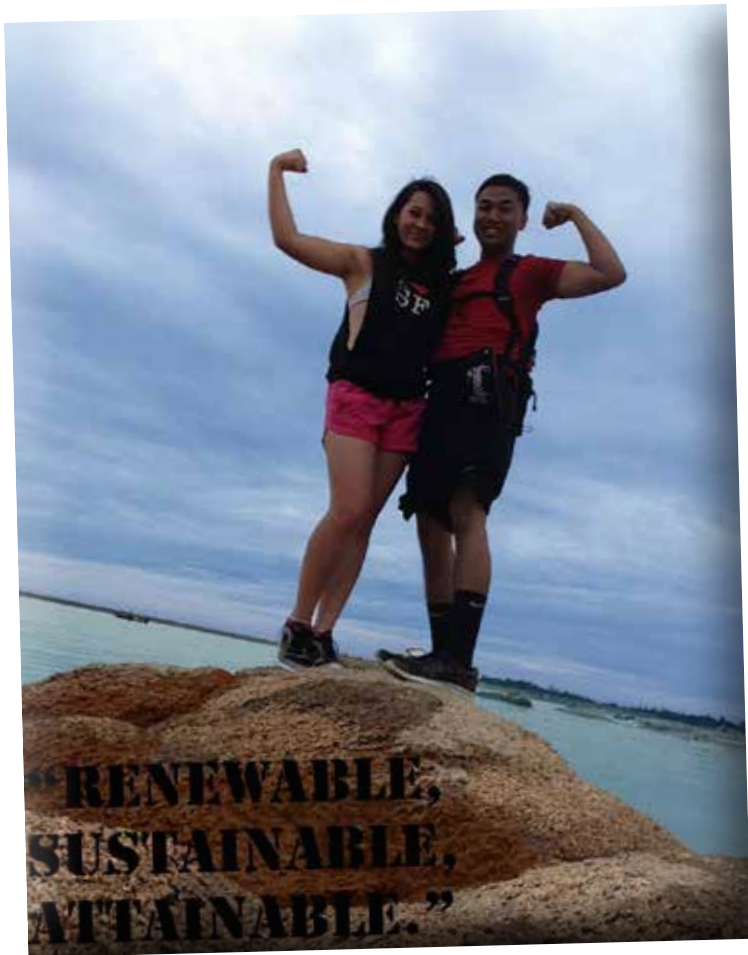


# BREATHE CALIFORNIA 2012-2013 ANNUAL REPORT



*Photograph by Alexandra Wong, Inderkum High School  
"People's Choice Award" Winner, 2013 High School Art Contest*



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

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

Advocating for...

# HEALTHY AIR

## THROUGH OUTREACH & ENGAGEMENT



Student illustrates what she learned in the O24u afterschool program

### O24U ENVIRONMENTAL EDUCATION

- With funding from the Sacramento Metropolitan Air Quality Management District, the O24u Environmental Education Curriculum was implemented in four *Think Together* After School Program sites, spanning two Sacramento County School Districts, and reaching over 300 students, parents and community members.
- Analysis of pre- and post-program questionnaires revealed improvements in air quality knowledge, along with positive changes in students' attitudes and behaviors toward cleaning the air.
- In a new effort to reach students in summer enrichment programs, O24u was launched at the Davis Kids Klub/A.C.C.E.S.S. Summer Camp. The program was re-launched at Plainfield Elementary School, and four additional sites will begin the program in the fall of 2013 with funding provided by the Yolo-Solano Air Quality Management District.



Superhero sightings at the Breathe Fun Ride in May 2013

### THE BREATHE FUN RIDE

- In May 2013, the Youth Advisory Board teamed up with our Board of Directors to create and execute *The Breathe Fun Ride* - a new, family-friendly outreach event to promote cycling as a primary mode of transportation.
- Each participant in this super-hero themed ride was encouraged to “Be a Zero Emission Hero” as they enjoyed a beautiful afternoon full of cycling, food, games and fun!



YAB Member works the face painting booth at the Breathe Fun Ride

## YOUTH ADVISORY BOARD

- The 2012-13 Youth Advisory Board (YAB) was composed of eight students from five schools across Sacramento, Yolo and Placer Counties.
- YAB members participated in the Breathe Fun Ride, as well as the Earth Day Fair at Southside Park where they shared information about BREATHE's mission, programs and events with community members.

