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## YOUTH LEADERSHIP

### Youth Advisory Board

- The 2008-2009 Youth Advisory Board was made up of 25 students from 12 schools in Sacramento, Yolo and Placer counties
- Members testified to Davis City Council to promote a wood smoke ban in Yolo County to promote air quality conditions and manned a booth at Earth Day on April 20th at Southside Park in Sacramento
- The fundraising committee led two successful fundraisers - Macy's and Jamba Juice - and raised money for the Hackademy Awards



### Youth Leadership Summit

- STAND led the 18th Annual Youth Leadership Summit - "Fired Up to Bring Big Tobacco Down" - August 1-2 in Sacramento and united approximately 60 diverse 8th through 12th graders from five northern California counties to build their advocacy and leadership skills in tobacco prevention



## BOARD OF DIRECTORS

### 2008-2009 Officers

**John Lindow, President**  
Pharmacist

**Jim Edelen, President-Elect**  
Retired

**Ralph Propper, Treasurer**  
Research Division, Cal EPA/ARB

**Roni Abacherli, Immediate Past President**  
Manager, Kaiser Permanente

**Robert Bernstein**  
Youth Advisory Board  
President 08-09

**Norm Covell**  
Retired Air Pollution Control Officer

**Patricia Dean**  
Finance Supervisor, Abbott Laboratories

**Tom Donnelly, MD**  
Retired

**Ashley Joe**  
Youth Advisory Board

**Joyce Kelly-Reif**  
Environmental Research Chemist

**Heather Kerr**  
Youth Advisory Board

**Garry Maisel**  
President & CEO, Western Health Advantage

**Stephanie Nuccitelli**  
Project Coordinator, Teachers for Healthy Kids

**Diana Proctor**  
R Street Project Manager, California Public Employees Retirement System

**John Scambray**  
Regional Insurance Specialist, Wells Fargo Bank Officer

**Sue Schooley**  
Transportation Systems Management Coordinator, City of Roseville

**Jon Schwarz**  
Northern California Associate Director, Velocity Express

**Arif Seyal, MD**  
Kaiser Permanente, Chief of Allergy, Asthma and Clinical Immunology, North Valley

**Jean Shaw**  
Reverend

**Sue Teranishi**  
Travel Green Policy Staff, Department of General Services

**Earl Withycombe**  
Environmental Engineer, Cal ARB

### 2009-2010 Officers

**Jim Edelen, President**

**Diana Proctor, President-Elect**

**Ralph Propper, Treasurer**

**John Lindow, Immediate Past President**

## OUR MAJOR PARTNERS AND SPONSORS

Special thanks to our Centennial Sponsor

**KAISER PERMANENTE thrive**  
for their year-round support of all of our programs



\*The sponsors/partners listed above supported us at the \$5,000 level or higher in 2008-2009



Breathe California of Sacramento - Emigrant Trails is dedicated to healthy air and preventing lung and other air-pollution related diseases by partnering with youth, advocating public policy, supporting air pollution research, and educating the public.

# 2008-2009 ANNUAL report

With the end of the 2008-2009 fiscal year also came the end of Jane Hagedorn's 33 years of service as Breathe California of Sacramento-Emigrant Trails' CEO. Under her leadership, the organization was the principal mover in Proposition 99, California's successful tobacco tax initiative that has reduced smoking by 42%, and has successfully developed tobacco control programs now nationally replicated. The organization also led the way in development of innovative clean air strategies including bringing light rail to the Sacramento area, creating the nationally regarded Cleaner Air Partnership with the Sacramento Metro Chamber, and pioneering clean air initiatives during her tenure.



On July 1, 2009, former Deputy Director, Kori Titus stepped into the role of CEO. She started with the organization in 1997 as a volunteer and became a member of the staff two years later. Over the last 10 years she has been responsible for numerous areas of the association including overseeing youth programs, nationwide efforts designed to find solutions to the problem of tobacco use in entertainment productions, clean air advocacy and education, direct mail campaigns and communications activities of the association.

As Kori leads Breathe California of Sacramento-Emigrant Trails into the future, Jane remains involved as a consultant to work on many important air quality policy issues facing our region.



We are proud of all of our accomplishments of the 2008-2009 fiscal year, but some stand out above the rest:

### WHAT WE'RE DOING TO CLEAN THE AIR

#### Ask. Investigate. Resolve. Project

- Approximately 30 students from four high schools conducted the A.I.R. Project (funded by the Sacramento Metropolitan Air Quality Management District and the Yolo-Solano Air Quality Management District) on their school campuses in Sacramento, Yolo and Solano Counties
- Our youth volunteers from Rio Americano High School expanded "Pass Less Gas" activities and clubs at their school

### Health Effects Task Force

- In January 2009, the Health Effects Task Force launched two important studies:
  1. Sacramento Valley Transect Study to simultaneously document air pollutants along the California Central Valley at 5 sites from Redding to Bakersfield
  2. The I-5 Vegetation Study to compare the value of vegetation in protecting downwind sites against air pollution from I-5 traffic
- In June 2009, the Task Force released the findings on the 13th and T Streets study
- Members heard presentations from seven experts (EPA, CARB, and UC Davis) on the relative merits of methodologies for measuring ultrafines

