



**BREATHE**  
**CALIFORNIA**  
*of Sacramento-Emigrant Trails*

**The Clean Air and Healthy Lungs People**  
*Since 1917*

**2011-2012 ANNUAL REPORT**



## *A Legacy Lives On...*

Throughout her life, former Breathe California of Sacramento-Emigrant Trails board president Nadya O. Andrews worked tirelessly to make the Sacramento region a more beautiful, healthy and desirable place to live. She was a pioneer in the field of urban planning, and dedicated her life and career to improving the quality of life in this community.



NADYA O. ANDREWS  
1930 - 2011

In addition to working as a principal planner in the Sacramento County Planning Department and earning an appointment to the Sacramento Planning Commission, Nadya also held offices and served on a variety of nonprofit boards. She served on the board of Breathe California of Sacramento-Emigrant Trails from 1981 to 1988. During her tenure as our organization's board president from 1986 to 1987, Nadya was a leader in fighting for the passage of California Proposition 99, the Tobacco Tax and Health Protection Act of 1988.

Both a visionary and a meticulous planner, Nadya ensured that her life's legacy would continue well beyond her years. Though Breathe California of Sacramento-Emigrant Trails was only one of a handful of organizations she named as beneficiaries in her passing, it is clear that Nadya understood the value of our work and shared our dream of creating a thriving community where everyone can breathe clean air and enjoy a lifetime of lung health. In fact, Breathe California of Sacramento-Emigrant Trails was one of only three organizations invited to speak at her memorial service in September 2011.

If you share our vision, and would like to follow Nadya's lead by naming Breathe California of Sacramento-Emigrant Trails as one of your beneficiaries, please contact Kori Titus by phone at (916) 444-5900 ext 210 or via email at [ktitus@sacbreathe.org](mailto:ktitus@sacbreathe.org) for more information.

*Working toward...*

# CLEAN AIR

## BY SUPPORTING RESEARCH

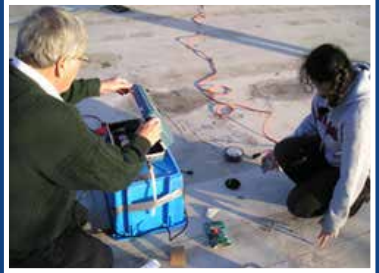
### HEALTH EFFECTS TASK FORCE

In early June, BCSET/HETF hosted its third Vegetation Workshop. Approximately 60 air quality and health experts from EPA, CalEPA, ARB, university research departments, state agencies and local air district leadership convened to discuss both recent research findings and policy implications regarding the potential for mitigating near-road air pollution with roadside vegetation.

This highly successful workshop resulted in a collaborative agreement to seek funding, as well as determine a location for a formal pilot study. The study findings will be shared with both scientists and planners for use in identifying future implementation opportunities.

### ASK. INVESTIGATE. RESOLVE. (A.I.R.) PROJECT

- With funding from the Sacramento Metropolitan Air Quality Management District, eleven students from two high schools conducted the *A.I.R. Project* on their school campuses in Sacramento County.
- Approximately 1,670 students and their parents were reached.



*Student learning real-world environmental testing techniques.*



*Custom-engineered lab equipment used to in pollution mitigation study.*



*Students discuss research findings during A.I.R. Project study.*

*Moving forward with...*

# CLEAN AIR

## ADVOCACY & AWARENESS

### 36<sup>TH</sup> ANNUAL CLEAN AIR AWARDS

Six local Clean Air Champions were recognized at the 36th Annual Clean Air Awards Luncheon in May 2012.

#### INNOVATIVE STRATEGY WINNERS:

UC Davis West Village  
Harv's Car Wash

#### LEADERSHIP WINNERS:

Lisa Baker  
Sacramento Tree Foundation

#### SUSTAINABILITY WINNERS:

County of Sacramento  
Yocha Dehe Wintun Nation



*Rep. from UC Davis West Village accepts a 2012 Clean Air Award for Innovative Strategy*

#### 2012 CLEAN AIR AWARDS LUNCHEON

- The 2012 Clean Air Awards Luncheon, "Be Active. Be Healthy. Breathe Easy," was held at the Sacramento State Alumni Center in May with major support from the Sacramento Air Quality Management District.
- Award categories were revised in 2012 to recognize outstanding accomplishments in cleaning our air through Innovative Strategy, Leadership and Sustainability.
- More than 300 luncheon guests, including community members, local elected officials, sponsors and the winners of the High School Art Contest, enjoyed an engaging keynote speech from health and fitness expert, Brad Kearns.

