

SPECIAL EDITION



# Breathe Healthy



## Electronic Cigarettes: Not as Cool as They Seem

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**Breathe Healthy**  
is a publication of  
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## From the President & Chair

**A Dream Come True...** Imagine a world where clean, zero-emission school buses take children to school at a cost that is more affordable than their current transportation. Now, imagine that these buses could be fueled by renewable solar energy and could be converted from old school buses that used to run on diesel fuel, further greening our world to combat air pollution, global warming, asthma, and other health problems.

I have long imagined just such a world... and now that vision is a reality. On May 27, 2014, thanks to funding from The Health Trust and our partner the Gilroy Unified School District (GUSD), we launched a bus, converted from diesel to electric by ADOMANI. The addition of solar fueling makes this a Zero Emissions Squared project – zero emission vehicle times zero emission fuel - for cleaner air for all, the culmination of a four-year project and much longer dream.



(From L-R): Bob Garzee, Pres. ETDC and Project Mgr; Paul Hepfer, VP of Programs at The Health Trust; Edward Monfort, ADOMANI; Dr. Deborah Flores, Supt., GUSD; Mayor Don Gage, City of Gilroy; Daniel Dodge, Office of the Honorable Luis Alejo; Margo Sidener, Pres. & CEO, Breathe California; Chuck Reynolds, Dir. and Founder, CH Reynolds

According to the World Health Organization, diesel exhaust is a cause of lung cancer, and there is now good evidence from studies in Los Angeles to show serious hazards for those who live within a mile of major roadways. Because they lie along major traffic roadways, poor communities suffer the most from air pollution, increasing their health disparities. Clean school buses can have a dramatic impact on health, and displacing dirty diesel buses that are so expensive to run with clean economically fueled ones will allow school districts to shift resources from transportation to education.

Special thanks to long-time dreaming partners Bob Garzee (Project Manager), Ralph Knight (School Bus Consultant), and CH Reynolds (electric and solar partner) in addition to partners above. Never give up your dreams.

It has been a privilege to serve Breathe California of the Bay Area as the Board of Directors Chair. We celebrated our CEO Margo Sidener's 30th year on staff with our agency. Margo has been and continues to be a dedicated professional who inspires us all. I want to thank the staff and volunteers who keep Breathe California in the forefront of providing community-based health-related programs. We have a dedicated Board of Directors who work with Margo and the staff to continue the mission and vision of the agency.

We have gone "Over the Edge", continue our annual Breath of Life Walk every Fall, and provide numerous community programs. As a credentialed school nurse, I am especially pleased that Breathe California of the Bay Area continues the link with the schools implementing asthma education programs and other lung health related programs. The Bay Area hosted the statewide Breathe California Conference this June in Campbell, California for the Directors, staff, and Board members from throughout the state.



Daryl Canham, Board of Directors Chair

I wish everyone a wonderful summer!

## New Board Members



**Garrett Nakamura**



**Sogol Karkouti**



**Ahmer Khan**

### **Garrett Nakamura**

Garrett is a bank branch manager who is currently pursuing his Masters in Business Administration from San Jose State University. Garrett is a natural leader, and recognized multiple times by Wells Fargo.

### **Sogol Karkouti**

As an advisor with KPMG LLP, Sogol mentors Fortune 500 companies through complex large-scale transformations. Some of her areas of expertise include business process improvement, organizational design, and many others. She received her Bachelors from University of California, Davis

### **Ahmer Khan**

Ahmer is a mobile industry professional currently working as a Senior Product Manager with Telenav. His key achievements include product management, project management and business development in the wireless and mobile ecosystem. Ahmer received his Bachelor of Science in Electrical Engineering from Cal Poly University, San Luis Obispo.

