



BREATHE
CALIFORNIA
of Sacramento-Emigrant Trails

Breathe California of Sacramento-Emigrant Trails

2014-15 Annual Report

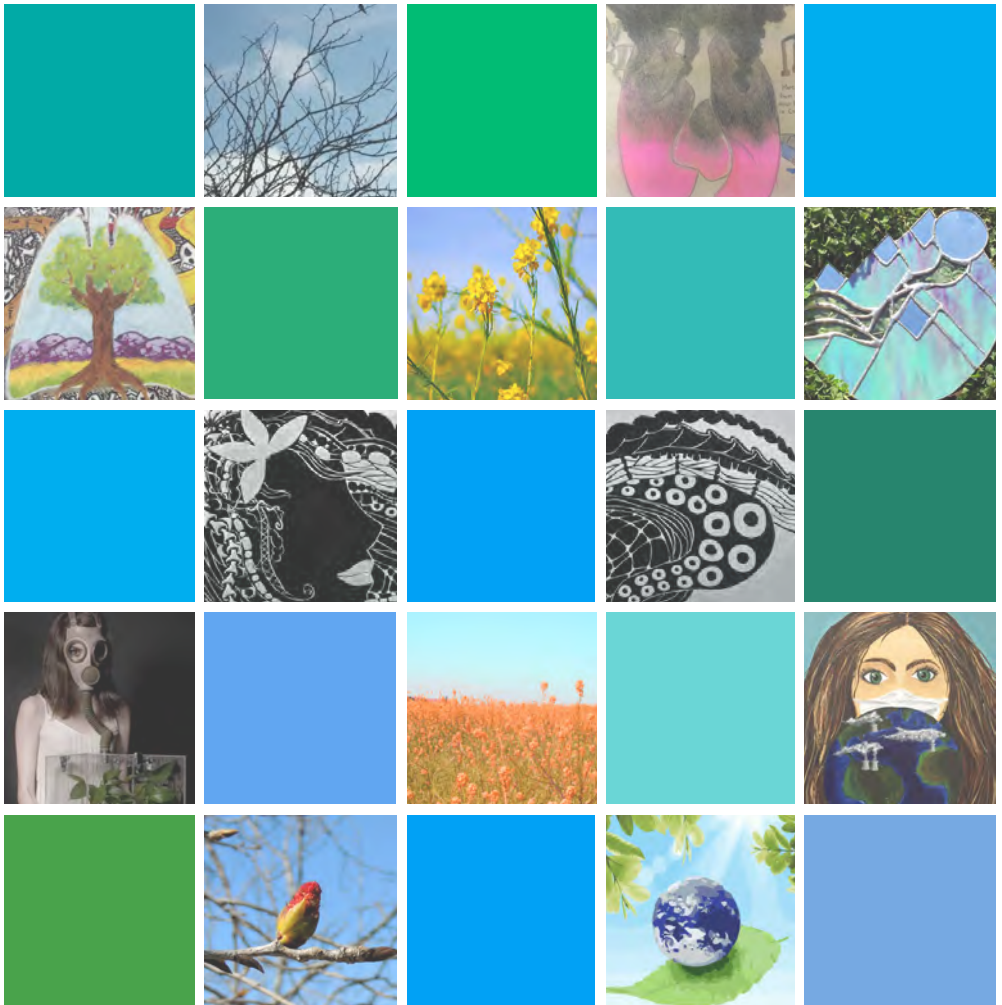


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CLEAN AIR YOUTH PROGRAMS



O24u at Discovery Museum Summer Camps, 2015

O24u ENVIRONMENTAL EDUCATION

With funding from the Sacramento Municipal Air Quality Management District (SMAQMD), the Yolo-Solano Air Quality Management District and the Mr. & Mrs. G. Kirk Swingle Foundation, Breathe California of Sacramento-Emigrant Trails (Breathe California) collaborated with the Sacramento Chinese Community Service Center and several elementary schools in the region to implement O24u at 12 sites, reaching over 1500 students, parents and community members. Four college interns conducted O24u activities in the Discovery Museum and Davis Kids Klub summer camps, serving an additional 200 students.