#### HIGH SCHOOL ART CONTEST

- Our 5th Annual High School Art Contest was held in conjunction with the 2012 Clean Air Awards Luncheon.
- We received more than 150 entries from local high schools students.
- Awards were given in four categories: Fine Art, Photography & Video, Graphic Design and Ceramics & Sculpture.
- Students who received awards in the art contest were invited to attend the Clean Air Awards Luncheon.

## O24U AFTER-SCHOOL CURRICULUM

- With significant funding from Sierra Health Foundation, BCSET implemented O24U in three new Sacramento County schools with high asthma rates, including: Del Paso Heights Elementary and two schools in South Sacramento.
- BCSET continued an on-going partnership with O24U after-school service providers in Yolo and Solano Counties.
- O24U was introduced in two new schools in Yolo County: Shirley Romminger Middle School and Waggoner Elementary School. More than 300 students were reached.
- O24U was introduced in two new schools in Solano County: D.H. White Elementary and Riverview Middle School. More than 275 students were reached.

## POLICY & LEGISLATION

- BCSET worked toward coalescing a regional environmental community.
- BCSET collaborated with the Sierra Club and other partners on the Protect California Campaign.
- BCSET worked closely with the Clean Air Partnership to support AB 146, which gives the Sacramento region representation on the California Air Resources Board.
- BCSET worked with SACOG and other partners to support MTP/SCS for 2035, which was adopted by SACOG in April 2012.
- BCSET will begin to focus on single project endorsements for the 2012-2013 fiscal year.

## 5<sup>TH</sup> ANNUAL HIGH SCHOOL ART CONTEST



**Joseph Gomez**  
1st Place, Fine Art



**Olivia Del Bono**  
1st Place, Photography



**Brooke Eyman**  
1st Place, Sculpture



**Monica Archuleta**  
1st Place, Graphic Design

Supporting and promoting...

# LUNG HEALTH

THROUGH EDUCATION & COMMUNITY OUTREACH

## 17<sup>TH</sup> ANNUAL HACKADEMY AWARDS

- Our *Thumbs Up! Thumbs Down!* youth rolled out the red carpet at the Memorial Auditorium for the 17th Annual Hackademy Awards on Thursday, March 8, 2012.
- Approximately 150 guests of all ages enjoyed a reception with live music performed by 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.
- More than \$30,000 was raised to support and expand our youth programs, thanks to our sponsors, including our Four Star Presenting Sponsors: Western Health Advantage and Sierra Health Foundation.



*Thumbs Up! Thumbs Down! volunteers take the stage at the 2012 Hackademy Awards..*

## YOUR ASTHMA BOOK

- The 5th Edition of *Your Asthma Book* was published, reflecting the most current and up-to-date information on asthma management.
- *Your Asthma Book* was translated into Russian and made available to the local Russian-speaking community both in print and online.
- The book is now available in six different languages: English, Chinese, Spanish, Vietnamese, Hindi and Russian.

## ASTHMA EDUCATION FOR PARENTS

- BCSET presented three classes for parents of children with asthma in three schools throughout the Elk Grove Unified School District.

## YOUTH ADVISORY BOARD

- The 2011-2012 Youth Advisory Board was made up of 13 students from 10 schools in Sacramento, Yolo and Placer Counties.
- Organized a successful fundraiser with Pinkberry
- Hosted the final annual Youth Leadership Summit for students from four area high schools, including Granite Bay, C.K. McClatchey, Rosemont and Vista Del Lago.

## AIR QUALITY FLAG PROGRAM

- The Air Quality Flag Program was launched at three new schools in Sacramento County - Oak Chan Elementary School, Del Paso Heights Elementary School and Matsuyama Elementary
- The program reached 4,000 elementary school students and parents, and 100 faculty members.
- Entire communities surrounding each school are exposed to our Air Quality Flag Program!