## PUBLIC POLICY

- After years of concerted effort, 2013 marked the passage of **AB 146 (Dickinson)**, which gives the Sacramento region official representation on the statewide California Air Resources Board.
- BREATHE's Policy Committee identified five key priority projects to monitor closely in the coming year: the Downtown Arena, the Elk Grove Sphere of Influence, the Folsom General Plan, Cordova Hills development and the Jackson Highway projects.



*Assemblyman Roger Dickinson joins Kori Titus and other clean air advocates at the AB 146 Press Conference*



## 2012 EMIGRANT TRAILS BIKE TREK

- Breathe California celebrated 26 years of cycling for clean air, healthy lungs and a tobacco-free future at its 26th Annual Emigrant Trails Bike Trek in Petaluma on September 7-9, 2012.
- A total of 228 Trekkers and 85 volunteers enjoyed three days of cycling, camping and fun.
- Twelve 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 2012 Winner's Circle.
- A grand total of \$190,000 was raised in support of Breathe California's clean air and lung health programs.

Promoting and maintaining...

# LUNG HEALTH

## THROUGH EDUCATION & OUTREACH



*Students pose with Scooter at an Elementary School Air Quality Flag Kick-Off Assembly*



*Dr. Arif Seyal leads a Parent Asthma Class at a local SETA Head Start Center*



*Eager students learn about the importance of air quality at a Flag Kick-Off Assembly*

### YOUR ASTHMA BOOK

- *Your Asthma Book* is a publication that is continually reviewed by BREATHE's Asthma Collaborative to reflect the most current, up-to-date information on proactive asthma management.
- *Your Asthma Book* is a free educational resource, available in print and online.
- It is now available in five languages: Chinese, English, Hindi, Spanish, Russian and Vietnamese.

### ASTHMA EDUCATION FOR PARENTS

- BREATHE piloted a new series of physician-led Parent Asthma Classes at SETA Head Start Centers with major support from Kaiser Permanente.
- The Parent Asthma Classes were designed to increase asthma awareness among low-income families with children enrolled at SETA Head Start Centers.
- Classes were held at three Head Start Centers in Sacramento County: Fruitridge Center, Country Woods Center and Freedom Park.
- More than 100 households were educated about how to identify asthma symptoms in their children and proactively manage the disease.

## SCHOOL FLAG PROGRAM

- BREATHE introduced the School Air Quality Flag Program to three new elementary schools in Sacramento County, including: Natoma Station Elementary, Cordova Villa Elementary and Theodore Judah Elementary.
- Each school enjoyed a formal Flag Program Kick-Off assembly, where more than 1,600 children were introduced to important air quality and lung health concepts as they learned how to read, interpret and apply our Air Quality Index (AQI) Activity Charts through an exciting, interactive presentation.
- Each student and faculty member present was sent home from the assembly with an AQI Activity Chart to share with their friends and families.
- This year, approximately 4,200 people in our community were educated through our School Flag Program outreach efforts.



*Natoma Station Elementary flies a yellow flag to indicate the day's air quality.*

## AQI ACTIVITY CHARTS

- Our Air Quality Index (AQI) Activity Charts help individuals better manage their lung health, based on daily air quality ratings.
- They are currently available both in print and online in five languages, including: English, Chinese, Hindi, Spanish and Vietnamese.
- This year, BREATHE distributed more than 3,000 AQI Activity Charts throughout the Sacramento region via the School Flag Program, health fairs and other community outreach events.

Recommendations for Schools and Others on Poor Air Quality Days* An Quality Index (AQI) Chart for Ozone (3-in standard)					
ACTIVITY	0 to 50 GOOD	51 to 100 MODERATE	101 to 150 UNHEALTHY FOR SENSITIVE GROUPS	151 to 200 UNHEALTHY	201 to 300 VERY UNHEALTHY
Outdoor Activities	Encourage all activities.	Encourage all activities.	Encourage all activities.	Encourage all activities.	Encourage all activities.
Public Places	Encourage all activities.	Encourage all activities.	Encourage all activities.	Encourage all activities.	Encourage all activities.
Workplaces	Encourage all activities.	Encourage all activities.	Encourage all activities.	Encourage all activities.	Encourage all activities.
Health	Encourage all activities.	Encourage all activities.	Encourage all activities.	Encourage all activities.	Encourage all activities.

