



BREATHE
CALIFORNIA
of the Bay Area

SPECIAL EDITION

Breathe Healthy



The 2008 Annual Report

Filled with new challenges, opportunities and successes, the 2007-2008 fiscal year proved to be the latest chapter in our long tradition of excellence. As we close out another year of service to our local communities, join us in taking a look back at Breathe California's latest efforts to fight lung disease in all its forms.

Also Inside

ROSLYN BIENENSTOCK: A LIFETIME FIGHTING LUNG DISEASE
LOCAL ADVOCATES FIGHT FOR NEW DIESEL TRUCK RULE
AND A WHOLE LOT MORE



FOREWORD

From the President & CEO

Here at Breathe California, no two years are ever the same. We are continuously being faced with new and evolving lung health needs throughout our communities. Yet, as a truly grassroots organization, we are able to quickly adapt to new challenges and take advantage of emerging opportunities to impact lung disease and air quality.

The 2007-2008 fiscal year brought many such opportunities to expand our drive for healthy lungs. We reached thousands through our work with the unique *BODY WORLDS* exhibit; we successfully fought for new protections from secondhand smoke for children who play in our parks; and we played a key role helping our local air district introduce new rules for woodburning.

I invite you to read a summary of our busy year in this *Breathe Healthy* special edition and hope you will join us in making the coming years even more successful!

Margo Sidener, MS, CHES

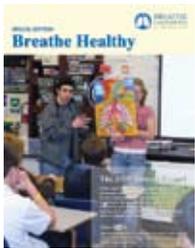
President & CEO

Breathe California of the Bay Area

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
info@lungsrus.org

Contact Us Today!



Cover Photo:

Two CLASP leaders from Los Gatos High School talk about how smoking can damage your lungs during a tobacco control workshop at Fisher Middle School.

Breathe California By the Numbers

- 52** The # of schools that adopted our *Air Quality Index (AQI) Chart* guidelines on outdoor activity during Spare the Air Days.
- 89.3** The % of Breathe California's 2007-2008 budget that was spent on direct programs and services.
- 170** The # of parks in San Jose that are now smoke-free after the City Council adopted a Breathe California-sponsored policy.
- 1,112** The # of middle school students who received anti-tobacco education via the *CLASP* peer-mentoring program in 2007-2008.
- 35,584** The # of Bay Area residents that Breathe California served at health fairs alone.
- 115,432** The **TOTAL** # of people that Breathe California served throughout the 2007-2008 fiscal year!

Read on to learn more about our 2007-2008 accomplishments!

A Lifetime Fighting Lung Disease

Like the hundreds of other people who volunteer with Breathe California each year, Roslyn Bienenstock believes in giving something back to the community. A familiar face around the agency, Roslyn selflessly gives her time whenever it's needed. Yet, beyond her sense of civic duty lies a very personal battle against lung disease.

More than 40 years ago, Roslyn's 5-month-old daughter Amy was diagnosed with cystic fibrosis (CF). CF is a life-threatening disease caused by an excess build-up of mucus that can cause persistent coughing, wheezing and lung infections. At the time, the average lifespan for CF patients was only 7-10 years (today, the median lifespan is 37 years).

Although devastated by the news, Roslyn began to pour herself into helping Amy confront her disease. When her husband was offered a job at Stanford University, Roslyn moved the family to the Bay Area so that Amy could receive top-notch care. Roslyn also began volunteering with the Cystic Fibrosis Foundation and went back to school to study respiratory therapy. By the time Amy was 10, Roslyn was working as a staff therapist at the same hospital where Amy received treatment.



Board Director Roslyn Bienenstock smiles for the camera during a lung health advocacy trip to Washington D.C. last spring.

"We were very fortunate that Amy was able to receive the quality of care that she did," recalled Roslyn. "As a result, she was able to lead a fairly active childhood that included a lot of time spent horseback riding and playing softball."