Under expertise from staff and a former intern (who is now pre-med at UC Davis), the curriculum has received a near complete overhaul in order to be more engaging and relevant to local air quality issues.

School to Fuel

With funding from SMAQMD, Breathe California launched a food waste recycling pilot program, called “School to Fuel” at an elementary school. The program trains student leaders and adult volunteers to separate their cafeteria’s food waste, which is then taken to Sacramento’s biodigester for conversion into clean fuel and electricity.



Sacramento students sort food waste

This project is now set to launch at another school and develop further through a partnership with Republic, Clean World and the city of Elk Grove. The

project also has expanded to include district level education and consultation for schools faced with mandated organics recycling in 2016.

Healthy School Air



Materials were created for the new Healthy School Air program, which was implemented in four schools. The program aims to train student volunteers to lead anti-idling and active transportation campaigns at their schools. Funding from SMAQMD, the Yolo-Solano Air Quality Management District, in collaboration with the Solano Transportation Agency, will allow Breathe California to bring the program to two Sacramento schools in the 2015-16 school year.

School Flag Program

Funding for the Air Quality Flag Program is made possible by SMAQMD. A total of three Sacramento County elementary schools implemented the Air Quality Flag Program during the 2015 peak ground-level ozone season (May 1 - October 31). The program is designed to help school staff and parents protect children's lungs on days when poor air quality poses a health threat.



John Still Elementary

Colored flags are used in conjunction with the Air Quality Index (AQI) Activity Chart to modify activities on days when air quality is especially bad.

Thanks to Breathe California and SMAQMD, an additional 2,000 students, 4,000 parents, 125 faculty members and three surrounding neighborhoods can protect their lungs with the Air Quality Flag Program!

CLEAN AIR POLICY COMMITTEE

The Clean Air Policy Committee is funded by the SMAQMD and is co-chaired by Sue Teranishi and Rick Bettis. In 2014-15, the committee revised the Clean Air Agenda with the addition of a "Healthy Design" section. The agenda was approved by Breathe California's Board in March 2015 and posted to our website. Breathe California held an educational forum with Dr. Richard Jackson, chair of UCLA School of Public Health's Environmental Health Sciences Program, with 160 participants at the CAL/EPA on August 26, 2014.

Event co-sponsors included SMAQMD, California Air Resources Board, the Cleaner Air Partnership, WALKSacramento, Sacramento Area Bicycle Advocates (SABA), and Environmental Council of Sacramento (ECOS).



Breathe California also held a Community Forum on Cap & Trade with 113 participants on May 7, 2015. The forum featured community presentations in addition to a panel moderated by Supervisor Phil Serna and featuring Elizabeth Yura (California Air Resources Board), Arsenio Mataka (California Environmental Protection Agency), and Larry

Guild Theater, Oak Park Greene (SMAQMD). The forum was followed by Community Conversations on Cap & Trade to dive deeper into the issues. The outcome will be recommendations to the California Air Resources Board about administration of the Greenhouse Gas Reduction Fund, in addition to a coalition focused on “family-friendly transportation.”

THE 39th CLEAN AIR AWARDS

2015 Clean Air Champions

Sustainability Winners

The GEO Environmental Science and Academy
Tim Saville and General Truss Company, Inc.

Leadership Winners

Judy Robinson, Sustainability Manager, County of Sacramento
Chef Randall Selland - The Selland Family of Restaurants

Innovative Strategy Winners

City of Rocklin Public Services Department
Sacramento County Department of Waste Management & Recycling



2015 Winners



Clean Air Showcase



High School Art Students

The theme of the 39th Annual Clean Air Awards was Sustainability on Tap. The event featured keynote speaker Cheri Chastain, National Sustainability Manager for Sierra Nevada Brewing Company. The luncheon attracted 310 attendees, 27 sponsors, and a group of 15 local organizations exhibited at the Clean Air Showcase.