*Local children learn about the Air Quality Flag Program during Clean Air Month.*

## AIR QUALITY INDEX ACTIVITY CHARTS

- 3,000 Air Quality Index Activity Charts were distributed throughout the community via the school flag program and local health fairs.
- Air Quality Index Activity Charts are available for free download from our website in multiple languages, including: English, Chinese, Hindi, Spanish and Vietnamese.

## COMMUNITY HEALTH FAIRS

- BCSET representatives attended numerous community health fairs throughout the Sacramento region to distribute information about our organization and available resources. Approximately 5,000 people were reached.



*Trekkers enjoying some time on the road.*

## 2011 EMIGRANT TRAILS BIKE TREK

- Breathe California celebrated 25 years of cycling for clean air, healthy lungs and a tobacco-free future at its 25th Annual Emigrant Trails Bike Trek in Petaluma on September 9-11, 2011.
- 258 Trekkers supported by 100 volunteers enjoyed 3 days of cycling, camping and fun.
- 19 teams engaged in friendly competition for coveted team trophies and bragging rights.
- Over \$219,000 was raised to support Breathe California's lung health programs, with 46 Trekkers making it into the Winners Circle, having raised over \$1,000 each.



*Trekkers enjoying a well-deserved rest stop.*

*Creating and maintaining a...*

# TOBACCO-FREE FUTURE

IN THE SACRAMENTO REGION



*Students count cigarette butts collected for Billions of Butts*



*Student volunteers take a STAND at campus health fairs.*



*TUTD Reviewers strike a pose at the 2012 Hackademy Awards.*

## S.T.A.N.D. PROJECTS

The STAND Project currently has two focuses:

- 1) To protect people from secondhand smoke on community college campuses, trade schools and in multi-family housing units in low-income neighborhoods through voluntary policies.
- 2) To provide resources and best practices to advocate working on young adult tobacco control projects.

## THE ATTACK TOOLKIT PROJECT

- The project trained more than 400 participants from various organizations working on countering tobacco industry marketing aimed at young adults through four interactive training webinars.
- Membership on the ATTACK website has grown to more than 600 members. Although the project has ended, most (73%) said they would recommend ATTACK Toolkit to their colleagues.

## THUMBS UP! THUMBS DOWN! YOUTH PROGRAM

- This year's TUTD program recruited and maintained 43 student movie reviewers.
- A partnership with UCSF yielded a CDC Morbidity and Mortality Weekly Report: *Smoking in Top-Grossing Movies - United States 2010*
- A brand new, soon-to-launch website was developed for [www.SceneSmoking.org](http://www.SceneSmoking.org).



## SMOKE-FREE MULTI-FAMILY HOUSING CAMPAIGN

- Conducted public opinion polls of 154 apartment renters to determine level of support for smoke-free, multi-family housing policies in low income housing; 90% believe tobacco smoke is harmful and 64% believe all apartments should be smoke-free.
- Conducted 21 key informant interviews of property managers about smoke-free rentals; 43% already had nonsmoking policies in place, but the majority did not.
- 282 properties offering smoke-free rentals are now listed on [www.SmokeFreeRental.com](http://www.SmokeFreeRental.com), 135 of which are in the Sacramento Valley.
- Started a Facebook page for [SmokeFreeRental.com](http://SmokeFreeRental.com).
- Developed and ran 11 online ads (10 Facebook and 1 Google) that promoted [SmokeFreeRental.com](http://SmokeFreeRental.com). As a result of these ads, the website received over 1,175 visitors, 1,040 of which were first-time visitors.
- Distributed 68 Quit Smoking Kits, 1,804 advocacy campaign materials at events and 1,243 pieces of educational materials.



*Student volunteers display a bag of cigarette butts collected from their campus for B.O.B.*



