



Even More Reason to Plant the Right Trees

The edge of a busy road is a harsh place. Beyond the din, the smell and the potential for accidents, traffic produces exhaust that's harmful to breathe. One component of vehicle exhaust causing growing concern is particle pollution -- bits of toxic matter. Scientists have discovered that, when inhaled, these invisible specks can evade the lung's defenses to enter the bloodstream, raising the risk of cardiovascular disease and damage to the brain, as well as lung disease. Removing them from the air, therefore, is an important part of protecting the public's health.

A study conducted by our Health Effects Task Force indicates that certain trees make good natural filters. As polluted air flows around their branches, their leaves and needles capture the oily, sticky particles. Redwood and deodar cedar, two types of evergreen, proved to be especially effective.

The study, conducted at the University of California, Davis, by the DELTA (Detection and Evaluation of Long-Range Transport of Aerosols) group, is one of the first to measure how well vegetation removes the smallest airborne particles, classified in science as "very fine" and "ultra fine." Researchers placed fresh tree cuttings into a 60-foot wind tunnel designed for studies of meteorology and air flow. They tested redwood, live oak, then deodar. Lit highway safety flares generated pollution similar to that in diesel exhaust. Instruments called DRUM samplers recorded particle levels before and after sullied air passed through the cuttings.

In a breeze below 2 mph, all three tree types removed 30 percent to 85 percent of very-fine particles. Redwood and deodar were superior; the evergreens acted like bottle brushes, their needled branches providing more surface area with which to catch particles than the flat, comparatively broad leaves of live oak. The scientists used gentle winds because strong winds naturally freshen highway air. It's when air barely moves that exposure to traffic particle pollution is greatest. This research is an important first step and points to more studies that need to be done including testing with trees already in our region and putting these trees to test in our environment.

Planting trees doesn't by itself solve the problem of particle pollution. Roadway design is important, too. Median strips planted with evergreens enhance the upward air movement. Existing buildings close to busy roads should be outfitted with air filters to protect the occupants. Finally, the No. 1 action to minimize the health threat of traffic pollution is this: Drive the cleanest possible vehicles and drive as little as possible.



What We're Doing to Clean the Air



Ask. Investigate. Resolve. (A.I.R.)

- Seven schools and more than 50 students from Placer, Sacramento, Solano, and Yolo counties participated in the fourth year of our A.I.R. Project (previously known as the School Based Air Quality Assessment Project), funded by the Sacramento Metropolitan Air Quality Management District and the Yolo-Solano Air Quality Management District.
- Students also continued to expand on the implementation of the “Pass Less Gas” campaign, which encourages greener modes of transportation.
- The project received a Molina Award for leading youth to be “Community Champions.”
- Vacaville Unified School District was honored by the Solano Asthma Coalition for their efforts in wellness issues, partially due to the participation from two Vacaville schools on the project.

Health Effects Task Force

- In November 2007, we published a study on health impacts to nearby sites from particulate pollution at the

Roseville Rail Yard: “Mass, Organic, and Elemental Aerosols by Size, Time, and Composition at the Union Pacific Rail Road’s Roseville Rail Yard.”

- In January 2008, we co-sponsored with US EPA Region IX and UC Davis faculty a one day conference highlighting current research on health impacts from ultrafine particulates and methods for protecting the public through removal of untrafines from the air.
- In April 2008, we published a study on effectiveness of evergreens in removing ultrafine particulates from the air: “Removal Rates of Particulate Matter onto Vegetation as a Function of Particle Size.”

Clean Air Awards Luncheon

- Six Clean Air Champions were honored at the 32nd Annual Clean Air Awards Luncheon on May 7, 2008. Awards were presented to Tony Powers (Individual Award), Gary Federico / Federico Beauty Institute (Business Award), Natomas Unified School District (Government Award), Million Mile May Program (Regional Award), 9onF Project (Smart Growth Award) and Keelan Shaw-Connelly (Youth Leadership Award).
- Four hundred guests attended this high profile annual event, supported by 17 community sponsors, with major support from the Sacramento Metropolitan Air Quality Management District. The luncheon theme was “Sustainability...a Living, Breathing Legacy.” The audience was treated to an inspiring speech by Reverend Doctor David Thompson, Pastor and Head of Staff at Westminster Presbyterian Church on “How Do We Get to the Future of Zero Carbon Emissions?”
- In conjunction with the 2008 Clean Air Awards, we held our first High

School Art Contest. Forty-six outstanding entries were submitted from four high schools including Vacaville, John F. Kennedy, Bella Vista, and Rio Americano, which were judged by Dr. Phil Hitchcock, Art Professor and Director of Library Gallery, Sacramento State. Three winners were chosen in three categories, Fine Art, Multimedia and Design.