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BREATHE CALIFORNIA OF SACRAMENTO-EMIGRANT TRAILS  
Leading the way to clean air, healthy lungs  
and tobacco-free future since 1917



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### Clean Air Awards Luncheon

- Seventeen community sponsors, with major support from the Sacramento Metropolitan Air Quality Management District, joined us in honoring Clean Air Champions at the 33rd Annual Clean Air Awards Luncheon held May 7, 2009
- Award recipients included Owen Howlett (Individual Award), Nolte Associates, Inc. (Business Award), Toni Barry/Sacramento County Department of Environmental Review & Assessment (Government Award), Sacramento Regional Air Districts including El Dorado County Air Quality Management District, Feather River Air Quality Management District, Placer County Air Pollution Control District, Sacramento Metropolitan Air Quality Management District and Yolo-Solano Air Quality Management District (Regional Award), the GOOD Project (Smart Growth Award), and Faith Bernstein (Youth Leadership Award)
- The luncheon theme was "Act Locally, Breathe Globally" with Keynote Speaker Daniel Sperling, Ph.D., Co-Author of "TWO BILLION CARS: Driving Toward Sustainability."

### 2nd Annual High School Art Contest

- The art contest was extremely successful with over 180 entries from seven participating schools, and eight of the nine students who placed in the contest attended the luncheon and were recognized in the program

### Clean Air Policy

- Our Clean Air Policy work continued with support from the California Wellness Foundation and the Sacramento Metropolitan Air Quality Management District
- With strong grassroots support led by our organization, the region's five Air Quality Management Districts adopted our region's Clean Air Act's State Implementation Plan, which will enable our region to achieve 2018 clean air ozone standards
- Supported high speed rail proposal on the November 2008 ballot - which the voters approved - and provided strong education and advocacy in support of expanded transit funding at two of our Brown Bag Lunch Lectures in October of 2008 and April 2009

- Supported strong diesel clean up regulations by CARB to reduce particulate pollution in California
- Sponsored panel on "Can we have clean air in 2020?" presented by three of our volunteers at the May 2009 Great Valley Center's state conference.
- Continued our sponsorship of the Cleaner Air Partnership with the Sacramento Metropolitan Chamber of Commerce and Valley Vision and many business and environmental/public health organizations that continued support of AB 32 and SB 375, climate change and land use policies to clean up our air

### Air Quality Flag Program

- Our Air Quality Flag Program continued for its second year thanks to funding from SMAQMD and was held at Williamson Elementary, William Land Elementary and Lichen Elementary
- The program, which teaches about the importance of air quality, reached a total of 1,379 parents and students (825 English speaking, 418 Spanish speaking and 136 Chinese speaking)



### WHAT WE'RE DOING TO IMPROVE LUNG HEALTH

#### Asthma Tool Kit

- To date, 47,260 copies of "Your Asthma Book" and "Self Care Card" have been distributed in English, Spanish, Chinese and Vietnamese, thanks to the continued generosity of Kaiser Permanente
- The Tool Kit is now in its 5th edition and is available in Hindi, in addition to the other four languages

#### Asthma in the Classroom

- 1060 copies of "Asthma in the Classroom: A Teachers, Coaches and Staff Guide," were distributed, thanks to funding from Coca-Cola and Sierra Sacramento Valley Medical Society Alliance

### WHAT WE'RE DOING TO CREATE A TOBACCO-FREE FUTURE



#### Thumbs Up! Thumbs Down!

- Thanks to funding by California Department of Public Health, Tobacco Control Program, 40 youth participated in the TUTD Project, contributing 1000 volunteer hours to maintain the most comprehensive, youth driven database on tobacco use in the movies in the world
- Student's research served as the basis for these two reports developed between our organization and UC San Francisco:
  - "Two Years Later: Are MPAA's Tobacco Labels Protecting Movie Audiences"
  - "Smoking Presentation Trends in U.S. Movies 1991-2008"
- TUTD youth volunteers met to determine the winners of the 2009

Hackademy Awards and presented the awards at a red-carpet event. The event drew news coverage by local media - including KCRA, Channel 10 and The Sacramento Bee - as well as others around the country. The Hackademy Awards and resulting media brought awareness on the smoking in film issue to millions of people

- The TUTD methodology and curriculum continues to be used nationally and internationally as advocacy and media awareness activities

### STAND (Sacramento Taking Action Against Nicotine Dependence)

- STAND continued its work, thanks to funding by California Department of Public Health, Tobacco Control Program
- SacSTAND.org website was redesigned to include social networking, an online quit kit request section, and a support text message program
- The Street Team had 10 members and distributed more than 30 Quit Kits at six community events
- Launched SmokeFreeRental.com, a joint project with the Rental Housing Association of the Sacramento Valley
- Worked to create breathable Vocational Institution campuses and offer free cessation resources to clients and staff

