



BREATHE
CALIFORNIA
Sacramento Region

Annual Report
2020-2021

Letter from the CEO

The Breathe California Sacramento Region 2020/2021 Annual Report showcases the accomplishments of our organization's board, volunteers, and staff in our 104th year fighting lung disease and the conditions that cause it. From our work in air quality with food waste recycling, wildfire smoke education, air quality monitoring in underserved communities, and electric vehicle implementation, to our work on the front lines educating youth on the insidious tactics of the tobacco industry and advocating for smoke free multi-unit housing, we are addressing lung disease from every angle.

With the shift to a remote work world, our focus has been on program delivery despite unprecedented challenges. This has meant in-person youth programming goals, wildfire smoke emergency plan meetings, advocacy work, and even staff and board meetings all accomplished in a virtual setting. And while we are very excited to see each other in person again, our advocacy efforts and programming haven't skipped a beat. In fact, this year we welcomed two new board members, forged relationships with new partners, and expanded our programs and staff.

In the following pages you'll read how BREATHE continues to work towards its mission of clean air, healthy lungs, and tobacco-free communities. We welcome your comments and questions, and, above all, we look forward to gathering again to celebrate the passing of a tumultuous time.

In health,

A handwritten signature in cursive script that reads "Stacy Springer". The signature is written in black ink and is positioned above the printed name.

Stacy Springer

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Community Engagement

Our Community CarShare (OCCS)



OCCS is a pilot program of the Sacramento Metropolitan Air Quality Management District (SMAQMD). BREATHE works closely with state agencies, local organizations, and multiple housing providers to help remove barriers that impact an individual's transportation independence. We strive to provide excellent outreach and education to continue assisting participating residents in low-income and disadvantaged communities by providing access to zero-emission electric vehicles (EV).

Over the past year, due to the impacts and restrictions of in-person meetings imposed by our local government in response to the pandemic, BREATHE had to implement creative strategies to continue expanding the program amidst the shutdown. We quickly recognized that without a regularly scheduled in-person presence at each site, there was a disconnect in relaying information and updates to our members. BREATHE swiftly addressed this concern by shifting monthly in-person site visits to bi-weekly Zoom meetings to provide a space for participants to get support and ask questions. As limitations to in-person gatherings lessened, BREATHE switched to an alternating bi-weekly schedule of a Zoom meeting and a socially distant in-person meeting. All socially distant in-person meetings were held with the safety of the public in mind. Tables were set up outside and 6 feet apart with plexi-glass partitions between staff and participants. Personal protective equipment (PPE) and supplies were made available to all participants, which included hand sanitizer bottles, disinfectant sprays and wipes, gloves, and masks. BREATHE also made the recommendation to place hand sanitizer bottles in each OCCS vehicle, provided masks and gloves to participants as needed, and advised participants to keep the windows slightly rolled down to maintain a constant flow of fresh air circulating in the vehicle during their trip. Additionally, we expanded communication by adding a texting service to reach a larger number of participants. Through the pandemic, the program continued to expand and grew by approximately 1.13% to serve 647 participants by the end of BREATHE's fiscal year.



This project is set to launch additional sites and will be moving into a new phase with sustainability in focus for the upcoming year. We hope to continue developing relationships that will strengthen the network of support for individuals in these communities to improve their quality of life through clean and accessible transportation and promote equity through clean and healthy air for everyone.

Air Quality Monitoring and Education

Sacramento Neighborhoods Activating on Air Quality (SNAAQ) is a partnership between Valley Vision, WALKSacramento, Green Tech Education, the communities of Old North Sacramento/Norwood and Oak Park, and more to monitor air quality at the neighborhood level and to work with communities to interpret results and improve public health. The project began in 2019 with funds from California Air Resources Board's Community Air Protection Program, funded by AB 617 to address environmental justice in underserved communities and to prepare communities to receive AB 617 designation and resources as opportunities arise.