*This AQI Activity Chart can be downloaded from our website: [www.SacBreathe.org](http://www.SacBreathe.org)*

Promoting and encouraging....

# CLEAN AIR

## AWARENESS & ADVOCACY



### CLEAN AIR AWARDS LUNCHEON

- The 2013 Clean Air Awards Luncheon, “Renewable. Sustainable. Attainable.” was held at the Sacramento State University Union in May with major support from the Sacramento Metropolitan Air Quality Management District.
- 2013 Clean Air Awards were presented to six regional clean air champions in the following categories: Innovative Strategy, Leadership and Sustainability.
- More than 25 businesses and organizations from throughout the region participated in the pre-luncheon exhibition, showcasing their latest clean air innovations to event attendees.
- More than 325 guests, including business leaders, elected officials, award winners and community members were in attendance.
- Guests enjoyed a keynote address by Shawn Harrison, Founder and Co-Director of Soil Born Farms Urban Agriculture & Education Project.

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**WINNING IMAGES FROM THE  
2013 ART CONTEST**

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Czarek Wieruszewski  
Squaw Valley Academy  
1st Place, Fine Art



## HIGH SCHOOL ART CONTEST

- In 2012-13, BREATHE hosted its 6th Annual High School Art Contest in conjunction with the Clean Air Awards Luncheon.
- We received more than 100 entries from six participating high schools.
- Entries were judged in four categories by Art Professor Dan Herrera. Winners were displayed at the Clean Air Awards Luncheon
- A newly created *People's Choice Award* was also selected from among the finalists via social media polling.

## HEALTH EFFECTS TASK FORCE

- The Health Effects Task Force (HETF) continued studies surrounding the near-roadway dispersement patterns of ultra-fine particulates from vehicle brake pads and tailpipe emissions.
- HETF intends to host a second conference on vegetation and near-roadway pollution mitigation strategies in 2015.



## 2013 CLEAN AIR CHAMPIONS

### INNOVATIVE STRATEGY WINNERS:

CleanWorld  
Union Pacific Railroad Co.  
United Parcel Service

### LEADERSHIP WINNER:

Dr. Caroline Peck,  
MD, MPH, FACOG

### SUSTAINABILITY WINNERS:

City of Auburn  
The Home Energy  
Conservation Program

Brianna Savala  
Vacaville High School  
1st Place, Sculpture



Brianna Santiago  
John F. Kennedy High School  
1st Place, Graphic Design



Alexandra Wong  
Inderkum High School  
1st Place, Photography



Creating and maintaining a...

# TOBACCO-FREE FUTURE

## IN NORTHERN CALIFORNIA

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

In 2012-13, the Sacramento Taking Action Against Nicotine Dependence (S.T.A.N.D.) projects were primarily focused in two target areas:

- Protecting people from secondhand smoke on college campuses and in low income multi-family housing units through the establishment of voluntary smoke-free policies.
- Providing resources and best practices to advocates working on young adult tobacco control projects.



Senior Program Director, Kimberly Bankston-Lee gets creative at the RHA Expo.

### SMOKE-FREE HOUSING

- STAND continues to address issues surrounding second- and third-hand smoke in multi-family housing units (MUH) that cater to low-income tenants through the voluntary adoption of smoke-free policies by property managers and owners.
- Project staff provided technical assistance to property managers in reviewing sample smoke-free policies, recommending policy options, observing apartments and surveying residents.
- As of June 2013, eight apartment communities and one property management company have revised or adopted new smoke-free policies in their communities as a result of STAND's efforts.

### SMOKE-FREE COLLEGES

- STAND is continuing their work to create smoke-free college campuses by educating students and staff about the health impacts of secondhand smoke, the environmental impacts of tobacco litter, and the legal grounds for adopting and implementing no-smoking policies.
- In 2013, both Consumnes River and Folsom Lake Colleges adopted stricter smoking policies that limit smoking to designated areas only.



## THUMBS UP! THUMBS DOWN!

- This year, the *Thumbs Up! Thumbs Down!* Project, generously funded by the American Legacy Foundation, recruited, trained and maintained a group of 32 youth volunteers.
- Over 150 movies were reviewed for tobacco content using the TUTD evaluation method.
- In partnership with the University of California at San Francisco, TUTD data was published in the *CDC Morbidity and Mortality Weekly Report: Smoking in Top-Grossing US Movies, 2012*.