An excellent student, Amy was accepted into Stanford University where she studied computer science and joined the women's crew team. However, during her sophomore year, she became resistant to her antibiotics and began experiencing much more severe health issues. In 1983, Amy passed away at the age of 19.

In spite of this tragic event, Roslyn remained as committed as ever to combating lung disease. She continued working at Stanford Children's Hospital (now known as Lucile Packard Children's Hospital), where she had become Chief Respiratory Therapist. She also became involved with Breathe California (which was then a local American Lung Association affiliate) after meeting Margo Sidener at an asthma conference.

Joining the *Professional Education Committee*, she volunteered countless hours over the next decade planning conferences for health professionals. Then, in 1989, Roslyn began a 20-year tenure on the Board of Directors, during which she served as our local president as well as chair of the state and national councils.

"Breathe California is the kind of organization that you're drawn to and never want to leave," said Roslyn. "It is truly grassroots, and as a board member, I have become deeply involved in the work we do."

To this day, Roslyn remains one of our most active board members. She sits on the Breathe California State Council

and is actively involved with the agency's research program. She even traveled to Washington D.C. last spring to advocate for the organization's legislative priorities. And although she retired from the hospital years ago, her work with Breathe California allows her to continue pursuing her passion and honoring her daughter.

"Breathe California's mission is so important and it's rewarding to see us meet a lot of needs in the community," continued Roslyn. "Even in these difficult times, I'm proud to be helping this organization do more and to do it well."

Board of Directors

Chair

Hon. Rod Diridon

Chair-Elect

Gerard Denny

Past-Chair

Thomas M. Dailey, MD, FCCP

Treasurer

Mary Fischer, CPA

Secretary

Daryl L. Canham, Ed.D, MSN

Directors

Roslyn Bienenstock, RT, MPH

Tony Delas

Minh Duong

Alan Goldsobel, MD

Sulochina "Jyothi" Lulla, MD

Amy McEntee, DO

Raymundo Mendoza

Joe Moless

Terry Trumbull

Sharon Wahl, Ed.D, RN

President & CEO

Margo Sidener, MS, CHES

A Look Back at Another Year of Success!



A group of **River Glen Middle School** students show their **CLASP** leader the poster they created to describe the harmful effects of tobacco use.

During the 2007-2008 fiscal year, Breathe California took its programs to new heights while also launching a number of exciting new projects:

Breathe California's **CLASP (Counseling Leadership Against Smoking Pressures)** program had a banner year during the 2007-2008 school year. After forging partnerships with 7 local high schools in San Jose, Sunnyvale and Los Gatos, we trained 83 high school students to educate younger peers about tobacco use. We then sent these CLASP leaders out to local middle schools to lead four-session workshops that covered topics ranging from tobacco depiction in the movies to resisting peer pressure to smoke. Together, they reached a total of 1,112 middle school students - *the largest number of students the program has ever reached in a single year!*

Want to Learn More?

You can stay up-to-date with all the latest happenings at Breathe California by signing up for **Breathe Free**, our agency's monthly e-newsletter.



To subscribe, just send an e-mail to info@lungsrus.org or call our office at (408) 998-5865.



In October, we culminated a two-year advocacy campaign with the adoption of a **Smoke-Free Parks ordinance** in San Jose! Thanks to the leadership of Vice-Mayor Dave Cortese and Councilmember Madison Nguyen, the Breathe California-sponsored policy ensures that local residents can now breathe smoke-free air at every one of the city's 170 parks.