Policy Committee

- The Committee focused on the following bills for the legislative session:
 - **AB 842 (Jones)** provides for financial incentives for local governments. to implement planning principles that will reduce traffic congestion by 10% to meet GHG reduction objectives by reducing vehicle miles traveled.
 - **AB 616 (Jones)** mandates annual smog check for gross polluters, vehicles 15 years and older.
 - **SB375 (Steinberg)** seeks to mandate changes to all California city and county general plan updates to reflect the high cost of sprawl development to our natural resources and increased carbon footprint. The bill seeks to change development patterns and encourage more high density housing near public transportation and employment centers to get people out to their cars.
- Locally, the Committee worked to support our local air district to get a residential wood burning rule adopted that would curtail the use of wood burning fireplaces on days of high particulate pollution.
- The Committee was actively involved throughout SACOGs update plan of the Master Transportation Plan 2035 and submitted comments to the plan prior to its adoption.

What We're Doing to Improve Lung Health



Your Asthma Book

- Thirty-five thousand "Asthma Tool Kits" have been distributed to date, thanks to the continued generosity of Kaiser Permanente.
- The Asthma Collaborative is in the process of updating our Tool Kit creating the 4th edition, due to the release of the National Heart and Lung Guidelines.

Teen Asthma

- 19,645 Teens and Asthma brochures were distributed - 17,000 English and 2,645 Spanish.
- A Teens and Asthma page was added to our Website in both English and Spanish, and we launched a Teens and Asthma Myspace page.

Asthma in the Classroom

- A new asthma resource called "Asthma in the Classroom: a Teachers, Coaches and Staff Guide," was created, thanks to the efforts of one of our youth leaders, Katelyn Bryant.

Little Lungs Kit

- The "Little Lungs Kit" was updated

for childcare providers and parents and is being distributed in Yolo and Sacramento Counties through two generous grants from the Mr. and Mrs. G. Kirk Swingle Foundation and the Harold R. and Winifred R. Swanton Foundation.

What We're Doing to Create a Tobacco-Free Future



Thumbs Up! Thumbs Down!

- Forty-five students contributed over 1,200 volunteer hours and reviewed 143 movies to maintain the most comprehensive, youth driven database on tobacco use in the movies in the world.
- Each week the results of their top ten box office movie reviews were posted on www.SceneSmoking.org for the world to view.
- Our most recently published study was presented in conjunction with UCSF on smoking in films at a press conference put on by the Los Angeles County Department of Public Health. Twenty-six media outlets were in attendance.
- More than 200 guests attended our annual Hackademy Awards, which

is co-presented by Western Health Advantage, and watched as our students announced the 2008 award recipients. Once again this event drew world-wide attention as Canada ran stories in various publications, and local media outlets including the Sacramento Bee and KFBK featured the event.

STAND (Sacramento Taking Action Against Nicotine Dependence)

- Funded by California Department of Public Health, Tobacco Control Program.
- Created a joint website with the Rental Housing Association to promote smoke-free multi-unit housing in Sacramento County.
- Developed a handbill regarding little cigars, which are prevalent among the young adult population.
- Distributed over 500 free quit kits to students, staff and faculty at CSU, Sacramento, American River College, Folsom Lake College, Cosumnes River College and Sacramento City College, which resulted in a 37 percent quit rate.

STAND Street Team

- Funded by Sacramento County Tobacco Litigation Settlement Funds.
- Have maintained a dedicated group of young adult volunteers consistently for over seven years. The 2007-2008 Street Team had 15 members representing UC Davis, Sac State, John F. Kennedy High School, Encina High School, CK McClatchy High School, Mira Loma High School, and Monterey Trails High School.
- Provided free quit kits, peer-to-peer cessation interventions and tobacco education to thousands of young people at 11 community events, concerts and festivals.
- About 55% of young people

receiving free quit kits and peer-to-peer cessation interventions quit smoking.

ATTACK

- Administered on-line needs assessment to over 500 organizations and agencies working with young adults on tobacco prevention.
- Developed a website that provides information, strategies and a searchable database of organizations that are countering tobacco industry targeting tactics.
- Conducted 4 focus groups with 30 young adults to determine appropriate tobacco prevention educational and media materials.

Youth Leadership



Youth Advisory Board

- The 26-member Youth Advisory Board (YAB) represented our organization at the 2008 Sacramento Earth Day Event.
- Members actively participated in TUTD and A.I.R. and raised over \$1,000 for our programs through a Board challenge, the Hackademy Awards, and the Celebrity Challenge Luncheon.