## HACKADEMY AWARDS

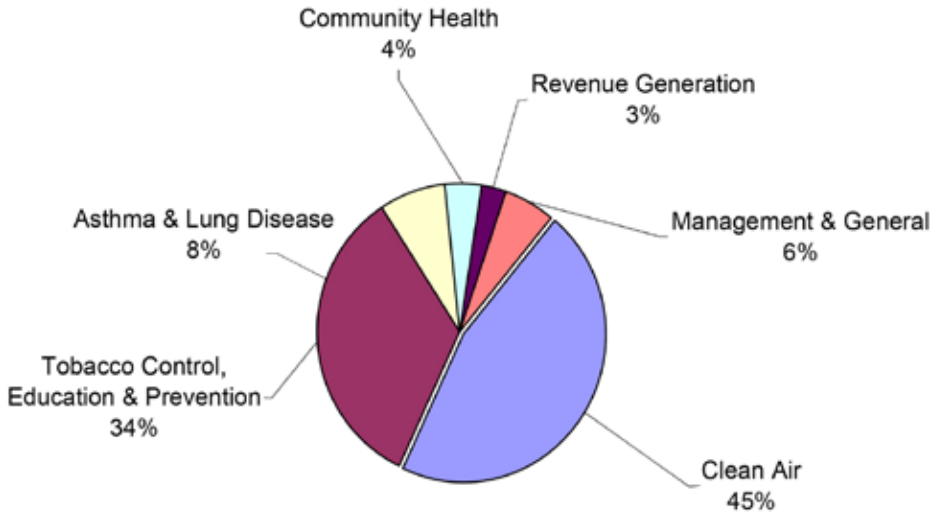
- Our *Thumbs Up! Thumbs Down!* volunteers rolled out the red carpet for the 18th Annual Hackademy Awards at the Sacramento Turn Verein on Friday, February 22, 2013.
- More than 150 guests were in attendance as our TUTD volunteers presented *Thumbs Up!* and *Thumbs Down!* Awards to some of this year's top Hollywood films.
- In addition to the traditional Hackademy Awards ceremony, this year's event featured an educational youth-oriented After Party, where teens enjoyed free food, games, music and a variety of entertainment.
- Adults in attendance were treated to beverages, hors d'oeuvres and live music from Brandi Robinson and Sheldon Jazz Band in the upstairs VIP Lounge.
- More than \$20,000 was raised to support and expand our youth programs, thanks to our sponsors, including Four Star Presenting Sponsor, Western Health Advantage.



Demonstrating fiscal accountability...

# FINANCIAL STATEMENT

## 2012-2013



### Statement of Income and Expenses for the Year Ended June 30, 2013

Income		Expenses	
Public Contribution	26,375	Clean Air	478,756
Special Events (net)	145,060	Tobacco Control, Educati	353,048
Bequests	10,000	Asthma & Lung Disease	79,716
Grants	630,576	Community Health	41,292
Others	73,717	Revenue Generation	29,532
		Management & General	61,496
<b>Total Income</b>	<b>885,728</b>	<b>Total Expenses</b>	<b>1,043,839</b>

### Statement of Functional Expenses for the Year Ended June 30, 2013

Description	Clean Air	Tobacco Control	Asthma	Other Lung Disease	Community Health	Revenue Generation	Management & General	Total Program Services	Total Support Services	Total
	Professional Salaries	149,064	162,676	31,142	4,998	15,392	19,772	30,877	363,272	
Support Staff	16,287	28,843	7,684	2,513	10,050		10,050	65,377	10,050	75,427
Professional Fees	178,880	32,523	2,158	380	1,380			215,320	-	215,320
Employees Benefits	69,760	73,276	15,482	2,929	9,933	7,359	15,657	171,379	23,016	194,395
Business Insurance	4,916	4,551	545	71	259	181	336	10,343	517	10,860
Space Renting	13,031	15,090	3,061	592	2,006	1,559	3,228	33,780	4,787	38,567
Telephone/Fax	2,209	2,949	437	77	280	90	168	5,952	257	6,210
Meetings	8,874	689	107	19	68			9,757	-	9,757
Supplies	4,982	4,580	3,564	50	180	6	12	13,355	18	13,374
Publication & Printing	9,384	4,900	521	92	333			15,230	-	15,230
Shipping Cost	1,352	1,665	271	45	164			3,498	-	3,498
Media Expenses	8,569	683	15	3	10			9,279	-	9,279
Office Equipment	2,809	5,219	482	85	308			8,903	-	8,903
Dues & Subscription	302	768	65	11	42			1,189	-	1,189
Support of Special Proj.	151	5,304	33	6	21			5,514	-	5,514
Incentives/Awards	2,690	2,684	771	21	77			6,243	-	6,243
Travel/Training	781	1,189	151	17	64			2,202	-	2,202
Depreciation	4,713	5,458	1,107	214	725	564	1,168	12,218	1,732	13,950
<b>Total Expenses</b>	<b>478,756</b>	<b>353,048</b>	<b>67,593</b>	<b>12,123</b>	<b>41,292</b>	<b>29,532</b>	<b>61,496</b>	<b>952,812</b>	<b>91,028</b>	<b>1,043,839</b>