Recommendations for Schools and Others on Poor Air Quality Days*
Air Quality Index (AQI) Chart for Ozone (8-hr standard)

ACTIVITY	0 to 50 GOOD	51 to 100 MODERATE	101 to 150 UNHEALTHY FOR SENSITIVE GROUPS	151 to 200 UNHEALTHY	201 to 300 VERY UNHEALTHY
Recess (15-30 min)	No Restrictions	No Restrictions	Consider postponing recess if children are asthmatic or have other respiratory conditions.	Postpone recess if children are asthmatic or have other respiratory conditions.	Postpone recess if children are asthmatic or have other respiratory conditions.
P.E. (1 hr)	No Restrictions	No Restrictions	Consider postponing P.E. if children are asthmatic or have other respiratory conditions.	Postpone P.E. if children are asthmatic or have other respiratory conditions.	Postpone P.E. if children are asthmatic or have other respiratory conditions.
Extended Working Hours	No Restrictions	Consider postponing work if workers are asthmatic or have other respiratory conditions.	Postpone work if workers are asthmatic or have other respiratory conditions.	Postpone work if workers are asthmatic or have other respiratory conditions.	Postpone work if workers are asthmatic or have other respiratory conditions.
Airline Pilots and Crews (2 hr 45 min)	No Restrictions	Consider postponing flights if pilots or crew members are asthmatic or have other respiratory conditions.	Postpone flights if pilots or crew members are asthmatic or have other respiratory conditions.	Postpone flights if pilots or crew members are asthmatic or have other respiratory conditions.	Postpone flights if pilots or crew members are asthmatic or have other respiratory conditions.

*Note: All guidelines are advisory and do not replace the discretion and authority of applicable laws.

BREATHE CALIFORNIA | SPARE THE AIR | AIR QUALITY MANAGEMENT SYSTEM

During the 2007-2008 school year, Breathe California launched a new campaign to protect students from health risks during **Spare the Air Days**. Our organization developed an **Air Quality Index (AQI) Chart** that offered outdoor activity guidelines for students based on air pollution levels. After an extensive public outreach effort that educated hundreds of teachers and administrators, 52 schools adopted our outdoor activity guidelines.

In 2008, Breathe California was chosen as the title beneficiary of the **97th Annual ING Bay to Breakers 12K**. 62 runners joined our Breathe California pledge team, raising lung health awareness and donations for our organization. More than 250 of our volunteers came out to staff the race's water stations, and over \$35,000 was raised for the fight against lung disease.

Breathe California Year-End Financial Statements Fiscal Year 2007-2008

Statement of Activities

REVENUE

Individual Giving	\$568,298
Government Grants	\$310,796
Donated Supplies, Services & Equipment	\$250,455
Program Fees & Earned Income	\$93,377
Special Events	\$69,126
Corporate & Foundation Gifts	\$3,362
Other	\$29,193

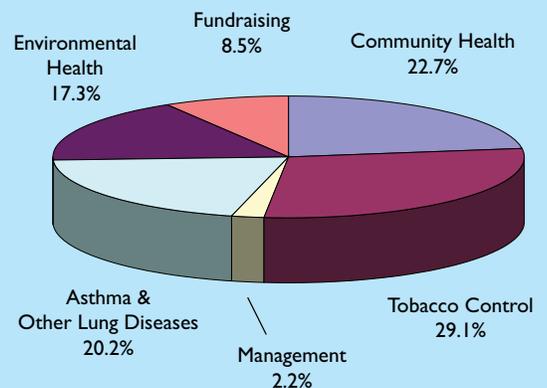
Total Revenue **\$1,324,607**

EXPENSES

Programs & Services	\$1,476,732
Fundraising	\$141,128
Management	\$36,388

Total Expenses **\$1,654,248**

Expenses by Program Area



All figures are according to audited financial records for the fiscal year starting July 1, 2007 and ending June 30, 2008.



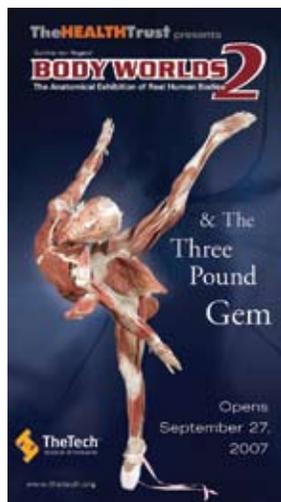
You can view a copy of our entire financial report by visiting our website, www.lungsrus.org, or by calling us at (408) 998-5865.