Youth Leadership Summit

- STAND implemented the 17th Annual Youth Leadership Summit for 80 youth to build their advocacy and leadership skills in tobacco prevention.

Fundraisers



Emigrant Trails Bike Trek

- On September 7-9, 2007, 400 Trekkers supported by 100 volunteers, participated in the 21st Annual Emigrant Trails Bike Trek in Napa, California.
- The event raised a record \$326,000 and 56 Trekkers were welcomed into the Winners Circle, raising over \$1000 each.

Celebrity Challenge Luncheon

- The 26th Annual Celebrity Challenge Luncheon was held on Friday, December 7, 2007 at the Radisson Hotel and raised \$55,000.
- There were 300 people in attendance including former baseball celebrities Cuno Barragan, Lee Winters, Jim Barr, Mark Cole, Gabriel "Tito" Avila and Matt Walbeck.

BCSET Shows Commitment to Energy Savings

We have been committed to improving the air quality of our region for decades. Our many innovative education and advocacy programs work to improve the air quality of our region, so it is important to us to make sure that we were doing our part to conserve energy and reduce emissions.

We are fortunate as a small non-profit to own our building through a bequest from our first executive director more than 40 years ago. Breathe California utilizes much of the first floor and rents the remaining space to other non-profits at below market rates to further assist the non-profit community.

In 2007, our board of directors utilized money from our reserves to make our building more energy efficient. We worked with SMUD to evaluate the existing building and determine the cost efficiency of making improvements.

Over a 10 month period we completed the modifications to the building, starting with the replacement of 61 windows with dual pane, Lo-E and argon gas insulated glass, and the installation of 17 high efficiency electric heat pumps. Once the replacement of the HVAC system was complete, we replaced the final 27 windows.

In just the first 4 months the energy savings has been exceptional, saving more than 1000 kWh over the same four months the previous year, which is a decrease of 32%.

2007-2008 Officers**Roni Abacherli, *President***

Support Services Supervisor, Radiology,
Kaiser Permanente

John Lindow, *President-Elect*

Pharmacist

Ralph Propper, *Treasurer*

Research Division, Cal EPA/ARB

Arif Seyal, MD, *Immediate Past President*

Chief of Allergy, Asthma and Clinical
Immunology, North Valley, Kaiser
Permanente

2007-2008 Board Members**Susan Bassett**

Associate Director, Grassroots Advocacy,
California Medical Association

Robert Bernstein

Youth Advisory Board President

Tom Cahill, PhD

Nuclear Physicist, UC Davis

Norm Covell

Retired, Air Pollution Control Officer

Patricia Dean

Finance Supervisor, Abbot Laboratories

Cinde Dolphin

Marketing Representative, Coors Brewing
Company

Tom Donnelly, MD

Retired

Jim Edelen

Retired

Brian Ivie

President, Mercy San Juan Medical Center

Garry Maisel

President & CEO, Western Health Advantage

Stephanie Nuccitelli

Project Coordinator, Teachers for Healthy
Kids

Diana Proctor

R Street Project Manager, CalPERS

Jose Reynoso

Programing Operations, Mid-day On-air
Personality, Spanish AC (Magia 94.3)

Pilka Robinson

Retired, former General Manager, Regional
Transit

Jon Schwarz

Direct Sales and Marketing, Mountain Valley
Express

Jean Shaw

Reverend

Jim Streng**Sue Teranishi**

Department of Feneral Services, Travel Green
Policy Staff

Glennah Trochet, MD

Sacramento County Public Health Officer,
Sacramento County Health Department

Earl Withycombe

Environmental Engineer, California Air
Resources Board

Gary Zavoral

Public Relations Specialist, Sutter Health

2008-2009 Officers**John Lindow, *President*****Jim Edelen, *President-Elect*****Ralph Propper, *Treasurer*****Roni Abacherli, *Immediate Past President*****2007-2008 Staff****Jane Hagedorn**

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Senior Director, Clean Air Awards
Luncheon & Trek

Bonnie Eastman

Senior Program Manager, Asthma
Programs

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Youth Program Associate, Air Quality
Assessment Project