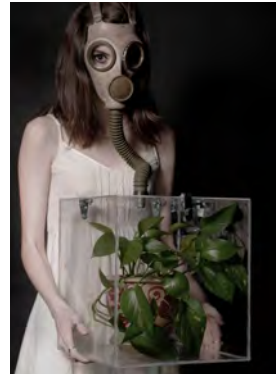
2015 Clean Air Art Contest



Lara Macon, Placer High
Fine Art



Janessa Rubio, Inderkum
High, Graphic Design



Aubry Byrne, Bella Vista
High, Photography



Madeline Page, Bella
Vista High, Sculpture

Breathe California received 100 entries for the 8th Annual Clean Air Art Contest for high school students. The 12 winning entries were displayed at the luncheon. For the first time in the history of the art contest, an expanded collection of 20 pieces of artwork were selected for a travelling exhibition. The collection was displayed at the Crocker Art Museum, Avisen Securities and the Verge Center for the Arts during the months of June - October, 2015.

HEALTHY LUNGS

ASTHMA MANAGEMENT and EDUCATION

Faces of Asthma

Faces of Asthma is a new initiative to put a human face behind asthma in our region while also increasing asthma awareness and promoting better management of symptoms. In 2014-15, Breathe California collected 22 Faces of Asthma Stories, 10 of which were contributed by participants in Parent Asthma Classes.



Blanca and Joseline

Joseline enjoys playing soccer but started experiencing trouble breathing while exercising and having springtime allergies. The first time Joseline showed signs of asthma, Blanca was stressed as she was unaware of what was happening or how to help her daughter. However, by attending the class, Blanca was able to talk to a doctor and get a lot of her questions answered. She also learned that there are two types of inhalers: rescue and controller. Now she knows that during the spring time, her daughter should be on the controller medication. Blanca wants other parents to look out for colds and viruses, because they are the number one triggers for asthma.



Dai'Jonique and Ryan'Na

Single parent Dai'Jonique wanted to learn as much as possible about managing her daughter's health. Her exuberant four-year old daughter, Ryan'Na, suffers from asthma attacks triggered by everyday activities, such as running around with her peers. By attending a parent asthma class, Dai'Jonique found support from respiratory therapists and other parents, received instructions on medications, learned strategies to manage asthma, and left confident that asthma doesn't have to limit Ryan'Na's activities



Todd the Dedicated Father

Todd Woods didn't know his son Jonathon had asthma until he awoke one night to find his son hardly breathing. The sound of his wheezing woke him at 4am, prompting Todd to call 911. Todd's advice to other parents is to "Try not to panic the first time. I panicked the first time. Try to understand [what is happening] and take it slow." Todd has since learned that Jonathon can develop symptoms of asthma in the wintertime or when he gets sick. Thanks to the class, Todd now knows that he can start his son on albuterol as soon as Jonathon gets a runny nose. By working harder to prevent his son's symptoms, Todd hopes to avoid another call to 911.

Parent Asthma Classes

In partnership with the Asthma Collaborative, Kaiser Permanente, SETA's Head Start Program, and the UC Davis Health System, Breathe California provides free asthma education classes to low-income families living in communities with high rates of childhood asthma. These classes teach families how to proactively manage their children's asthma symptoms by identifying and reducing environmental triggers, strictly adhering to their prescribed treatment plans, and maintaining a healthy, active lifestyle. In 2014-15 Breathe California conducted 10 Parent Asthma Classes at five sites and two "Doctor is In" sessions at two of those sites, reaching well over 100 households.



Dr. Gordon Garcia leads an asthma class at Fr. Keith B. Kenny elementary

From a survey of participants before the first class and after the second class we learned that: 1) class participants significantly increased their understanding of asthma management, identification and reduction of trigger exposure, and how to prevent/react to an asthma attack; 2) content was very easy to understand to a diverse audience; 3) participants who took both classes reported needing less rescue medication, and 4) time to speak with medical professionals to get their questions answered was very valuable.



Asthma Toolkit Giveaways
and coordinate outreach and education activities in the community.