Youth for a Cool Earth participants from Milpitas High School created this poster as part of their campaign to encourage peers to reduce their carbon footprint.

The organization jumped into the battle against global warming last spring when it unveiled its new **Youth for a Cool Earth** program. Launched as a pilot program in Milpitas, the project seeks to engage youth in efforts to reduce greenhouse gas emissions. After recruiting a dozen students from Milpitas High School and Russell Middle School, the organization trained them on air quality issues and offered guidance as they started projects to reduce their community's carbon footprint.

In September, we proudly partnered with *The Tech Museum* and *The Health Trust* to present **Body Worlds 2**: an innovative showcase of plasticized bodies and organs. During the exhibit's four month tour, Breathe California brought health information to the 300,000+ visitors. This included roles coordinating the "I Quit" program, hosting a one-day *Body Basics* lung health exhibition and providing 48 hours of staffing for the "Ask the Experts" table.



In early 2008, we joined our fellow Breathe California affiliates in launching a new statewide advocacy program. This allowed us to influence a number of lung health bills in Sacramento throughout the legislative year. Then in June, we proudly sponsored our first piece of state legislation as Breathe California: **AB 2344**, a bill by Assemblymember Jim Beall to alter the tobacco licensing structure to protect important public health funding. The organization was also a leading advocate of new restrictions on woodburning, which the *Bay Area Air Quality Management District* adopted last summer.

Bus for Breath Advocates Champion State's New Diesel Truck Rule

Help Us Fight Lung Disease!



Donating is easy!

Just use the reply envelope enclosed in this magazine or donate online by visiting www.lungsrus.org.

100% of all gifts remain here in the Bay Area to help local residents breathe easier.

You can also offer your support via:

**Memorial Gifts
Vehicle Donations
Wills & Bequests
In-Kind Donations
AND MORE!**

We greatly appreciate your support. Every dollar helps!



On the morning of December 12th, a couple dozen local residents from across the Bay Area rose at the crack of dawn to fight for cleaner air and better breathing. Hopping on board Breathe California's chartered bio-diesel bus - named the "Bus for Breath" - the advocates headed toward Sacramento to make air quality history.

Upon their arrival in our state's capitol, the advocates descended on a meeting of the California Air Resources Board (CARB), which was considering a new rule to reduce diesel pollution. They spent the morning making the case for bold action, punctuated by testimony from Tessa Woodmansee and her two children. Following health and environmental experts at the podium, the family detailed the health problems they experienced due to the numerous diesel trucks driving through their neighborhood. And before the day was done, the advocates rejoiced in celebration as word came back that CARB had adopted sweeping new diesel regulations.

"The new diesel standards adopted by CARB are absolutely critical to protecting public health," proclaimed Breathe California's Andy Katz after

returning from the organization's advocacy trip. "The regulations will drastically cut particulate pollution, which has been shown to trigger heart attacks, exacerbate asthma symptoms and cause cancer in otherwise healthy individuals."

Under the new rule, all trucks traveling in California will have to utilize the cleanest available engines and particulate filters. Experts believe that these advancements could cut the amount of diesel pollution in the state by one-third and prevent 9,400 premature deaths over the next 10 years. The new rule will be phased-in starting in 2010 and ensure that all trucks have been replaced or retrofitted by 2023. Despite estimates that the rule would cost close to \$5.5 billion, CARB's analysis predicted that between \$48 billion and \$68 billion will be saved in healthcare costs. In addition, the state will provide funds to help individual truckers deal with the expense of upgrading their fleets.

"While the price tag associated with this landmark ruling is significant, the price of inaction was way too steep," continued Katz. "Tackling this problem now is an investment in the health of our communities for generations to come."





Students from **Eastside College Prep** present Breathe California's **Steve French** with a check from their school fundraiser (see below).

Mark Your Calendar for These Upcoming Breathe California Activities!