Audited November 12, 2013 by Gibson & Company, Inc.

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

## 2012-2013 BOARD OF DIRECTORS

### OFFICERS

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Ralph Propper

*Research Division, CalEPA/  
ARB*

#### Treasurer

Michelle Kessel-Harbart

*Director, Marketing &  
Operations, Avisen Securities,  
Inc.*

#### President-Elect

Ashley Rice

*Human Resources, CISCO  
Sytms*

#### Immediate Past-President

Sue Schooley

*Transportation Systems  
Management Coordinator,  
City of Roseville*

### BOARD MEMBERS

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*Manager, Kaiser Permanente*

Paul Adams

*Integrated Media Sales  
Manager, Clear Channel  
Radio*

Peter Adams

*Director, The Permanente  
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Jennifer Copeland

*Teacher, San Juan Unified  
School District*

Gordon Garcia, MD

*Allergist, Kaiser Permanente*

Kristin Gray

*NextLevel IT*

Ken Hough

*Retired*

Alex Kelter, MD

*Retired*

Don Knutson

*Retired*

Charles Mason, Jr.

*President and CEO,  
Ubuntu Green*

Diana Parker

*Coordinator, Education  
Relations, SMUD*

Diana Proctor

*Coordinator, Education  
Relations, SMUD*

Rita Ruecker

*Chief Financial Officer,  
Western Health Advantage*

Arif Seyal, MD

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

Sue Teranishi

*Retired*

Suzanne Teuber, MD

*Professor of Medicine,  
University of California at  
Davis*

Earl Withycombe

*Environmental Engineer,  
California ARB*

## BREATHE CALIFORNIA

### 2012-2013 STAFF

Kori Titus

*Chief Executive Officer*

Kimberly Bankston-Lee

*Senior Program Director*

Judy Bruguier

*Senior Director*

Natalie Lanning

*Youth Programs  
Manager*

Alexsey Tyannikov

*Program Manager*

Shellie Willetts

*Program Manager*

Stacy Springer

*Trek Coordinator*

Raquel Lopez

*Office Manager*

Gi-Diep Nguyen

*Controller*

Erin Piepgrass

*Communications Assoc.*

Betty Turner

*Health Effects Task  
Force Consultant*

# LOOKING AHEAD

## WHAT'S IN STORE FOR 2013-2014?

### PARENT ASTHMA CLASSES

With the successful pilot of our free physician-led SETA Head Start Parent Asthma Classes, we plan to continue developing and expanding the program throughout 2013-14.

### HACKADEMY AWARDS

In 2014, we will continue to revamp and revise the Hackademy Awards to increase attendance and appeal to a greater diversity of youth across the Sacramento region. We hope to incorporate live performance elements into the awards ceremony, as well as give our TUTD youth volunteers greater opportunities for input in regard to the event's direction.

### HEALTHY SCHOOL AIR CAMPAIGN

In the coming school year, we plan to develop and implement a program to improve the air quality at local middle schools by reducing car idling on campus.

### GREEN BUILDING PROJECTS

We will continue to search for ways to make the BREATHE Building more environmentally sustainable. In the fall, we will be switching to more energy efficient lighting fixtures. We also hope to develop a comprehensive, building-wide food waste recycling program over the coming year.

## MANY THANKS TO OUR MAJOR 2012-2013 SPONSORS

