

THE 2006-2007 ANNUAL REPORT

Breathe Healthy



**BREATHE
CALIFORNIA**
of the Bay Area



A Year Full of Accomplishments

From our smoke-free advocacy efforts to our summer asthma camp, our agency's level of local service reached new heights in its first full year as Breathe California. Join us as we take a look back at the many successes enjoyed during the 2006-2007 fiscal year and how we're now serving our local communities even better than ever.

Also Inside:

**SMOKELESS SATURDAY: A TIMELY INTERVENTION
FAMILY LEADS THE WAY FOR BREATH OF LIFE WALK
SAN JOSE ADOPTS SMOKE-FREE PARKS**

Celebrating a Year Full of Accomplishments

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

1469 Park Avenue
San Jose, CA 95126
408.998.5865 (p)
408.998.0578 (f)
www.lungsrus.org



The 2006-2007 fiscal year was not just a year of transition for our local agency, it was also a year that witnessed great success. As we dawned a new era of greater local independence, our drive to improve the quality of life enjoyed in the Bay Area became stronger than ever. **As a result, I am proud to say that in our first full fiscal year as Breathe California, we reached 133,646 people with direct local services - a staggering 23% increase from our most recent years as a lung association.** From tobacco control to tuberculosis, we celebrated numerous victories as our capacity to serve our local communities reached new heights. I am proud to present you with this annual report detailing a year full of accomplishments and welcome you to join us as we continue to fight lung disease here in the place we call home.

Margo Sidener, MS, CHES
President & CEO
Breathe California of the Bay Area

Tobacco Control Programs

Continuing its tradition of grassroots advocacy, Breathe California helped enact many new smoke-free policies this year. The agency worked with the Pacific Coast Farmer's Market Association to make their 39 Bay Area markets smoke-free, while also helping Foothill & De Anza Community Colleges implement their new smoking restrictions. Through its outreach to the Latino community, the agency worked with local advocates to convince 15 businesses in the popular *La Placita Shopping Center* to go smoke-free. Furthermore, the agency led an advocacy campaign to advance a smoke-free parks proposal in San Jose (which ultimately was adopted in October - see back page).

The agency also built on its role as the premier tobacco prevention, education and cessation provider in the community. In January, the agency launched its new *Ash Kickers* stop-smoking curriculum for its group support classes. In the next six months, 78 smokers attended the class (76% of whom successfully quit) and 73 facilitators were trained to offer the program in their communities. The agency also offered education and cessation assistance to more than 200 teen smokers and 145 of their parents through *Not on Tobacco* and *Smokeless Saturday*, while providing 110 smokers with individual counseling and self-help materials.

Breathe California's *Counseling Leadership Against Smoking Pressures (CLASP)* program also had a banner year, with 64 trained high school

mentors reaching 563 middle school students and the program expanding into Cupertino. With its innovative techniques as effective as ever, 97% of CLASP participants pledged to remain smoke-free and 95% vowed to refuse a cigarette if offered one by a peer. Finally, the agency retained its role as the local tobacco control authority, offering in-service training to 143 health and education professionals.



CLASP leaders from *Pioneer High School* lead a tobacco counter-marketing exercise at *Castillero Middle School*.

Asthma & Other Lung Disease Services

More than 260 children with asthma received asthma management education (via the agency's six-week classes and summer asthma camp), up 45% from the prior year. 148 parents/caregivers attended one of the agency's asthma workshops and 129 health professionals took part in an asthma in-service training, including every health aide in the Alum Rock School District. The agency's Asthma Resource Guide also continued



Program Coordinator **Joseph Francis** leads a lunch-time lesson for asthmatic students at **Ruskin Elementary School**.

to be a popular tool in the community with more than 1,000 distributed in English and Spanish.

The *Better Breathers Club* support group reached 91 different lung disease patients and saw its popular Gilroy club expand from a quarterly to bi-monthly format. With TB on the rise in Santa Clara County, the agency expanded its *TB Speakers Bureau*, reaching 1,200 high-risk individuals - more than twice the total from the previous year! In addition, the agency assisted about 2,000 individuals with influenza and flu shot information, while also distributing respiratory equipment to over 100 needy patients.

Environmental Health Projects

With the threat posed by air pollution becoming even more evident, Breathe California continued working to clean the air we breathe. The agency co-sponsored an Earth Day celebration at San Jose State University, reaching 800 students, faculty and staff members with important information about air pollution and global warming. The agency was active in fighting diesel bus idling in San Jose, protesting before the city council and the city rules committee. Breathe California also co-hosted an environmental forum for San Jose mayoral candidates, attracting more than 200 local residents. The 17th annual Clean

With TB on the rise in Santa Clara County, the agency expanded its TB Speakers Bureau, reaching 1,200 high-risk individuals - more than twice the total from the previous year!