*The SmokeBusters make an appearance at the Rental Housing Association Expo*

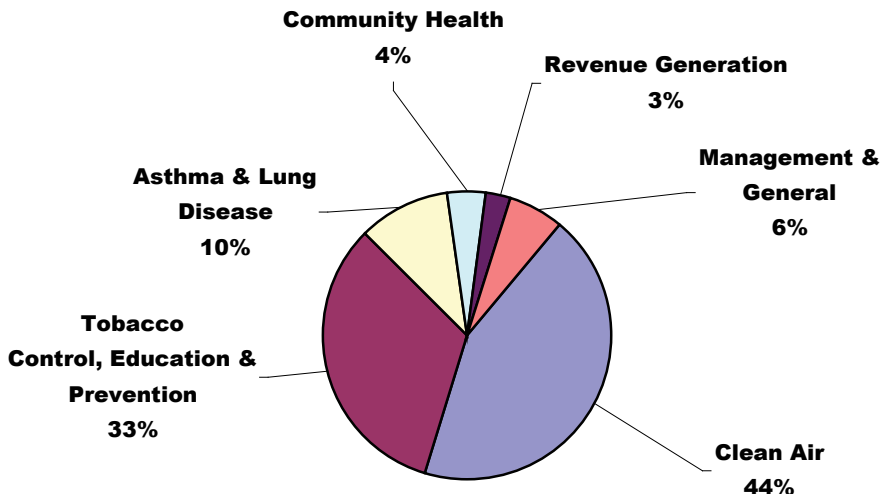
## SMOKE-FREE COLLEGES CAMPAIGN

- Collected 9,215 cigarette butts at both Folsom Lake and American River Colleges as part of a national campaign called B.O.B - Billions of Butts.
- Conducted 208 public opinion surveys of students, staff and administration to determine support for strengthening the current smoke-free policy, which is 30 feet from entryways and ventilation systems. The majority polled support establishing designated smoking areas.

Demonstrating fiscal accountability...

# FINANCIAL STATEMENT

## 2011-2012



### Statement of Income and Expenses for the Year Ended June 30, 2012

Income		Expenses	
Public Contribution	28,554	Clean Air	505,995
Special Events (net)	180,031	Tobacco Control, Educati	378,910
Bequests	-	Asthma & Lung Disease	118,035
Grants	667,292	Community Health	50,865
Others	32,701	Revenue Generation	33,678
		Management & General	70,166
<b>Total Income</b>	<b>908,578</b>	<b>Total Expenses</b>	<b>1,157,649</b>

### Statement of Functional Expenses for the Year Ended June 30, 2012

Description	Clean Air	Tobacco Control	Asthma	Other Lung Disease	Community Health	Revenue Generation	Management & General	Total Program Services	Total Support Services	Total
<b>Professional Salaries</b>	161,196	174,807	48,219	6,137	19,208	21,346	36,152	409,567	57,498	467,065
<b>Support Staff</b>	14,513	23,889	7,251	2,442	12,262	-	9,777	60,357	9,777	70,134
<b>Professional Fees</b>	185,496	37,192	3,302	403	1,449	573	741	227,842	1,314	229,156
<b>Employees Benefits</b>	73,123	79,149	22,947	3,415	12,055	8,812	17,704	190,689	26,516	217,205
<b>Business Insurance</b>	3,663	4,352	1,178	160	575	479	619	9,928	1,098	11,026
<b>Space Renting</b>	14,968	16,925	4,725	731	2,881	1,818	3,915	40,030	5,733	45,763
<b>Telephone/Fax</b>	2,114	2,863	696	79	286	106	137	6,038	243	6,281
<b>Meetings</b>	8,374	3,473	876	119	427	-	-	13,269	-	13,269
<b>Supplies</b>	5,418	7,883	1,208	72	258	54	69	14,839	123	14,962
<b>Publication &amp; Printing</b>	14,057	5,522	9,669	52	186	2	3	29,486	5	29,491
<b>Shipping Cost</b>	1,025	1,135	308	35	127	-	-	2,630	-	2,630
<b>Media Expenses</b>	10,072	2,347	23	3	11	-	-	12,456	-	12,456
<b>Office Equipment</b>	2,277	3,818	767	80	286	-	-	7,248	-	7,248
<b>Dues &amp; Subscription</b>	783	1,471	252	34	123	-	-	2,063	-	2,063
<b>Support of Special Proj.</b>	-	4,582	-	-	-	-	-	4,582	-	4,582
<b>Incentives/Awards</b>	3,429	3,139	734	32	114	1	1	7,448	2	7,450
<b>Travel/Training</b>	1,480	1,832	577	28	100	-	-	4,017	-	4,017
<b>Depreciation</b>	4,007	4,531	1,265	196	717	487	1,048	10,716	1,535	12,251
<b>Total Expenses</b>	<b>505,995</b>	<b>378,910</b>	<b>104,017</b>	<b>14,018</b>	<b>50,865</b>	<b>33,678</b>	<b>70,166</b>	<b>1,053,805</b>	<b>103,844</b>	<b>1,157,649</b>
								<b>Total Expenses</b>		<b>1,157,649</b>