TB Awareness Week - March 23-27, 2009

Did you know that the Bay Area has among the highest active TB case rates in the country? This March, Breathe California will be joining local TB departments in raising awareness of this deadly lung disease. We'll be kicking off TB Awareness Week on Monday at a press conference highlighting local efforts to combat the disease. We'll then convene a meeting of the *Santa Clara County TB Prevention Partnership* to engage community partners in a renewed effort to stop TB.



Congresswoman Zoe Lofgren joined Breathe California's **Margo Sidener** at a World TB Day event 3 years ago.

To learn more about TB Awareness Week, contact German Blanco at (408) 998-5865 or by e-mailing german@lungsrus.org.

The 19th Annual Clean Air Awards - April 17, 2009



As the Bay Area gears up for annual Earth Day festivities, we will be continuing a tradition of our own: the *Clean Air Awards Luncheon*. Now in its 19th year, the event honors local businesses, organizations and individuals leading the charge against air pollution and global warming.

For more information about attending the *Clean Air Awards Luncheon*, please visit www.cleanairawards.org or call (408) 998-5865.

The 2009 ING Bay to Breakers 12K - May 17, 2009



Breathe California is proud to once again serve as the title beneficiary of the *ING Bay to Breakers 12K*. Join us on race day as a Bay to Breakers pledge runner or a water stop volunteer. This is a wonderful opportunity to help us fight lung disease while taking part in a true San Francisco tradition!

To learn more, visit www.lungsrus.org and follow the links to our special Bay to Breakers website. You can also call our office at (408) 998-5865.

Other News Around the Agency

On October 8th, 400 local residents braved the early morning rain and ventured out to West Valley College for the **7th annual Breath of Life Walk**. Led by 13-year-old Erik Miller, a former asthma camper who was this year's top fundraiser, the event raised \$52,000 for local health programs. Our thanks also go out to Evans O'Brien, Meriwest Credit Union, Fresh Choice, CBS 5, and KRTY 95.3 FM for sponsoring our walk.

* * * * *

On November 17th, we proudly joined the Association of Fundraising Professionals (AFP) in honoring **Eastside College Preparatory School** at AFP's local Philanthropy Day event. Breathe California nominated the school for the *Outstanding Philanthropic Youth Organization Award* after the students completed an innovative charitable giving project. After a thorough review of local non-profits, the students chose Breathe California as one of its beneficiaries and generously donated \$1,450 to our organization.

* * * * *

Breathe California is proud to announce that we have received a \$50,000 gift from the **Elsie and Josephine Colombo Charitable Trust** to continue our organization's support of lung cancer research. The generous gift will provide funding for two projects at Stanford Hospital (one led by Dr. Heather Wakelee & one led by Dr. Rebecca Fahrig), while also supporting Breathe California's new "Lung Cancer Promise of Tomorrow Award."

MAKING OUR WORK POSSIBLE

Thanks to Our Most Generous Supporters

Thanks to all those who generously supported Breathe California during the 2007-2008 fiscal year. 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:

Businesses & Corporations

AEG Live
Amega Farm Company
American Licorice
Applied Process Technology
Argon St, Inc.
Atheros Communication
Bruce Barton Pump Service
Cable Car Eyewear
CAR Program
CBS 5 / CW Bay Area
Cornish & Carey
Commercial Real Estate
Fresh Choice Restaurants
GlaxoSmithKline
Granite Construction
Health Fit
Intel Corporation
Kohl's
KRTY 95.3 FM
Lockheed Martin
Milliman
Pfizer
Sepracor
Silicon Valley Community Newspapers
Syngenta Seeds, Inc.
The Flea Market, Inc.
TimeOut Services
Timpson Garcia, LLP
Wells Fargo Bank
Westin Hotel San Francisco

Foundations & Organizations

Allergy & Asthma Associates of Northern California
Breathe California Central Coast
Eastside College Prep
IBEW Local 332
Kaiser Permanente
Martha E. Sanfilippo Foundation
Mineta Transportation Institute
Northern California Grantmakers
Rotary Club of Sunnyvale
Santa Clara County Medical Association
William & Flora Hewlett Foundation
The Valley Foundation