Air Awards Luncheon brought together a few hundred local activists and helped promote key air quality achievements throughout the community. Furthermore, the agency continued to address the growing concern of indoor air quality, providing home assessments at three dozen Bay Area residences and promoting its *Tools for Schools* program at 14 local elementary, middle and high school campuses.

Community Health Efforts

Perhaps the greatest growth seen in 2006-2007 was in the agency's community health efforts. Breathe California participated in 168 corporate health fairs and community health events in the past year, reaching 51,802 people with lung health information - a 69% increase from 05-06! In addition, lung screenings were offered at more than three dozen of these events.

The agency continued to raise awareness of key health and environmental issues by delivering 57 presentations to close to 2,000 people. The agency also created 10 new educational brochures on critical lung health topics and launched a monthly e-newsletter in November. With a total of four newsletters, the agency was able to bring up-to-date lung health and clean air information to a combined circulation of 7,600 individuals. Finally, Breathe California's media campaigns included appearances in 74 newspaper articles, television shows and radio interviews, reaching a total audience of 5.5 million people.

WANT TO STAY INFORMED ABOUT AGENCY NEWS & EVENTS?

Read about the latest happenings at Breathe California by subscribing to one of our agency publications. Just call us at (408) 998-5865 or e-mail david@lungsrus.org to sign up today!

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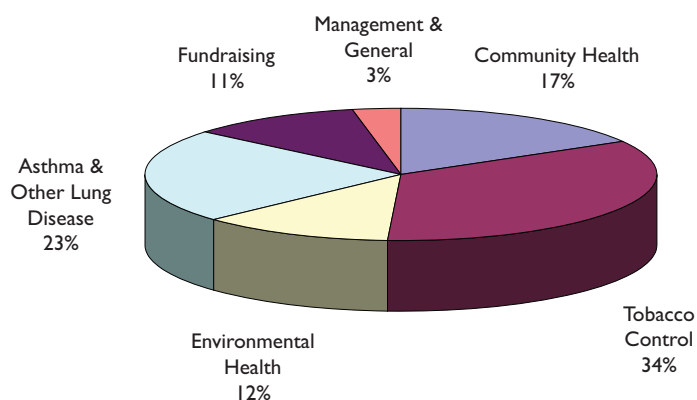
The 2006-2007 Financial Report

Statement of Functional Expenses

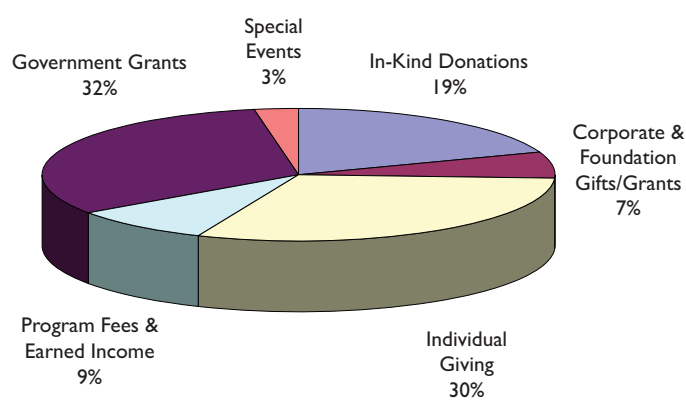
for the fiscal year ending June 30, 2007 (with comparative totals for 2006)

Category	Program Services					Support Services			Total	
	Environmental Health	Tobacco Control	Asthma & Other Lung Disease	Community Health	Program Subtotal	Fund Raising	Management and General	Support Subtotal	Year End 6/30/07	Year End 6/30/06
Salaries	\$ 95,230	245,482	143,049	127,347	611,108	\$ 54,901	24,441	79,342	\$ 690,450	641,250
Employee Benefits and Payroll Taxes	11,752	50,370	27,786	25,252	115,160	13,452	5,455	18,907	134,067	132,657
Professional Fees	18,182	45,587	24,070	19,215	107,054	24,318	3,206	27,524	134,578	127,574
Building Occupancy	2,184	9,360	5,098	4,692	21,334	2,131	864	2,995	24,329	26,279
Business Insurance	919	3,939	2,145	1,975	8,978	937	259	1,196	10,174	12,771
Telephone	1,159	5,006	2,445	2,153	10,763	591	240	831	11,594	11,618
Supplies	1,898	8,792	9,989	2,500	23,179	1,246	487	1,733	24,912	16,626
Office Equipment	1,395	6,757	3,577	2,997	14,726	1,288	522	1,810	16,536	37,306
Printing and Publishing	4,776	18,856	19,912	5,843	49,387	18,907	750	19,657	69,044	84,123
Postage and Shipping	1,401	5,022	4,576	2,780	13,779	4,959	395	5,354	19,133	46,415
Dues and Subscriptions	138	700	808	296	1,942	1,326	64	1,390	3,332	1,896
Media Expenses	10,928	23,381	16,988	11,385	62,682	1,004	407	1,411	64,093	40,572
Meetings and Travel	6,321	3,986	5,401	1,254	16,962	615	58	673	17,635	13,590
Awards and Grants			25,000		25,000				25,000	599
Support of Other Projects and Organizations	1,425	5,698	3,092	2,846	13,061	11,427	2,569	13,996	27,057	16,314
Depreciation	2,747	11,772	6,411	5,902	26,832	3,151	1,278	4,429	31,261	25,838
Payments to National and State Organizations	4,614	19,778	11,144	9,971	45,507	5,294	2,147	7,441	52,948	105,137
Total Functional Expenses	\$ 165,069	464,486	311,491	226,408	1,167,454	\$ 145,547	43,142	188,689	\$ 1,356,143	1,340,565

