

the name has changed, but our vision remains

We're the same "Clean Air and Healthy Lungs People" who have proudly served the Sacramento region since 1917, most recently as the American Lung Association of Sacramento-Emigrant Trails— but now as Breathe California of Sacramento-Emigrant Trails. With our supporters, we're continuing a tradition of breaking new ground and seeking original solutions to cleaning our air and improving lung health. Many of our approaches to fulfilling that vision have not only been duplicated across the nation, but throughout the world as well.



We're the same people who:

- Pioneered the creation of smoke-free workplaces and restaurants.
- Led the way in making light-rail a reality in Sacramento.
- Created the Asthma Tool Kit as a practical resource for children, parents, schools and health professionals.
- Helped reduce smoking rates by 33 percent in California.
- Played an instrumental role in phasing out rice straw burning in the Sacramento Valley.

Breathe California of Sacramento-Emigrant Trails works toward a healthy vision for tomorrow by providing the community with tools to improve air quality and lung health today. Join us in making history, and turning healthy air from a dream to a reality.

For more information about Breathe California visit www.sacbreathe.org.

share our vision!

Support Breathe California of Sacramento-Emigrant Trails as we enter the most exciting phase in our nearly century-long drive for healthier lungs and cleaner air. We're locally-focused, but nationally recognized for breaking new ground in the fight to clean our air and eliminate tobacco from our children's lives.

We're now the only Sacramento-based organization devoted to cleaner air and a tobacco-free tomorrow that spends 100% of every dollar raised locally to improve the health of our residents.

Emigrant Trails Bike Trekkers enjoying the ride.



get involved!

In addition to donations, we raise funds through a variety of events that are fun, informative and keep clean air a top issue in our region. This includes our:

- Emigrant Trails Bike Trek, an annual three-day bicycle tour through picturesque locations
- The Hackademy Awards, where student volunteers share a valuable tobacco prevention message through a unique and engaging awards presentation.
- Clean Air Awards Luncheon, sponsored every May— Clean Air Month—to recognize those who make a difference for healthier air.

We also raise funds through:

- Mail Campaigns
- Bequests
- Grants
- Planned Gifts

The Clean Air and Healthy Lungs People Since 1917



Come share our vision. Care about your environment and save lives. Get involved.

For more ways you can help, call (916) 444-5900, or visit www.sacbreathe.org.

 **BREATHE CALIFORNIA**
of Sacramento-Emigrant Trails
The Clean Air and Healthy Lungs People
Since 1917

Visit us on the Web at www.sacbreathe.org



fact:

Sacramento's air is among the dirtiest in the country. Vehicles are to blame for most of the pollution.

Working for a Cleaner Air Future

Hands-On Education

We have a number of original classroom and school-based educational programs that teach youth ages 5 - 14 about the connection between a healthy environment and healthy lungs, and empower students to become advocates for sustainable environmental practices in their homes and schools. Current programs include *O24u*, *Healthy School Air Campaign*, and *School to Fuel*.

Youth Advisory Board

This student-led committee gives young people a say in the development and implementation of our initiatives. We train tomorrow's clean air leaders.

Air Quality Index Activity Chart

We simplify vital information for people on appropriate levels of outdoor activity during poor air quality days. What you know now can keep you healthy tomorrow, and until the day all of us successfully clean our air.

a vision for clean air

Clean Air Agenda

Our list of simple, effective actions gives individuals, neighborhoods, local governments and organizations ideas for improving regional air quality. By making these ideas widely available today, everyone knows what they can do for cleaner air tomorrow.

Clean Air Partnership

This project between our organization and the Sacramento Metropolitan Chamber of Commerce and Valley Vision identifies strategies to meet clean air standards that also promote economic growth. What's good for business can clean the air, too.

Clean Air Awards

Our annual awards ceremony recognizes individuals, businesses and government agencies for making a conscious effort to help the Sacramento region achieve cleaner air. By honoring those who make clean air a priority, we inspire others to join the clean air cause

Help Promote Our Vision

Policy Committee

Join our team of volunteers who advocate clean air strategies at public meetings and by speaking with civic partners. Help us work with community leaders at all levels to create cleaner air for the entire Sacramento region.

Health Effects Task Force

Volunteer your medical or air quality expertise to help us conduct local studies on the health impacts of air quality. These studies back policy decisions that cut pollution and make our air healthier.

a vision for healthy lungs

What We're Doing About Asthma

Asthma Collaborative

Physicians, school nurses, nurse practitioners, respiratory therapists, pharmacists, health care administrators and parents who focus on reducing asthma severity in the Sacramento region.

Your Asthma Book

Created by the Asthma Collaborative, this practical guide and wallet-sized card helps residents in the Sacramento region receive proper care and enhance their quality of life through proper management of their asthma.

Information and Referrals for General Lung Health

Our resources include lung health information on a variety of conditions, including emphysema, lung cancer, chronic obstructive pulmonary disease, naturally occurring asbestos and the effects of particulate pollution. This is a valuable community resource for educational purposes, care and treatment—and for prevention of lung disease.



At Breathe California, student volunteers learn skills today to become tomorrow's clean air leaders.

Parent Asthma Classes

Low-income families learn how to proactively manage their children's asthma through free physician or respiratory therapist-led workshops at SETA Headstart Centers. Attendees are educated on proper use of asthma medications and related medical equipment, and are encouraged to ask questions.

For more information about Asthma and lung health visit www.sacbreathe.org.



fact:

Nearly 145,000 asthmatics live in the Sacramento area and 45,350 are children. Asthma is also the leading reason for school absences.

“Join us in making history and turning clean air from a dream to a reality.”

a vision for a tobacco-free tomorrow

Breaking the Cycle of Tobacco Addiction

Thumbs Up! Thumbs Down! (TUTD)

Studies consistently prove that many young people decide tobacco is cool and harmless after seeing their favorite actress or actor light up. Our youth-driven program fights back by working to reduce the frequency—and impact—of tobacco depictions in film. Teen members review the top 10 movies each week and post their results on the Web site www.scenesmoking.org. The impact of this program has been felt around the world.



Our annual Hackademy Awards focus national attention on getting Hollywood to kick the tobacco habit.

STAND Projects

These efforts educate, encourage and reward multi-unit housing complexes for protecting young adult and college student tenants by creating smoke-free living environments.

For more ways you can help, call (916) 444-5900, or visit www.sacbreathe.org

fact:

Teenagers between the ages of 15 and 24 have the highest smoking rate among all age groups. In addition, more than 1,000 kids start smoking each day because they saw their favorite actor or actress smoke in a movie.

The Street Team

This team of young adults dedicate themselves to helping peers quit smoking by providing free quit kits and peer-to-peer quitting support at places where teens hang out.

Tobacco Policy

Through our policy activity, we encourage action by public agencies, local governments, businesses and individuals to protect kids from tobacco. Activities include ordinances that license tobacco retailers to prevent illegal sales and promoting smoke-free multi-unit housing through outreach on the health and financial impacts of smoking.

For more information about tobacco prevention and tobacco cessation programs visit www.sacbreathe.org.