Asthma Collaborative

Breathe California's Asthma Collaborative is funded by core dollars and is chaired by Dr. Arif Seyal. The Asthma Collaborative is a partnership between health professionals and community members looking to improve outcomes for people with asthma in our region. The Collaborative meets quarterly to discuss new resources, update informational materials,

In 2014-15 the Collaborative developed a model for mobile asthma screenings, revised the curriculum and instructional exercises for Parent Asthma Classes, coordinated and delivered instruction for 8 Parent Asthma Classes, developed an Asthma Newsletter to be circulated each spring and fall, and recruited more members. More than 118 parents, households and Seta Head Start staff learned how to manage children's symptoms, triggers and medication.

Building a TOBACCO-FREE future

RESEARCH & OUTREACH

Sacramento Taking Action Against Nicotine Dependence (STAND)

Live, Work, Learn Smoke-free – Colleges Project

The objective of this campaign was to work with two community colleges or trade schools to adopt/implement policies that prohibit smoking in outdoor areas or to specified areas. This campaign was funded by the California Tobacco Control Program. STAND

successfully met the objective: Sacramento City College implemented a policy that restricted smoking to designated areas; and Folsom Lake College added electronic smoking devices to their policy. In addition, we assisted Cosumnes River College with policy implementation and began working with the Los Rios Board of Trustees on a system-wide policy.



Live, Breathe, Choose Smoke-free – Multifamily Housing Project

The objective of this campaign was to work with one Sacramento County



AVOID TENANT PROBLEMS
TELL THEM
YOUR SMOKING RULES

jurisdiction to adopt a nonsmoking policy in multifamily housing, which may include disclosure of smoking/nonsmoking policy, designate a percentage (25-50%) of continuous individual units (including balconies and patios) as nonsmoking and/or designate common areas as nonsmoking. This campaign was funded by the California Tobacco Control Program.

STAND exceeded the objective: the City of Folsom adopted two ordinances related to tobacco control in multifamily housing communities between June '14 and April '15. Additionally, Rancho Cordova passed a comprehensive tobacco control ordinance on 6/2/14 that bans smoking in most public places (including indoor common areas of multifamily housing) and requires property managers to disclose smoking policies to rental applicants.

R3Crew

Breathe California is the Community Partner in a Community Academic Research Award (CARA)

2 year pilot research project, funded by the

Tobacco Related Disease Research Program. The project seeks to evaluate the feasibility and effectiveness of smoking cessation interventions for college students that use proactive outreach, compared with 'usual care'.



Project Reveal – Tobacco Free Living Pilot Project

Project Reveal was a collaboration between the Sacramento Chinese Community Service Center and Breathe California and was made possible by funding from the Centers for Disease Control and Prevention and Sierra Health Foundation. The intent was to raise awareness about the marketing strategies tobacco companies use to target kids; to equip youth with strategies to create change in their community and limit the deadly influence of the tobacco industry in the retail environment; and build leadership capacity for youth.

TUTD and the 20th Hackademy Awards

This year, the **Thumbs Up! Thumbs Down! program**, funded by the Truth Initiative, recruited, trained and maintained more than 50 youth reviewers. An additional 70 student participants from the Folsom-Cordova School District were also trained as reviewers and participated in monthly meetings and reviews. TUTD data was published, in partnership with UCSE, in the CDC Morbidity and Mortality Weekly Report: Smoking in Top-Grossing US Movies, 2014. Over 207 movies were reviewed for tobacco content using the TUTD evaluation method. TUTD launched a newly redesigned website where movie evaluation data is posted: www.scenesmoking.org

Attendance for the **Hackademy Awards** was 200 high school and middle school students in 2015. Breathe California launched its first annual anti-tobacco PSA contest in 2015 and featured an anti-tobacco flash mob, photography contest, social media booth and trivia game, all of which were created by and for young adults. With CVS and Panda Cares as first-time sponsors and 100% board participation, the event raised \$16,400 for BREATHE's core operating expenses.