While BREATHE has maintained a program partner role throughout the project and has engaged in every element of the work, our primary role has been to create the Clean Air for All curriculum and deliver it to schools in the two communities of focus. The curriculum was designed for students in grades 6th-8th and to be deployed in the classroom. Because of COVID-19 and schools moving to distanced learning, the program was updated for community-based organizations to use virtually. The curriculum was used at both Breakthrough Sacramento and

Green Tech Education's afterschool programs. The five lessons within the curriculum are:



1. What's in the Air?
2. Our Air, Our Health
3. Be Air Aware
4. The Air Inside
5. Be the Change

The Curriculum was vetted by professional educators to help optimize efficiency and applicability. Accompanying the curriculum's

lessons are visual instructions and hands-on projects, which include creating a homemade, low-cost air purifier that students and instructors can use to protect themselves and their families during poor air quality events.

The current phase of the SNAAQ project will continue until March 2022, when the contract phase ends. The project team has applied for additional funding to continue the work in what has been dubbed SNAAQ 2.0. In the interim, work will continue what has been dubbed SNAAQ

1.5 and includes direct, community-based outreach, a hackathon this winter, community events, and walking tours with residents.

School Food Waste Recycling



BREATHE’s School Food Waste Recycling program is funded by the Sacramento Regional Solid Waste Authority (SWA) to help schools in unincorporated Sacramento County establish and maintain food waste recycling programs. Each school year, BREATHE provides education, program supplies, and on-site technical assistance to 10 new schools launching food waste recycling programs. The program is designed to bring schools into compliance with state law, Assembly Bill 1826,

which requires schools and businesses to separate and divert organic waste to be composted at permitted compost facilities.

Despite schools being closed for in-person learning during the 2020-21 school year, our program shifted to focus on educating students and their families about the importance of food waste recycling and prevention at home. Our program partnered with Twin Rivers Unified School District’s (TRUSD) Nutrition Services Department to offer three virtual lessons on food waste recycling, a 6-week food waste prevention social media campaign on TRUSD’s Nutrition Services Facebook page and pilot a four-week food scrap drop-off program at Orchard Elementary School. The program was offered to all families and community members in the TRUSD and diverted over 230 pounds of food waste that was collected and composted by ReSoil Sacramento, a local nonprofit organization dedicated to building healthy soil in Sacramento through composting.

In addition, BREATHE also provided program supplies to two schools in River Delta Unified School District and seven schools in Elk Grove Unified School District. The program supplies will be used in the 2021-22 school year to help schools comply with AB 1826.



Protecting Lung Health from Wildfire Smoke

[AB 661](#) (McCarty), a bill passed in October of 2019, would require the Sacramento Metropolitan Air Quality Management District (SMAQMD) to prepare a wildfire smoke air pollution emergency plan as an informational source for local agencies and the public during a wildfire smoke air pollution event. Partnering with SMAQMD and the Sacramento County Department of Public Health, BREATHE was tasked with gathering information from local jurisdictions faced with hazardous air quality due to wildfire smoke, as was the case during the 2018 Camp Fire. Over the course of the 20/21 Fiscal Year, BREATHE met with representatives from school districts, with business leaders, local officials, and front-line philanthropic organizations to gather information that would inform best practices and recommendations to include in the plan. The draft plan will be submitted by SMAQMD in early spring.

Breathe Bike Trek

The 33rd annual Breathe Bike Trek was ultimately held in mid-October 2020. Despite the many Covid restrictions in place and having to postpone twice due to wildfire smoke, a fun day was had out on the roads of Placer County. Cyclists could choose between three routes ranging from 20 miles to a metric century or to ride on their own in another location. Staggard starts,



masking and distancing protocols helped keep cyclists, staff and a handful of volunteers within health guidelines. This one-day format proved to be a successful event, raising significant funds for BREATHE and encouraging cycling during the pandemic. Over 60 riders enjoyed the rural and scenic roads, minimally staffed rest stops stocked with goodies and safely convening with old friends. Thanks to everyone that rode, donated and made this and the online silent auction so successful.