Government & Public Agencies

Bay Area Air Quality Management District
City of San Jose, HNVF
County of Santa Clara, STEPS Program
County of Santa Clara, TB Prevention Program
State of California, Tobacco Control Section
U.S. Environmental Protection Agency

Individuals

Brian E. Adams
Joanne Anderson
Kristen Andersen
Sandra G. Arend
Roslyn Bienenstock
John Bigler & Deborah Lidgate
Helen Bradley & Steven Kleiman
John & Susan Busco
Daryl Lynn Canham, RN
Mr. & Ms. Steven Carara
Alex Carlton
Patricia Castro
Mr. & Mrs. Anthony Ceflau
Lyn Chambers
James Chan
Josephine Cheng
Armand L. Cohen
Robert Curry
Thomas M. Dailey, MD
Dan & Denise Perales
William & Nancy Demichelis
Gerard Denny
Danice Desaulniers
Jill Dodge, RRT
Madeline Dunham
Jan Duong
Joseph & Meri Ehrlich
David & Sarah Epstein
Joyce & Ben Eschenbach
Valerie Esquivel

Mary E. Fischer, CPA
Jay Gaudani
Willard & June Gillette
Alan Goldsobel, MD
Jon Graham
Gregory Yurkoski
Beverly A. Hansberry
Charles C. Harwood
Dr. & Mrs. Kenneth Hayes
Mr. & Mrs. Robert Holleran
Juan Iniguez
Fred W. John
Kenneth Johnson
Dr. & Mrs. Roger Kennedy
Mr. & Mrs. John Kennett
Mike & Caitlin Kerk
Mr. & Mrs. E. G. Kerswill
Alan & Carolyn King
Thomas D. Kinoshita
Patricia & Arnold Kurmin
Liisa Ann Larson
Jan & Sofia Laskowski
Donna Lea-Fujimoto
Nancy Lem
Jenny Leung
Hon. Sam Liccardo
Florence Liddie
Thelma Lillenthal
Mr. & Mrs. Brian Low
Jyothi Lulla, MD
Robert V. Matthews, Jr.
Barbara A. McNutt
Boyd McDonald

Stephanie McDoulett
Mr. & Mrs. Scott McIver
Mr. Ken McKeithan
Ms. Mary McLeod
Mr. & Mrs. Brian Messenger
The Miller Family
Robert Nellis
Marianne O.
Joan O'Brien & Tony Evans
Micaela Ochoa
Dorothy R. Peterson
Dr. & Mrs. Steven W. Rubinstein
Steve Sarsfield & Yvonne Wang
Roli Saxena
Stephanie Schoen
Karen Schoknecht

Mary Seastrand
Cynthia Skovlin
Jeffrey Stallings
Steve & Diana Steps
Barbara Taylor
Mr. & Mrs. Joseph Thomas
Patricia Tind & Allen Carkner
Merle Troiano
Terry Trumbull
Anna L. Tseng
Sharon Wahl, Ed.D, RN
Mimi Webb
Mr. & Mrs. John Weil
Paul Werner
Mr. & Mrs. Fernando Zazueta
John Zwaanstra, MD

In Memoriam

We would also like to thank those who made gifts in memory of the following individuals:

<i>Darlene Brosnan</i>	<i>Bill Erskine</i>	<i>Ruth Reischer</i>
<i>Mary Brown</i>	<i>Shirley Hartzell</i>	<i>Raleigh Rhodes</i>
<i>William Campbell, Jr.</i>	<i>Raylene Korth</i>	<i>Paul Rinde</i>
<i>Dorothy Chacknova</i>	<i>Don Liddie</i>	<i>Daniel Sevilla</i>
<i>Patty Crow</i>	<i>Pat Mangano</i>	<i>Gloria Wall</i>
	<i>Gloria Moore</i>	<i>Lois Williams</i>
	<i>James Passarello</i>	