Expenses by Program Area



Revenue by Source



If you would like a copy of our complete financial statements for the 2006-2007 fiscal year, please contact us at (408) 998-5865.

Thank You to Our Countless Supporters!

We would like to extend our deepest gratitude to all who supported Breathe California during the 2006-2007 fiscal year. A special thanks goes out to our grantors, our top corporate and individual donors, and those who gave in honor or memory of a loved one.

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Smokeless Saturday: A Timely Intervention

Help Us Fight Lung Disease!



Show your support for local lung health programs, like Smokeless Saturday, by making a donation 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.

Want your donation to make an even larger difference? Learn how you can maximize your gift by reading the tips featured in the article on page 6.

We greatly appreciate your support. Every dollar helps!



It is 9:00 am on Saturday, a time when most teenagers lay sound asleep in bed. Yet, here they are, dozens of teens filing into the offices of Breathe California. While there is no visible hint as to what they have in common, all of these teens are here for one reason: they've started down the path towards a lifetime of tobacco addiction and health problems. And the timely intervention they've walked into is Smokeless Saturday.

Smokeless Saturday was created a decade ago after the state made it a finable offense for minors to use or possess tobacco products. Realizing that these offenders were at-risk for becoming addicted to smoking - or even worse, might already be hooked - the agency sought a way to reach these teens. Thus, they approached local police departments about developing a program that would not just punish the teenagers, but also help them to understand the dangers of their decision to smoke. As a result of this effort, the Bay Area became home to one of only a few diversion classes in the country taught specifically for minors caught using tobacco.

"This class gives us the unique opportunity to reach teens who may soon become regular, lifelong smokers," said Breathe California's Michelle Linares, who helps coordinate the program. "Most adult smokers start as teens, making this a critical time to make an impact on their smoking perceptions and behaviors."

A participant examines the "Tar Jar," revealing the amount of tar found in the lungs from smoking 1/2 a pack a day for a year.



Program Associate **Michelle Linares** holds up a lung slice from a smoker, showing the true damage tobacco inflicts on the lungs.

Today, Smokeless Saturday remains just as innovative as when it was first launched. To encourage active participation, the half-day class aims to reach the teens in a language they can relate to and on a very real and personal level. Instead of seeing the same old, outdated pictures and brochures, participants come face-to-face with models of diseased lungs and study modern tobacco advertising. The class also invites compelling guest speakers to talk with the teens, such as John Ready, a member of the local "Neck Breathers" group who developed throat cancer after years of smoking.

These methods are what truly set the class apart from your typical tobacco education program. More than just reciting facts and stats, the facilitators encourage the teens to honestly examine their own smoking behaviors and confront the risks

that these choices carry. As a result, Smokeless Saturday has caught the attention of not only a number of news outlets that have featured the program (including the San Jose Mercury News and KTVU FOX 2), but even more importantly, those who have attended the class.

"I really learned how self-destructive smoking is," said one recent Smokeless Saturday participant who preferred not to be named. "I am better educated on all the different health effects smoking can cause and am going to try to cut down - hopefully all together."

While the hope is that this sentiment is shared throughout the class, the reality is that a number of participants may reach for a smoke soon after walking out the door. Yet for those who have had some sense knocked into them and decide to quit, Smokeless Saturday truly serves as a timely intervention that may just save their lives.

To learn more about Smokeless Saturday and how you can become involved, contact Michelle Linares at (408) 998-5865 or michelle@lungsrus.org.



PREMIERE AT THE TECH!

A packed audience came to The Tech Museum for a free screening of the acclaimed environmental film "The 11th Hour" (featuring Leonardo DiCaprio) during the agency's Nov. 11 Body Basics event.

Maximize Your Year-End Gifts With These Easy Tips!

1. Use Corporate Gift Matching

Most companies encourage philanthropy by offering to match an employee's donation to a non-profit organization (up to a certain dollar amount). When making a contribution, check to see if your employer has a gift matching program. We can help you fill out any forms!