Tobacco Control and Education

Celebrating three decades of tobacco control in California



30 YEARS OF SUCCESS & INNOVATION

Celebrating the Past, Present, and
Future of Tobacco Control in California

This year marked 30 years of tobacco control in California. A report released by California Department of Public Health-Tobacco Control Program highlights the three-decades long fight to reduce and eliminate tobacco's influence on Californians. When

groundbreaking Proposition 99 passed in 1988, a \$.25 tax per pack of cigarettes, proceeds were funneled directly to fund a comprehensive statewide tobacco control program. Accompanying legislation shifted tobacco prevention and cessation away from a focus on individuals to a social norm shift where tobacco use became less desirable, acceptable, and accessible.

Through this funding and focus, government and non-government agencies up and down the state crafted and implemented innovative strategies to curb tobacco marketing to youth and embolden local elected officials to enact sweeping changes to the way tobacco products are displayed and sold. California led the way to the lowest smoking rate in the country through aggressive media advertising, statewide legislation banning smoking in workplaces, restaurants, bars, parks and beaches, and local ordinances prohibiting the sale of flavored commercial tobacco products.

BREATHE has been the recipient of California Tobacco Control Program funding for decades. Staff and volunteers have been instrumental in reducing tobacco and smoking prevalence on community college campuses, near public buildings and spaces, helping young people quit, educating thousands of teenagers, reviewing top grossing movies for tobacco incidences and speaking out about the harmful effects of this addicting habit. Much has been learned through our work in the Sacramento region. We are poised to aggressively move forward to end the vaping epidemic, support smoke-free multi-unit housing, eliminate tobacco litter and normalize a tobacco-free future.

Youth Programs for Tobacco Control and Education

Tobacco Use Prevention and Education (TUPE): Each year, BREATHE is selected as a contractor by the San Juan Unified and Folsom Cordova Unified school districts to deliver TUPE. The purpose of this programming is to use creative tactics to educate students on the tobacco industry and their predatory marketing tactics and impacts on our community to serve as prevention for tobacco use behaviors among the students receiving the educational modules.

Our local school systems were overwhelmed this year by the necessary transitions from in-person to virtual school settings due to COVID-19. Our program remained prepared to deliver our contracted services, but unfortunately the schools had limited capacity given the COVID-19 circumstances to work with our staff to coordinate the delivery of services. While we were unable to carry out all meetings scheduled for the academic year, even virtually, our program worked with our teacher and school district contacts to successfully engage students as much as possible.

Despite being unable to carry out all meetings scheduled this academic year, BREATHE staff did meet and collaborate with students at the start of the academic year to create and develop promotional materials to expand the program's reach. Staff and students disseminated promotional flyers to both teachers and peers to share the virtual opportunity and garner student signups.

BREATHE staff look forward to our renewed contracts and delivering services next academic year as we transfer back into the classroom setting to offer in-person programming.

Smoke-free Screens: Breathe is funded by the Truth Initiative for data collection projects examining the presence of commercial tobacco products in popular movies as well as on television and streaming platforms. These projects are designed to raise awareness about the impact tobacco use in movies, television and streaming platforms has on youth and young adults, and to reduce the impact that the glamorization of tobacco use in media has on encouraging young people to start smoking.

Thumbs Up! Thumbs Down! (TUTD): One of our greatest accomplishments with the program this year was our robust recruitment efforts and increasing awareness of our Thumbs Up! Thumbs Down! (TUTD) program. This year, we trained and introduced 95+ new students to the TUTD program. Students were reached through 3 different school sites, virtual events, and online volunteer websites. By networking and utilizing online youth volunteer websites to assist in recruitment efforts, BREATHE has not only been able to recruit and train local youth, but also youth located both statewide and nationally. Being able to provide this virtual platform to youth near and far has allowed our program to expand to engage and educate youth on how and why tobacco is included in movies and helps inoculate youth against pro-tobacco messages in the movies they watch.

Despite the suspension of in-theater reviews due to the pandemic, staff continued to engage youth members for continuity in education on tobacco control issues via remote Zoom meetings in place of the regular in-person monthly meetings. BREATHE continued reviewing the Top 10 grossing movies weekly given the movie was available to be reviewed on streaming platforms, and staff and youth members successfully analyzed 71 movies for tobacco imagery.