Audited October 8, 2012 by Gibson & Company, Inc

A Complete Financial Statement is available at the Breathe California of Sacramento-Emigrant Trails Office  
909 12th Street, Sacramento, CA 95814

## 2011-2012 BOARD OF DIRECTORS

### OFFICERS

<b>President</b> Sue Schooley <i>Transportation Systems Management Coordinator, City of Roseville</i>	<b>President-Elect</b> Ralph Propper <i>Research Division, CalEPA/ ARB</i>
<b>Treasurer</b> Jarvio Grevious <i>Executive Director, Public Strategies Extend Health, Inc.</i>	<b>Immediate Past-President</b> Diana Proctor <i>R Street Project Manager, CalPERS</i>

### BOARD MEMBERS

Roni Abacherli <i>Manager, Kaiser Permanente</i>	Ken Hough <i>Retired</i>
Paul Adams <i>Integrated Media Sales Manager, Clear Channel Radio</i>	Michelle Kessel-Harbart <i>Director, Marketing &amp; Operations, Avisen Securities, Inc.</i>
Peter Adams <i>Director, The Permanente Medical Group</i>	Diana Parker <i>Coordinator, Education Relations, SMUD</i>
Jennifer Copeland <i>Teacher, San Juan Unified School District</i>	Ashley Rice <i>Human Resources, CISCO Systems</i>
Patricia Dean <i>Finance Supervisor, Abbott Laboratories</i>	Rita Ruecker <i>Chief Financial Officer, Western Health Advantage</i>
Jim Edelen <i>Retired</i>	Arif Seyal, MD <i>Chief of Allergy, Asthma and Clinical Immunology, North Valley, Kaiser Permanente</i>
Gordon Garcia, MD <i>Allergist, Kaiser Permanente</i>	Jean Shaw <i>Reverend</i>
Doug Grandt <i>California ARB, Climate Project</i>	Sue Teranishi <i>Retired</i>
Kristin Gray <i>NextLevel IT</i>	Earl Withycombe <i>Environmental Engineer, California ARB</i>
Helen Hernandez <i>Retired</i>	

## 2011-2012 STAFF

Kori Titus <i>Chief Executive Officer</i>
Kimberly Bankston-Lee <i>Senior Program Director</i>
Judy Bruguier <i>Senior Director</i>
Jenna Dittman <i>Communications Mgr.</i>
Anne Iaccopucci <i>Program Manager</i>
Argelia Leon <i>Program Manager</i>
Alexsey Tyannikov <i>Program Manager</i>
Shellie Willetts <i>Program Manager</i>
Raquel Lopez <i>Office Manager</i>
Gi-Diep Nguyen <i>Controller</i>
Margaret Tsai <i>Communications Assoc.</i>

### CONSULTANT

Betty Turner <i>Health Effects Task Force</i>
--



*Moving forward with...*

# GOALS & OBJECTIVES

FOR 2012-2013

- **HEADSTART ASTHMA PROGRAM**

Develop and implement a program to provide free asthma education workshops to low-income parents at local SETA Headstart child care centers.

- **O24U AFTERSCHOOL PROGRAM**

Expand the O24U environmental education program by significantly increasing the number of schools in which the O24U afterschool curriculum is implemented.

- **HACKADEMY AWARDS REMIX**

Revise the current Hackademy Awards event format to help increase participation rates and maximize outreach efforts among local youth.

- **RELAUNCH BIKE FIT PROGRAM**

Revise the Bike Fit Program to both educate and inspire new rider throughout our community to take up cycling not only as a way to lose weight and improve their overall physical fitness, but also as a means of alternative transportation.

OUR SINCEREST THANKS TO OUR 2011-2012 SPONSORS!



SIERRA HEALTH FOUNDATION  
*An Endowment for Northern California*

SACRAMENTO METROPOLITAN



Regional  
Transit



SACRAMENTO  
STATE