2. Donate Appreciated Stocks

By donating appreciated stock, you can avoid the 15% capital gains tax while still enjoying a tax deduction on the value of the stock. If you don't want to part with stocks that have done well, you can always replace the stock with the cash you would have donated. While holding the same amount of stock, you will have established a higher cost basis that will lower your capital gains taxes in the future. It's a win-win situation!

3. Donate Directly from Your IRA

Through a law known as PPA 2006, individuals 70.5 years or older can make a donation directly from their IRA without incurring any taxes to themselves or the non-profit. While the donation would not be tax deductible, it can avoid pushing you into a higher tax bracket and count toward your minimum distribution.

To learn more about how you can make your gifts go even further for your favorite charity, contact Steve French at (408) 998-5865 or steve@lungsrus.org.

THE 2007 BREATH OF LIFE WALK

Family Helps Raise Money for a Cause Close to Their Hearts

On October 6th, hundreds of local residents gave up their Saturday morning activities to come to West Valley College for the annual Breath of Life Walk. While the 5K walk offered an ensemble of food, music and prizes, the true draw was the opportunity to help local lung disease patients breathe easier. And nobody understands the importance of the cause better than Debbie Davis, whose daughter Sonja has waged a life-long battle with lung disease.

Since she was born, Sonja has had to battle respiratory problems that would strike her throughout the year for several weeks of the month. She underwent three surgeries within her first 6 months of life, leading Debbie to spend numerous sleepless nights in and out of the hospital. However, nothing seemed to do the trick and Sonja would often wheeze, suffer from ear infections and even throw up at all hours.



"I never dreamed anything like this would happen to me and my family - no one does," recalled Debbie. "I felt powerless not being able to take away her pain. It was out of my control and all we had was hope."

Fortunately, Sonja's symptoms began to improve tremendously when the family moved back to their hometown of San Jose. "I have learned so much about this disease and now have a different view on what's important in life: our children and families," continued Debbie. "That's why our family decided to walk in the Breath of Life Walk - to support local programs, services and research that can offer hope and assistance to families like mine."



Debbie Davis kicked-off the walk by sharing her family's moving story with the hundreds of walkers at West Valley College.

Offering more than just inspiration, the Davis family team - "Sonja's Hope" - collected more than \$1,600 in pledges, making them one of the event's top fundraising teams. And with the support of countless others, the agency raised close to \$88,000 - all of which will stay in the community to fight the impact of lung disease locally.

Thank you to all of our dedicated fundraisers who helped make this year's Breath of Life Walk a success. We would also like to extend our appreciation to lead sponsor Kaiser Permanente as well as Sepracor, Fresh Choice, CBS 5/The CW Bay Area, KRTY 95.3 FM and Silicon Valley Community Newspapers for their generous support of the walk.

San Jose Adopts Smoke-Free Parks!



*Breathe California President & CEO **Margo Sidener** testifies before the San Jose City Council as they consider a smoke-free policy for city parks.*

On October 23rd, local health advocates led by Breathe California rejoiced when the San Jose City Council voted 10-1 to prohibit smoking in all city parks. Home to one of the state's largest park systems, San Jose became the latest California city to enact new protections from secondhand smoke.

"Parks should be places that families can go without being exposed to the toxins contained in tobacco smoke," said Margo Sidener, President & CEO of Breathe California. "We applaud the city council's commitment to fighting secondhand smoke and fostering a healthier community."

Recognizing that secondhand smoke can cause asthma, heart disease, lung cancer and

numerous other health problems, the council amended the city's municipal code to ban smoking on all park grounds, including sidewalks, park strips, trails and pathways in or around park facilities. The ordinance makes an exception for city golf courses; however, smoking will be prohibited within 25 feet of buildings on golf courses as well as libraries and community centers.

The policy was the result of an intensive two-year grassroots campaign initiated by Breathe California to protect park-goers from secondhand smoke. After enlisting community support and meeting with numerous city leaders, the agency found allies in Vice Mayor Dave Cortese and Councilmember Madison Nguyen, who together brought the proposal before the council.

"The health and well-being of our children is extremely important and by banning smoking in public parks in San Jose, we are taking one more step forward as advocates of public health and safety for all," said Cortese.

"I am not trying to deny a person's prerogative to smoke," added Nguyen. "However, I believe that the residents of San Jose deserve safe, healthy and clean parks."



Start 2008 Smoke-Free!

With the new year just around the corner, Breathe California is proud to once again bring its **Ash Kickers Stop-Smoking Classes** throughout the Bay Area this January. With several class locations from San Francisco to Santa Cruz, we're making it more convenient than ever for you to get the help as you attempt to kick the habit.

For upcoming class times and locations, please contact Dennis Achá at (408) 998-5865 or dennis@lungsrus.org.

Sign up today and start down the path to a healthier life!



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