TV/Streaming: Our greatest accomplishment with the TV/Streaming project this year was reviewing, coding, and creating consensus data for over 450 more episodes than prior years on the project. TV shows were being released earlier due to public demand for streaming content during the pandemic, and this increased demand has also increased the reach of the tobacco industry with on-screen tobacco-use being viewed at a much higher rate than ever before. Our seasoned interns enabled the success of this large increase in the volume of shows reviewed.

This year, a team of five interns and a staff member analyzed 1,500+ hours of television shows across 777 television episodes. We found that tobacco imagery appeared in a total of 115 episodes (14.80% of episodes that were reviewed). Some of the television shows that displayed the most tobacco imagery, in no particular order, were Family Guy (Fox), NCIS: Los Angeles (CBS), and The Queen's Gambit (Netflix). On the opposing end, some of the shows that were reported as being tobacco-free include: 13 Reasons Why (Netflix), Bunk'd (Disney+), and Grey's Anatomy (ABC).

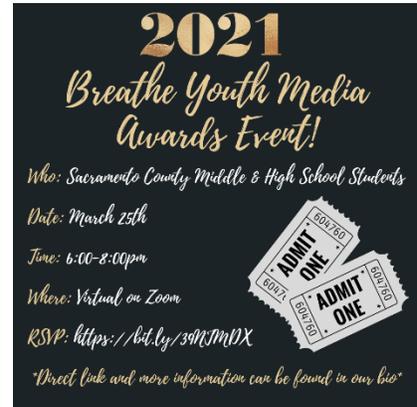
With the increased demand of shows to be reviewed, BREATHE is on track to increase the volume of reviews moving forward by hiring additional staff and interns to take on the project expansion and reviewing process.

Public Health Club: Funded by the Sacramento County Tobacco Education Program, this subcontract exists under Sacramento County's California Tobacco Control Program grant. BREATHE is subcontracted to operate a youth engagement club for tobacco control, and through this contract has developed the Public Health Club at Rio Americano High School.

Due to COVID-19, students continued to meet with BREATHE staff virtually throughout the academic year. This year, members collaborated on the development and creation of their club logo, attended Youth Quest where they met with local decision makers to share how tobacco impacts their lives, created a PSA video highlighting targeted advertising methods of the commercial tobacco industry which ran as a paid promotional ad on YouTube which received over 254k impressions and over 144k views, as well as created, printed and distributed in the community 7,000 educational postcards around youth e-cigarette use and COVID-19 risk. Members will continue to meet virtually and will begin developing an educational billboard campaign which will run in and around Sacramento County in late fall.

Youth Advisory Board (YAB): This year, our organization began the first of five years of funding by the California Tobacco Control Program for our project Smoke-Free Sacramento. This funding includes supporting a full work plan to engage youth from across Sacramento County and train them in tobacco control and education and provide them opportunities to engage the community and elected officials around tobacco control policies. In addition, the youth group is funded to engage their peers across Sacramento County with a Public Service Announcement (PSA) video contest for tobacco prevention and education.

This year, the 15 YAB students met with BREATHE staff virtually up to three times per month to carry out all program activities. Members continued to be trained as expert youth advocates in tobacco control, collaborated on the development of BREATHE's 7th Annual PSA Contest that culminated in the Breathe Youth Media Awards (BYMA), educated peers through social media, presented to peers at the virtual BYMAs on the impact of commercial tobacco in our communities, attended the statewide advocacy event Youth Quest, and met with local decision makers to educate them on how the commercial tobacco industry targets them and their peers, and provided public comment during a Sacramento City Council meeting regarding tobacco retail density.



The PSA Contest held by the YAB students garnered a total of 39 video submissions from a total of 60 middle and high school students in Sacramento County that represented 13 schools and four school districts within the County. This contest culminated in the annual BYMA in March 2021. This event was once again held virtually for safety reasons during the ongoing COVID-19 pandemic. The purpose of this event was to engage middle and high school-aged youth across Sacramento County with a free and fun event to become educated on the impacts of the commercial tobacco industry in our community. This year, the virtual event garnered 100

virtual attendees and featured guest speakers from local news stations, an educational presentation by YAB members, and the announcement and showing of the six winning PSA videos from this year's contest.