## A Salute to Our Interns of 2013-2014



Stephanie Aguilera



Mayu Kataoka



La Vang



Ashley Leslie



Ha Cervantez



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 Anthony Ambriz  
 Ellie Pringle  
 Mary Grace Ramos  
 Sam Ford  
 Adriana Muratalla  
 Nisha Ramesh  
 Carla Wohlforth  
 Kelaiah Harris

# The 2013 Annual Report

Thanks to the support of volunteers and donors, Breathe California of the Bay Area served 100,505 individuals and an additional 650,000 through media campaigns. The following are highlights of these services.

## Air Quality

The Green Team's recent success with the THINK North America project has helped Breathe California earn \$20,000 by selling 53 electric vehicles in the Bay Area through a cause-marketing effort with Silicon Valley Clean Cities Coalition (SVCCC). We are proud to have received redesignation as coordinator of SVCCC from the U.S. Department of Energy by passing rigorous standards and delivering good performance. SVCCC is a coalition formed to increase the use of alternative fuels and reduce the use of petroleum in our communities. SVCCC offers workshops and provide information to accomplish these goals. With that, we trained 106 fleet managers on how to lower emissions on a day-to-day basis, with workshops on electric vehicles, green fuel/fleet cost reductions, and green workforce development.

This past year we taught parents, students and teachers about the benefits of walking through our Let's Get Moving to School project. Walking Wednesdays was held at five elementary schools, with 2,750 students walking to school instead of being driven by

their parents. This reduced the parent single-drop-off rate by 30%. More students walking will help reduce smog and childhood obesity in the region. Thanks to Kaiser Permanente for supporting the project for the second year, not only through a cash grant, but also through volunteer physicians and nurses, in-kind student incentives such as blinking lights to make them more visible to traffic, and the collaboration of their Super Weevil program mascots that were so popular with the students.

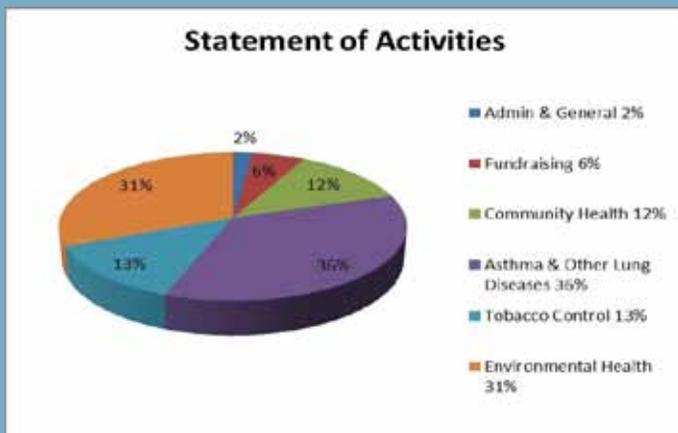


Students & Kaiser mascot at a Walking Wednesday event.

In another effort to help clean the air in the City of San Jose, we assisted the City in improving its wood-burning ordinance.

## Breathe California Annual Report

### Expenses by Program Area



All figures are according to audited financial records for the fiscal year starting July 1, 2012 and ending June 30, 2013.

## REVENUE

Individual Giving	187,226
Government Grants	347,862
Donates Supplies, Services & Equipment	234,077
Program Fees & Earned Income	94,234
Special Events	13,535
Corporate and Foundation Gifts	
Other	1,816
<b>Total Revenue</b>	<b>949,629</b>

## EXPENSES

Programs & Services	974,997
Fundraising	58,043
Administrative & General	21,624
<b>Total Expenses</b>	<b>1,054,664</b>

You can view a copy of our entire financial report by visiting our website, [www.lungsrus.org](http://www.lungsrus.org), or by calling us at (408) 998-5865.