Photobooth fun at the Hackademy Awards

Building BREATHE's mission YOUTH VOICES

Youth Advisory Board

The 2014-2015 Youth Advisory Board (YAB) was composed of twelve students from eight schools covering Sacramento, Yolo & Placer Counties. With funding from the SMAQMD, YAB members created two interactive games and a handout to inform attendees at the 2015 ECOS Earth Day on the air quality benefits of recycling food waste.



YAB member, Naseeha, testifying in support of Senate Bill 140

EMIGRANT TRAILS BIKE TREK

Emigrant Trails Bike Trek: Breathe California celebrated 28 years of cycling for clean air, healthy lungs and a tobacco free future at its 28th Annual Emigrant Trails Bike Trek in Lake Tahoe, CA on September 5-7, 2014.

- A total of 208 Trekkers and 80 volunteers enjoyed three days of cycling, camping and fun.
- 15 cycling teams engaged in friendly competition for team trophies and bragging rights.
- 32 Trekkers raised more than \$1,000 each and were admitted to the official 2014 Winner's Circle.
- A grand total of \$175,000 was raised in support of Breathe California's clean air and lung health programs.



2014-15 FINANCIAL POSITION



Statement of Income and Expenses for the Year Ended June 30, 2015

Income		Expenses	
Public Contribution	44,436	Clean Air	402,231
Special Events (net)	141,300	Tobacco Control, Educati	433,172
Bequests (net)	6,980	Asthma & Lung Disease	102,807
Grants	557,723	Community Health	37,657
Others	128,385	Revenue Generation	9,614
		Management & General	57,447
Total Income	878,824	Total Expenses	1,042,928

STATEMENT OF FUNCTIONAL EXPENSES FOR THE YEAR ENDING JUNE 30, 2015

Statement of Functional Expenses for the Year Ended June 30, 2015

Description	Clean Air	Tobacco Control	Asthma	Other Lung Disease	Community Health	Revenue Generation	Management & General	Total Program Services	Total Support Services	Total
Professional Salaries	191,184	219,275	47,726	5,310	15,461	7,105	32,106	478,956	39,211	518,166
Support Staff	19,011	16,428	8,122	2,605	10,425	15	10,409	56,591	10,424	67,014
Professional Fees	15,842	38,541	2,943	191	829	-	-	58,346	-	58,346
Employee Benefits	73,211	80,926	19,553	2,896	8,839	2,383	14,490	185,216	16,673	202,089
Business Insurance	3,456	5,171	765	51	219	59	234	9,662	292	9,955
Space Renting	25,889	21,024	3,226	88	381	-	-	50,588	-	50,588
Telephone/Fax	1,446	1,470	314	26	111	15	60	3,366	75	3,441
Meetings	5,458	804	172	17	75	-	-	6,527	-	6,527
Supplies	15,517	7,146	3,337	52	226	15	61	26,277	76	26,353
Publication & Printing	10,786	3,241	1,905	32	139	-	-	16,102	-	16,102
Shipping Cost	1,886	1,961	421	36	158	-	-	4,463	-	4,463
Media Expenses	20,975	3,779	-	-	-	-	-	24,754	-	24,754
Office Equipment	5,376	7,201	1,224	65	282	22	87	14,148	109	14,257
Dues & Subscription	1,335	2,128	247	25	108	-	-	3,842	-	3,842
Support of Special Proj.	8	10,258	2	0	1	-	-	10,270	-	10,270
Incentives/Awards	3,579	9,178	666	17	73	-	-	13,513	-	13,513
Travel/Training	4,115	1,411	215	7	28	-	-	5,776	-	5,776
Depreciation	3,177	3,230	691	70	303	-	-	7,471	-	7,471
Total Expenses	402,230	433,174	91,530	11,277	37,657	9,613	57,446	975,868	67,000	1,042,928
								Total Expenses		1,042,928

Audited September 22, 2015 by Nicholson & Olson, CPA's. A complete financial statement is available from Breathe California of Sacramento-Emigrant Trails office, 909 12th Street, Sacramento, CA 95814

2014-2015 BOARD OF DIRECTORS

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