Smoke-Free Sacramento

The Smoke Free Sacramento Project is a five-year long project funded by the California Tobacco Control Program spanning 2020-2025. This project supports the aforementioned YAB, policy advocacy and community education in three areas within Sacramento County: smoke-free outdoor worksites, smoke-free parks, and smoke-free multi-unit housing. Our project's advocacy is rooted in reducing exposure to secondhand smoke and secondhand aerosol from e-cigarettes among our community members, and therefore reducing the burden of disease and death from commercial tobacco products in our community.



Smoke-Free Outdoor Worksites: One of our policy focuses is creating smoke-free outdoor worksites. In 1994, AB-13 was passed and requires all indoor workplaces in California to be smoke-free, protecting indoor workers from secondhand smoke exposure. Unfortunately, this law does not cover outdoor workers such as those working in construction, trades, farming, manufacturing, and other industries with outdoor worksites. We believe that all workers deserve the same protections of having a safe and healthy work environment free of smoke.

This year, project staff researched the concerns of outdoor workers, the implications of secondhand smoke on these workers, how smoke-free worksites would benefit and impact employers and explored possible partners and allies in the region.

Smoke-Free Parks: Parks and outdoor recreation spaces are crucial places for communities to exercise, play, and congregate. In 2019, AB-1718 made California state parks and beaches smoke free, but this does not apply to paved roadways or parking lots and does not apply to regional or local parks. Parks and recreational areas are important spaces for people to recreate and should be safe, healthy, and smoke-free, especially since they are often frequented by children, families, and pets. Secondhand smoke exposure, even in outdoor settings, has negative health implications and tobacco related litter is also toxic to the environment. Cigarettes are the number one most littered item in the world, and they leach toxic chemicals into soil and waterways that harm humans and endanger animals. Electronic Cigarettes or vapes also harm the environment due to their plastic pollution and biohazard risk. Sacramento is lucky to have the American River Parkway (Parkway) as a primary waterway and recreational area, so protecting the Parkway and those who use it from secondhand smoke and tobacco waste is crucial.

This year BREATHE made great progress in the beginning stages of our advocacy process as staff navigated changes due to the pandemic with ease. Despite limitations of in-person surveying due to COVID-19, we were able to adapt and collect 149 public opinion

polls through an online surveying platform. This survey gathered information on people's perceptions of smoking and vaping along the Parkway and included questions about tobacco use they had observed while using the Parkway. The link to this survey was distributed via social media channels and through direct email outreach to partners who were encouraged to share the link in their newsletters or with their members. When surveying has concluded, this data will be analyzed and later presented to community members and decision makers.

Additionally, we were able to complete observational data collection along the American River Parkway at three different locations through the help of determined community volunteers. Staff held a virtual training to educate volunteers on how to complete the observation forms, what areas of the Parkway they would be observing, and volunteers were asked to take pictures of tobacco product waste and burn scarring. Project staff was also proud to have held a virtual workgroup meeting with community members and partners in attendance. This meeting included discussion on the various ways tobacco impacts the Parkway and how workgroup members could be involved in community engagement and advocacy for this issue. With staff's adaptability, great progress has been made on this project objective within a short time span.

Smoke-Free Multi-Unit Housing: This specific area of our project is a continuation of work previously funded by the California Tobacco Control Program (most recently across our prior 5-year project from 2015-2020). The purpose of this policy advocacy is to create smoke-free, safe living environments for multi-unit housing residents across Sacramento County. Our staff were able to continue momentum from our prior project and thanks to persistent education over several years, the City of Rancho Cordova adopted and passed a comprehensive smoke-free multi-unit housing policy in October 2020. This landmark policy was voted on unanimously by the City Council and established the City of Rancho Cordova as the first jurisdiction within Sacramento County to establish smoke-free housing for its residents living in multi-unit housing.