## Tobacco-Free Communities

Breathe California actively works to reduce second-hand smoke and move towards tobacco-free communities. In the 2013 fiscal year, we were able to help the communities of Palo Alto and Mountain View pass ordinances that prohibit smoking in public areas which include: sidewalks, parking lots and garages, streets, private and public outdoor recreational areas and within the common areas of apartment and condominium



complexes. In our efforts to reduce second-hand smoke, we were able to help convince 18 multi-unit housing complexes to voluntarily go smoke-free! Through our work with these housing complexes, we delivered 125 hours of technical assistance, helping implement personalized rules and regulations for

the different housing units. The City of San Jose named Breathe California as the primary investigator for compliance and complaints when it comes to second-hand smoke. With that referral, we assisted 175 Secondhand Smoke Help Line callers.

Through its tobacco prevention and cessation services, Breathe California trained 22 smoking cessation counselors from community partner groups who delivered six cessation courses for 52 individuals, reaching low socioeconomic status (SES) individuals and people of color who are special targets of the tobacco industry. We also assisted 441 people to quit smoking and successfully distributed 713 boxes of free nicotine patches, gum, and lozenges for individuals. We ran a local Tobacco Cessation Resource Network for 40+ members with quarterly meetings and technical assistance.

Youth programs develop and inspire us every year. With this year's *Smoke-Free Movies*, we were able to train 10 youths who conducted 8 presentations for 130 people from groups of influence in the community. They also managed and collected 315 petition signatures, 10 resolutions and 5 letters to send to movie industry leaders. Our Smokeless Saturday School served 12 teens that were cited for tobacco use.

## Community Health

Busier with health fairs than ever, Breathe California helped 52,272 individuals at 205 fairs. We assisted another 3,000 with information and referral by telephone and e-mail and provided additional (not included under other headings) educational presentations for 3,060 people. The agency's informational website was used by 25,000 individuals, and 7,000 received regular newsletters. The agency is most proud of the Healthy Lungs Club officially established at Evergreen High School to further its mission of clean air and healthy lungs.

## Lung Health

Breathe California screened 941 individuals with spirometry during the last fiscal year and provided 236 individuals with breathing equipment free of charge, which was a 100% increase. These screenings can help identify health problems and offer educational programs to help those in need. We also had the opportunity to co-chair the Santa Clara County Tuberculosis Prevention Partnership which included a World TB Day event and provided TB training for 302 ESL students, high-risk individuals and teachers in training. Additionally, in our continued commitment to better the lives of people with lung problems, we trained 380 nurses, health clerks, los promotores, and medical assistants to aid children and adults to manage their asthma. We also trained 138 children with asthma and 276 parents to manage asthma. We successfully coordinated three Better Breathers Clubs with over 300 members, *Seniors Breathe Easy* workshops, walks, and other activities helped 1655 seniors.



*Pulmonary function screening at Korean American Community Services.*

# CPAP Program

Sleep apnea is a serious breathing disorder that affects millions of Americans, and the medical equipment prescribed to treat sleep apnea is frequently not covered by insurance. In keeping with our mission, Breathe California conducts a popular program in which we accept donated CPAP and BiPAP machines and redistribute them free of charge on a first-come, first-served basis to those patients who are not covered by insurance.

The popularity of our program is constantly growing, but our donations are not. We have established collaboration between Breathe California and Kaiser Permanente



through which most Kaiser Permanente sleep apnea patients are informed about our program.

Along with the patients who come to us for CPAP machines, there are many who donate their used machines to us to be passed on to others who need them, and PBI Respiratory Equipment repairs CPAP machines for us free of charge. However, because this program is growing so fast (We distributed over 200 CPAPs last year!), patients are often put on a waiting list. These devices do require prescriptions in order for us to be able to distribute them. If you or a loved one has an unused CPAP/BiPAP machine or

other respiratory equipment, please consider donating them to our program. And cash donations are always welcome. They help us buy cords, masks, hoses, and keep the program going.

**PBI**  
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<http://www.1pbi.com>

# Green Business

Being a green business in Northern California is no easy task, but it is one thing we do to show we care about our environment. The California Green Business Program goes beyond state and local government standards and looks at energy use, wastewater reduction, solid waste reduction, and pollution prevention. To be a Green Business, we must meet rigorous standards. We are proud to have been re-certified as a California Green Business.