### ATTACK Toolkit

- Developed three sections of the online toolkit with information about latest literature and research materials, best intervention strategies, and formative research/evaluation plans to counter tobacco industry marketing aimed at young adults
- Created and launched a secured networking area of the toolkit for tobacco control professionals to collaborate and share their experiences

### FUNDRAISING



#### Emigrant Trails Bike Trek

- On September 5-7, 2008, 328 Trekkers supported by 100 volunteers, met again in the beautiful Napa Valley for 3 days cycling, 2 nights camping and a fun-

filled weekend on the 22nd Annual Emigrant Trails Bike Trek

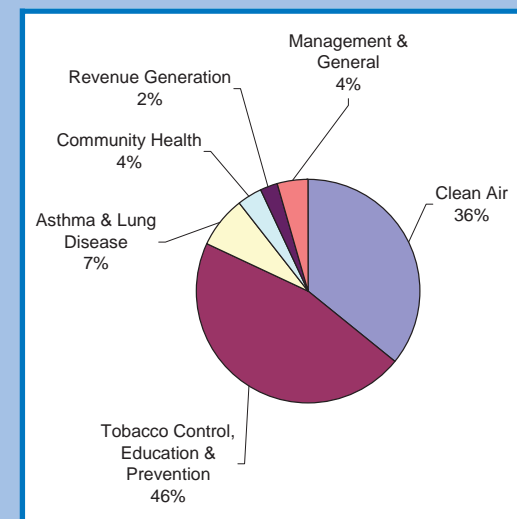
- Over \$270,000 was raised and 46 Trekkers welcomed into the Winners Circle, each raising over \$1000. Funds raised by the ETBT help make it possible for Breathe California to continue to provide innovative, grassroots programs to support and improve air quality, lung health, tobacco education, and youth leadership
- Thank you to Kaiser Permanente for their sponsorship of this event

#### Hackademy Awards

- With the help of our TUTD youth volunteers, we rolled out the red carpet on February 18, 2009, for the annual Hollywood-style Hackademy Awards.
- More than 200 guests enjoyed a reception, live music performed by the Sheldon High School Jazz Band, and an educational awards ceremony designed to counter the harmful effects of smoking in film
- Nearly \$30,000 was raised, thanks to sponsors including presenting sponsor Western Health Advantage, which will be used to support and expand our innovative youth-driven programs

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### FINANCIALS | 2008-2009 Fiscal Year ending June 30, 2009



Audited November 10, 2008 by Gibson & Company, Inc.  
A Complete Financial Statement is available

Income		Expenses	
Public Contribution	50,073	Clean Air	630,850
Special Events (net)	221,664	Tobacco Control, Educatic	809,711
Bequests	489,157	Asthma & Lung Disease	128,422
Grants	1,228,504	Community Health	65,791
Others	6,357	Revenue Generation	43,527
		Management & General	77,645
<b>Total Income</b>	<b>1,995,755</b>	<b>Total Expenses</b>	<b>1,755,945</b>

Description	Clean Air	Tobacco Control	Asthma	Other Lung Disease	Community Health	Revenue Generation	Management & General	Total Program Services	Total Support Services	Total
Professional Salaries	240,005	293,157	46,574	6,674	21,338	27,529	43,506	607,748	71,035	678,783
Support Staff	19,770	27,376	8,078	4,520	20,022	1,910	10,426	79,765	12,336	92,101
Professional Fees	209,018	175,073	1,808	415	1,347	389	491	387,661	880	388,542
Employees Benefits	98,179	136,196	21,134	4,560	15,875	10,844	18,516	275,944	29,360	305,304
Business Insurance	4,506	4,640	585	283	1,161	113	94	11,176	206	11,382
Space Renting	16,222	20,016	3,413	699	2,583	1,838	3,368	42,932	5,206	48,138
Telephone/Fax	2,394	6,457	472	131	424	92	77	9,877	169	10,047
Meetings	20,154	3,999	580	162	522	6	5	25,416	11	25,428
Supplies	4,095	14,883	1,459	163	529	70	59	21,128	129	21,257
Publication & Printing	3,688	9,625	23,662	130	421	131	67	37,526	198	37,723
Shipping Cost	1,107	3,042	564	53	171			4,938	-	4,938
Media Expenses	(499)	12,500	(119)	(33)	(107)			11,743	-	11,743
Office Equipment	2,568	9,417	484	98	317	40	34	12,884	74	12,958
Dues & Subscription	930	1,551	221	61	199	22	18	2,963	40	3,003
Support of Special Proj.	1,396	18,398	36	6	19			19,855	-	19,855
Incentives/Awards	2,024	43,585	208	58	187	10	8	46,060	18	46,079
Travel/Training	593	24,001	81	11	35	0	0	24,720	0	24,720
Depreciation	4,700	5,799	989	203	748	533	976	12,438	1,508	13,946
<b>Total Expenses</b>	<b>630,850</b>	<b>809,711</b>	<b>110,229</b>	<b>18,192</b>	<b>65,791</b>	<b>43,527</b>	<b>77,645</b>	<b>1,634,773</b>	<b>121,172</b>	<b>1,755,945</b>