

Breathe California

the clean air and healthy lungs people since 1917

**CLEAN AIR** Public green energy Transit

PHYSICAL ACTIVITY

Prevention Smart Growth local programs

LIGHT RAIL



YOUTH

COMMUNITY

Breathe California of Sacramento-Emigrant Trails  
2010-2011 Annual Report

Breathe

**BIKING** healthy lungs

Sacramento Region

**smoking** in movies

WOODBURNING

grassroots

LAND T o b a c c o

U S E P r e v e n t i o n

STREETS COMPLETE ASTHMA

Education

## Ask. Investigate.

### Resolve. Project (A.I.R.)

- Fourteen students from two Sacramento high schools conducted the A.I.R. Project, which is funded by the Sacramento Metropolitan Air Quality Management District, on their campuses.
- The program reached more than 2,400 students and their parents and faculty.



### Air Quality Flag Program

- Funded by the Sacramento Metropolitan Air Quality Management District and the Placer County Air Pollution Control District, the Flag Program was launched at six new schools – Citrus Heights Elementary School, Ethel Baker Elementary School and Folsom Hills

Elementary School in Sacramento County and Coyote Ridge Elementary School, Rocklin Elementary School and Sunset Ranch Elementary School in Placer County.

- The program reached 4,200 students and their parents, 180 faculty members and members of the schools' surrounding communities.

### Air Quality Index Activity Charts

- 4,800 Air Quality Index Activity Charts in various languages were distributed via the Air Quality Flag Program, downloaded from our website and handed out at numerous health fairs.

### Clean Air Awards

- On May 20, 2011, we were pleased to once again recognize the individuals, organizations, and businesses in our communities who are going above and beyond to help improve air quality.
- Award recipients included the California Northern Railroad Company

(Business Award), City of Sacramento Fleet Management (Government Award), Cleaner Air Partnership (Regional Award), North Natomas Transportation Management Association (Citizen Group Award), and the Sacramento R Street Pedestrian and Bicycle Bridge (Smart Growth Award).

### Health Effects Task Force

- Began planning a 2012 event, which will focus on findings from vegetation research.
- Completed data collection and neared completion of the analysis of the most comprehensive study on wood smoke at the Del Paso Manor site in Sacramento, with the support of the Sacramento Metropolitan Air Quality Management District.
- Three of our studies were accepted for publication by the American Association of Aerosol Research – one on the Roseville Rail Yard and two on the Central Valley Transect Studies.

## High School Art Contest

- Our 4th Annual High Clean Air Art Contest, which is supported by the Sacramento Metropolitan Air Quality Management District, and designed for students in grades 9-12 in public, private or home schools, was held in conjunction with the 2011 Clean Air Awards Luncheon.
- The theme was “Smart Streets, Smart Grids, Smart Growth” and we received over 100 entries from four schools.
- Judge Dan Herrera, Adjunct Professor, Art Institute of California, Sacramento, chose 1st, 2nd and 3rd place winners in four categories – the first place winners were Jessie Crouchley from Bella Vista High School (Fine Art), Riley Lopez from John F. Kennedy High School (Graphic Design), Jamie Sebastian from Vacaville High School (Sculpture and Ceramics), and Jessie Vang from John F. Kennedy High School (Photography and Video).

## iBreathe: Sacramento

- Our free air quality iPhone app, iBreathe: Sacramento, received

295 downloads.

- Updates were made to the app, including real-time, up to the minute data (*an internet connection must be established to receive real-time updates*).



## O24u

- Our new hands-on, interactive environmental education program, funded by the Yolo-Solano Air Quality Management District, kicked off its first year in three schools – Marguerite Montgomery Elementary School and Plainfield Elementary School in Yolo County and Gretchen Higgins Elementary School in Solano County.
- The curriculum, which aligns with California Environmental Education Initiative principles and meets California standards, is available in English and

Spanish.

- 14 facilitators were trained and the program reached 500 students and their parents.

## Policy

- Played a role in defeating PROP 23, the Texas oil sponsored attempt to roll back AB 32.
- Along with other Breathe California affiliates, sponsored SB 1433 (Leno), which would have indexed air pollution penalties to inflation.
- Fully supported Construction Mitigation Rule 1052 and Rule 202 New Source Review, which provides the mechanism for the air district to issue permits to new and expanding businesses without interfering with efforts to meet the state and federal health-based air quality standards.
- Supported WALK/SABA 4th Scenario in SACOG’s MTP Update
- Played key role in AB 650 Blue Ribbon Transit Task Force, which will focus on the current state of public transit and how it can be improved.

## Lung Health

### Your Asthma Book

- Available in English, Chinese, Hindi, Spanish and Vietnamese, more than 3,000 copies of our free asthma resource have been distributed to clinics, at health fairs and downloaded from our website.
- 54,189 books have been distributed worldwide to date.
- Received funding from Kaiser Permanente to translate Your Asthma Book into Russian.

## Tobacco Prevention

### ATTACK Toolkit

- Received additional funding to conduct more online trainings and provide individual technical assistance for advocates working on young adult tobacco control issues.
- Trained 198 participants through interactive webinars and in-person trainings, and website membership has grown to 441 members.