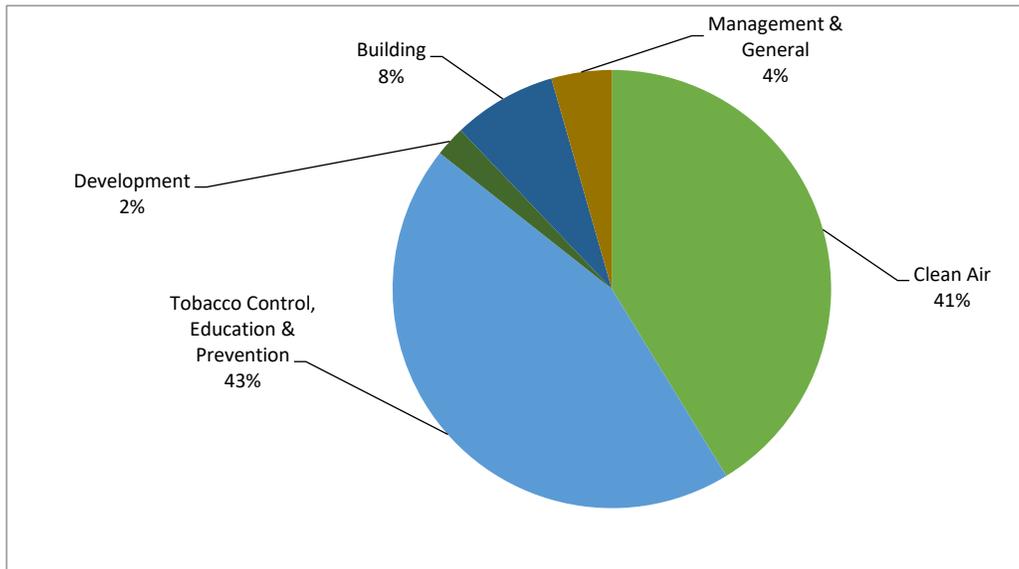
Momentum for policy advocacy has also continued in the City of Galt, with project staff continuing to partner with the Galt Youth Commission to educate and advocate for smoke-free multi-unit housing in this jurisdiction. It is likely the City of Galt will formally consider adopting and begin implementing a policy similar to the City of Rancho Cordova's in the next project year.

Outside of policy advocacy and education, project staff continue to: provide technical assistance to residents suffering from secondhand smoke exposure in their multi-unit homes; educate community members and property managers through webinars, workshops, print materials and social media campaigns; and collect pre-policy advocacy data in the City of Folsom – another jurisdiction likely to establish smoke-free safe housing for its multi-unit housing residents.

Leadership and Collaborations



FY 20/21 Financials



Statement of Income and Expenses for Year Ended June 30, 2021

| Income | | Expenses | |
|----------------------|------------------|--|------------------|
| Public Contribution | 23,464 | Clean Air | 454,045 |
| Special Events (net) | 38,285 | Tobacco Control, Education & Prevention | 488,597 |
| Bequests | 15,321 | Asthma & Lung Disease | 0.00 |
| Grants | 966,917 | Development | 24,679 |
| Building | 138,508 | Building | 84,273 |
| Others | 15,943 | Management & General | 48,982 |
| Total Income | 1,198,438 | Total Expenses | 1,100,576 |

Audited August 23, 2021 by Nicholson & Olson, CPAs

A complete financial statement is available from Breathe California Sacramento Region
909 12th Street, Sacramento, CA 95814

Board of Directors

Steve Cohn, President

Jeff Damon, Treasurer

Sue Schooley, Immediate Past President

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Patrick Guild, Chief Operating Officer

Marissa Greenband, Tobacco Control
Programs Director

Jennifer Finton, Development Director

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Katie Smet, Program Manager

Danielle Driscoll, Youth Programs Manager

Carolyn Tran, Program Manager

Taylor Beckwith, Program Manager

Nicole Grady, Executive Assistant

Steve Boswell, Consultant (Trek and
Building Maintenance)