Raquel Lopez

Office Manager

Carolyn Melville

Program Associate, Youth Advisory
Board & Trek

Shelley Mitchell

Senior Program Manager, TUTD

Gi-Diep Nguyen

Controller

Mey Saetern

Assistant Program Coordinator, Youth
& Young Adult Tobacco Prevention
Projects

Jenna Schwan

Communications Associate

Leslie Snoke

Program Director, Youth & Young Adult
Tobacco Prevention Projects

Kori Titus

Senior Director, Policy and
Communications, TUTD

Gustavo Torrez

Program Associate, Youth & Young
Adult Tobacco Prevention Projects

Aleksey Tyannikov

Program Manager, ATTACK

Annemarie Vincent

Senior Policy Manager

Janelle Warren

Front Office Assistant

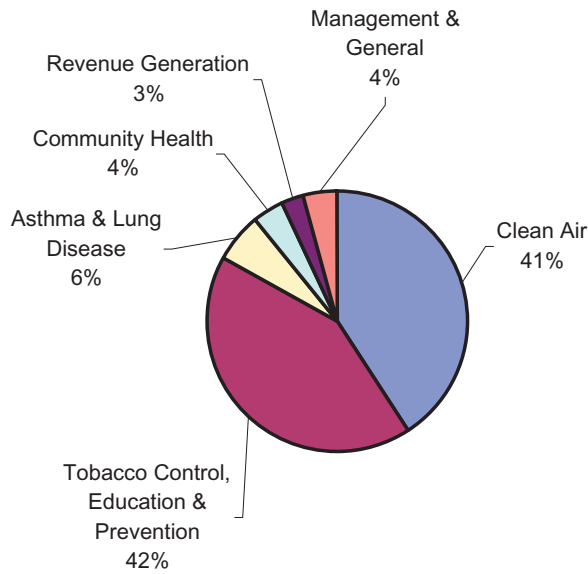
CONSULTANTS**Betty Turner**

Health Effects Task Force, Clean Air



*Audited November 10, 2008 by Gibson & Company, Inc.
 A Complete Financial Statement is available from the Breathe California of Sacramento-Emigrant Trails
 909 12th Street, Sacramento, CA 95814*

Functional Expenses



Statement of Income and Expenses for the Year Ended June 30, 2008

Income		Expenses	
Public Contribution	47,091	Clean Air	718,665
Special Events (net)	285,810	Tobacco Control, Education & Prevention	744,269
Bequests	11,318	Asthma & Lung Disease	103,962
Grants	1,055,777	Community Health	71,779
Others	41,267	Revenue Generation	46,779
		Management & General	73,306
Total Income	1,441,263	Total Expenses	1,758,759

Statement of Functional Expenses for the Year Ended June 30, 2008

Description	Clean Air	Tobacco Control	Asthma	Other Lung Disease	Community Health	Revenue Generation	Management & General	Total Program Services	Total Support Services	Total
Professional Salaries	227,568	318,107	42,615	3,844	29,571	30,728	42,858	424,865	73,586	498,450
Support Staff	27,119	44,029	4,888	2,054	15,171	814	6,456	66,956	7,271	74,227
Professional Fees	296,159	77,223	7,649	350	2,284	629	803	88,136	1,432	89,568
Employees Benefits	95,559	137,272	17,758	2,430	16,686	11,541	18,476	185,687	30,018	215,705
Business Insurance	2,913	5,116	583	95	618	-	-	6,411	-	6,411
Space Renting	15,699	22,323	2,928	364	2,751	1,944	3,039	30,310	4,983	35,294
Telephone/Fax	2,626	6,312	435	71	461	99	256	7,379	355	7,733
Meetings	18,183	5,403	651	100	650	88	113	6,893	201	7,094
Supplies	5,909	11,231	6,201	65	426	54	69	17,977	124	18,101
Publication & Printing	9,733	12,901	7,448	136	889	298	380	21,672	677	22,349
Shipping Cost	2,948	5,611	901	85	555	63	80	7,216	142	7,358
Media Expenses	95	13,491	19	3	20	9	12	13,542	21	13,563
Office Equipment	3,878	9,079	604	77	505	39	50	10,304	89	10,393
Dues & Subscription	1,486	2,896	284	46	301	77	98	3,605	175	3,780
Trademark/Domain/Filing Fees	47	82	9	2	10	-	-	103	-	103
Support of Special Proj.	2,581	14,501	112	18	118	-	-	14,749	-	14,749
Incentives/Awards	1,495	21,030	98	16	104	24	31	21,272	56	21,328
Travel/Training	1,838	33,638	404	25	162	20	37	34,248	57	34,305
Depreciation	2,829	4,023	528	66	496	350	548	5,462	898	6,360
Total Expenses	718,665	744,269	94,115	9,847	71,779	46,779	73,306	1,638,674	120,085	1,758,759