### Smoke-Free Colleges Campaign

- Conducted three strategy planning sessions at Consumes River, Sacramento City and American River Colleges to determine the next steps in their evolving smoke-free campus policies.
- Collected 5,940 cigarette butts as part of a national campaign, called B.O.B., Billions of Butts.
- Conducted 210 public

opinion surveys of students, staff and administration to determine support for strengthening the current smoke-free policy.

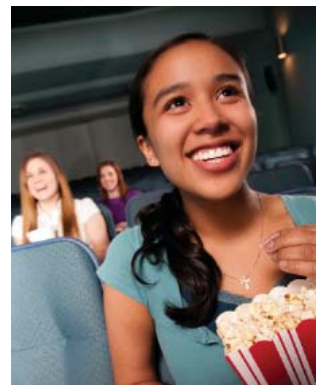
- Consumes River College approved a new smoking policy with smoking allowed only in designated areas.

### Smoke-Free Multifamily Housing Campaign

- Conducted a strategy planning session with property managers to determine next steps in the progression of smoke-free multifamily housing.
- Conducted public opinion polls of 122 apartment renters to determine support for smoke-free multifamily housing policies in low income housing.
- 192 properties offering smoke-free rentals are now listed on [smokefreerental.com](http://smokefreerental.com).

### Thumbs Up! Thumbs Down! Project

- Forty student reviewers between the ages of 14 and 22 participated in the California Tobacco Control Program funded project, reviewing 150 movies and helped maintain our youth-driven database on tobacco use in the movies.
- Partnership with UCSF yielded a "Daily Varsity" advertisement based on the project as well as a report published in MMWR called "Smoking in Top-Grossing Movies-United States 1991-2009."



# Youth Leadership, Community Outreach, and Annual Fundraisers

## Youth Advisory Board

- The student board consisted of 14 students from eight schools in Sacramento, Yolo and Placer Counties.
- The students were awarded a GABY Grant to host a Breathe California booth at ECOS Earth Day at Southside Park in Sacramento.

## Health Fairs

- We attended 30 health fairs in the community and reached more than 15,000 people.

## Emigrant Trails Bike Trek

- The 24th Annual Trek was held September 10-12, 2010, in a new location - Petaluma.
- 305 enthusiastic Trekkers supported by 100 volunteers raised over \$235,000 to support our programs
- Platinum Event Sponsors were Kaiser Permanente and Entercom Sacramento.

## Hackademy Awards

- With the help of our Thumbs Up! Thumbs Down! student volunteers, we rolled out the red carpet at the Memorial

Auditorium in Sacramento on March 3, 2011, for the 17th Annual Hackademy Awards red carpet event.

- More than 150 guests of all ages enjoyed a reception with live music performed by the Sheldon High School Jazz Band, and attended an educational awards ceremony hosted by our student volunteers designed to counter the glamorization of smoking in movies.
- Over \$30,000 was raised to support and expand our youth programs, thanks to our sponsors, which include Presenting Sponsors Western Health Advantage and Sierra Health Foundation.

## Clean Air Awards Luncheon

- The 34th Annual Clean Air Awards Luncheon, "Get Smart: Smart Streets, Smart Grids, Smart Growth," was held May 20, 2010, with major support from the Sacramento Metropolitan Air Quality Management

District.

- More than 300 luncheon guests, including members of the community, elected officials, sponsors, and the winners of the High School Art Contest enjoyed opening remarks from Representative Doris Matsui and an energizing speech from youth Alec Looz, founder of Kids vs. Global Warming.



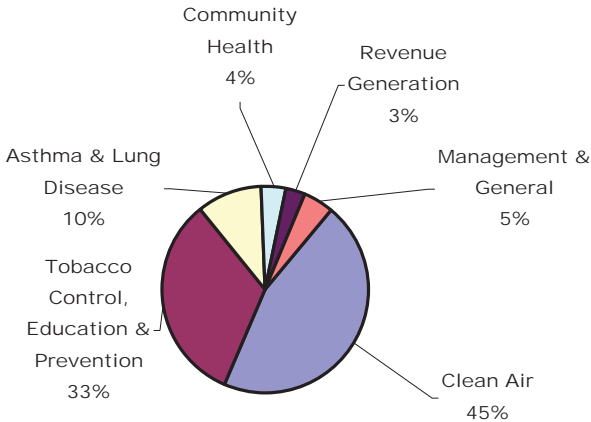
*Trekkers at the 2010 Emigrant Trails Bike Trek in Petaluma, CA*



*TUTD Members presenting the 2011 Hackademy Awards*



*Clean Air Champions being recognized at the 2011 Clean Air Awards Luncheon*



## Statement of Income and Expenses for the Year Ended June 30, 2011

Income		Expenses	
Public Contribution	34,196	Clean Air	535,504
Special Events (net)	193,460	Tobacco Control, Education & Asthma & Lung Disease	385,639
Bequests	1,832	Community Health	46,079
Grants	726,281	Revenue Generation	37,623
Others	153,507	Management & General	55,378
<b>Total Income</b>	<b>1,109,276</b>	<b>Total Expenses</b>	<b>1,180,950</b>

