walk website to learn more. Every dollar helps!

**[www.BreathofLifeWalk.org](http://www.BreathofLifeWalk.org)**

# Better Breathing

**Better Breathing**  
is a publication of:

**Breathe California  
of the Bay Area**  
1469 Park Avenue  
San Jose, CA 95126  
(408) 998-5865  
[www.lungsrus.org](http://www.lungsrus.org)

*As the local lung  
health leader, Breathe  
California of the Bay  
Area fights lung disease  
in all its forms and works  
with its communities to  
promote lung health.*

## Upcoming Better Breathers Club Meetings

**Thursday, October 4th, 11:00 am to 12:00 noon – Gilroy**  
St. Louise Hospital Board Room, 9400 No Name Uno  
Speaker: Linda Kincaid, MPH, CIH, Industrial Hygiene Services  
*How to Improve Indoor Air Quality at Work and at Home*

**Monday, October 8th, 1:30 pm to 3:00 pm – Palo Alto**  
Avenidas Senior Center, 450 Bryant Street  
Speaker: Linda Kincaid, MPH, CIH, Industrial Hygiene Services  
*How to Improve Indoor Air Quality at Work and at Home*

**Monday, October 29th, 1:30 pm to 3:00 pm – San Jose**  
Breathe California Offices, 1469 Park Avenue  
Speaker: Linda Kincaid, MPH, CIH, Industrial Hygiene Services  
*How to Improve Indoor Air Quality at Work and at Home*

### A Look Ahead: Our November BBC Meetings

Palo Alto – Monday, November 12th, 1:30 pm to 3:00 pm  
San Jose – Monday, November 26th, 1:30 pm to 3:00 pm

RETURN SERVICE REQUESTED

San Jose, CA 95126  
1469 Park Avenue



NON-PROFIT ORG  
US POSTAGE  
PAID  
PERMIT NO 849  
SANTA CLARA, CA