# Let's Get Moving to School Gets Wheels

Thanks to generous support from Kaiser Permanente, Breathe California of the Bay Area has completed three years of Let's Get Moving to School project to increase physical activity among students at area schools. This year, the project

became even more fun, with the addition of a “bike rodeo” at Ocala Middle School where students were trained on bicycle safety, had their bicycles checked and re-



paired, and com-  
peted in bicycle games. In addition to building healthy lungs, walking and bicycling to school cuts down on toxic emissions, creating healthier schools for everyone.

Hewitt Joyner III, Breathe California staff, at the safety check and repair station.

## E-Cigarettes: Not as Cool as They Seem

E-cigarettes, otherwise known as “vapes”, are battery-powered devices that deliver nicotine that is vaporized to form an aerosol mist. E-cigarettes contain a battery, vaporizer, and cartridge, most of which contain up to 20 mg of nicotine. Some of the harmful ingredients in e-cigarettes include diethylene glycol, propylene glycol, carbon dioxide and ethanol. Diethylene glycol is often used as a component in antifreeze and brake fluids, and is something that does not belong in a human body. In addition, vapes are available in “build-your-own” form, and this has created another hazard: liquid nicotine poisoning.

The sale of e-cigarettes has skyrocketed in recent years, and ads are continuing to emerge on television, where traditional cigarette ads have been banned for over 40 years. A survey from the Centers for Disease Control and Prevention (CDC) revealed that in 2012, around 10 percent of high school students said they had tried e-cigarettes, DOUBLE the number who had tried them in 2011! Perhaps more alarming, 7 percent of those who had tried e-cigarettes said they had never smoked a traditional cigarette, which suggests that e-cigarettes are a gateway drug. Students as young as 12 years old have admitted to the use of the product. The various flavors such as cherry, grape, chocolate, and vanilla are more appealing to the teens than day-to-day cigarette smokers. It is clear who is being targeted by these products. These products are also glamourized by celebrity use, which stimulates young Americans to emulate the same action. Also, many kids are drawn to the “cool, high-tech look of them.”



Although producers promote them as a healthy alternative to smoking, most contain nicotine, which in itself is hazardous, raising heart rates and blood pressure with only one cigarette. If e-cigarettes were sold as prescription items to those smokers who simply could not quit, an argument could be made for harm reduction, but not when they attract new smokers to an addictive drug. Researchers say the health effects of “secondhand vaping” are not yet clear, but many people object to their odor and to being exposed. More than 40 cities and counties in the state of California have placed restrictions on smoking e-cigarettes. Some countries, such as China, Brazil, and Australia, have gone one step further and banned the use of electronic cigarettes. The three biggest cities in the US - New York, Los Angeles, and Chicago - all have strong e-cigarette ordinances. Breathe California is working with its local jurisdictions to restrict e-cigarette use wherever smoking regular cigarettes is restricted.

On April 24, 2014, the U.S. Food and Drug Administration (FDA) announced regulations for e-cigarettes as tobacco products. However, they did not go nearly far enough. They are not regulating television advertisements, flavorings, or on-line sales. So kids will still be marketed to and drawn to their “yummy taste,” and it will still be easy for kids to purchase e-cigarettes on-line. (Although some states like California prohibit sales to minors, teens still turn to on-line sites where independent sellers do not necessarily ask for their age.)

Breathe California is supporting statewide bills that would require proof of age to accept on-line purchases in the mail, and would outlaw e-cigarette use wherever cigarettes are not permitted. If you want to join our advocacy against e-cigarettes, either locally or statewide, please contact Janet Ghanem at (408) 998-5865.

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*Your support made it possible for us to continue fighting lung disease in all its forms. We would like to offer special recognition to our top supporters from the past fiscal year.*

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dation

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Agency  
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ment District  
Kaiser Permanente  
Regional Asthma Management  
Partnership (RAMP)  
City of San Jose HNVF

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