## Statement of Functional Expenses for the Year Ended June 30, 2011

Description	Clean Air	Tobacco Control	Asthma	Other Lung Disease	Community Health	Revenue Generation	Management & General	Total Program Services	Total Support Services	Total
Professional Salaries	177,824	176,870	47,260	4,909	16,315	19,682	27,057	469,916	46,739	516,655
Support Staff	20,011	20,556	8,186	2,929	12,009	5,682	9,318	78,691	15,000	93,691
Professional Fees	193,902	46,868	3,608	333	1,466	25	49	246,252	75	246,327
Employees Benefits	81,008	79,718	23,194	3,138	11,180	9,330	14,671	222,238	24,001	246,239
Business Insurance	3,677	4,137	876	87	340	114	220	9,450	334	9,784
Space Renting	16,847	16,820	4,734	666	2,410	2,145	3,090	46,712	5,235	51,947
Telephone/Fax	2,158	2,561	577	63	246	63	123	5,791	186	5,977
Meetings	5,325	917	286	31	122	-	-	6,683	-	6,683
Supplies	5,174	4,085	1,805	64	250	19	36	11,431	54	11,486
Publication & Printing	6,739	2,680	13,665	58	230	-	-	23,372	-	23,372
Shipping Cost	1,283	1,401	131	276	138	-	-	3,228	-	3,228
Media Expenses	8,003	3,650	-	-	-	-	-	11,653	-	11,653
Office Equipment	4,427	5,383	1,324	122	479	-	-	11,734	-	11,734
Dues & Subscription	888	1,536	283	31	121	3	6	2,869	10	2,878
Support of Special Proj.	439	7,387	141	1	5	-	-	7,973	-	7,973
Incentives/Awards	2,054	4,212	303	23	92	-	-	6,684	-	6,684
Travel/Training	1,351	2,470	206	12	46	-	-	4,085	-	4,085
Depreciation	4,396	4,389	1,235	174	629	560	806	12,189	1,366	13,555
<b>Total Expenses</b>	<b>535,504</b>	<b>385,639</b>	<b>107,812</b>	<b>12,915</b>	<b>46,079</b>	<b>37,623</b>	<b>55,378</b>	<b>1,180,950</b>	<b>93,000</b>	<b>1,273,950</b>
<b>Total Expenses</b>										<b>1,273,950</b>

# Board of Directors and Staff

## OFFICERS

Diana Proctor, **President**  
*R Street Project Manager,  
CalPERS*

Sue Schooley, **President-Elect**

*Transportation Systems  
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Jim Edelen, **Immediate Past-President**  
*Retired*

Jarvio Greivous, **Treasurer**  
*Executive Director, Public  
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Radio*

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*Teacher, San Juan, "Visions  
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Patricia Dean  
*Finance Supervisor, Abbott  
Laboratories*

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Doug Grandt  
*California ARB, Climate  
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Kristin Gray  
*NextLevel IT*

Helen Hernandez  
*Retired*

KenHough  
*Retired*

Joyce Kelly-Reif  
*Environmental Research  
Chemist*

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*UCD Medical Group*

Garry Maisel  
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Health Advantage*

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Relations, SMUD*

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ARB*

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Ashley Rice  
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Systems*

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

Jean Shaw  
*Reverend*

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

Earl Withycombe  
*Environmental Engineer,  
California ARB*

## STAFF

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*Senior Director*

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*Program Manager*

Argelia Leon  
*Program Manager*

Raquel Lopez  
*Office Manager*

Gi-Diep Nguyen  
*Controller*

Aleksey Tyannikov  
*Program Manager*

Janelle Warren  
*Program Assistant*

Shellie Willetts  
*Program Manager*

## CONSULTANTS

Shelley Mitchell  
*Director*

Betty Turner  
*Health Effects Task Force*

## Sponsors and Partners



\* Sponsors and partners listed (in alphabetical order) supported the organization at the \$5,000 level or higher in 2010-2011.

## What's Happening in 2011-2012

We are excited to announce that the Board of Directors and staff have been brainstorming over the last several months and we will be working to implement two new programs this year!

- The first is an interactive park. This land infill project will teach children in the community about the importance of healthy physical activity and healthy air quality. Obesity affects 17% of all children and adolescents in the United States. Daily physical activity is an important part of a healthy lifestyle, but since children's lungs are still developing, they are more susceptible to the harmful health effects of breathing dirty air. Incorporating several of our existing clean air and lung health programs, such as the Air Quality Index Activity Chart and O24u Program, the park will provide a positive, hands-on experience and give children in our community who need it most the tools and opportunity to improve their own health.
- The second is a bike fitness program. The purpose of this program is to increase bike use, not only as a means of alternative transportation, but also as a means of physical fitness. Components of the program would include classes about bike safety, planned rides, nutrition counseling and support. The program will not only help clean the air and aid in weight loss, but will also help prepare participants to ride in our annual Emigrant Trails Bike Trek.



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

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