



Annual Report  
2023-2024

*Letter from the CEO*

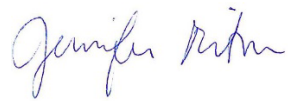
Another incredibly productive year is in the books and we are proud to highlight our accomplishments in this year's Annual Report. Thanks to generous support from new and long-standing partners, we are continuing our mission of clean air and healthy lungs in the Sacramento Region.

We were fortunate to work with neighborhood groups, government agencies, community-based organizations, schools and the community at large in working towards healthier communities. Seeing our youth lead the way as they become super sorters during school lunchtime or in having conversations with policy makers on the dangers of commercial tobacco is inspiring. We have come a long way, seeing significant drops in youth vaping initiation and the tons of food waste diverted from landfills, but there is more to be done.

Staying ahead of the challenges that impact our air quality, both indoors and outdoors, remains a key strategy. Arming the next generation with tools and tactics to think creatively, find their voice and take action for healthy choices. Much of BREATHE's work is prevention. While hard to measure, we know that having healthy coping strategies and tools to improve environmental health will save time, money and lives in the future.

We are committed to our mission of clean air and healthy lungs, finding creative solutions, and working in partnership with a variety of individuals and organizations. We appreciate the support of our funders, volunteers, community partners and friends. We hope this annual report can provide just a glimpse of the difference BREATHE is making in the Sacramento Region and beyond.

On behalf of the Board of Directors and Staff, we look forward to working with you next year.

A handwritten signature in blue ink that reads "Jennifer Finton". The signature is written in a cursive, flowing style.

Jennifer Finton

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## Community Engagement

### **Our Community Car Share Program (OCCS)**



Our Community CarShare (OCCS) was launched by the Sacramento Metropolitan Air Quality Management District (SMAQMD) and funded by cap-and-trade dollars through California Climate Investments. BREATHE works closely with state agencies, local organizations, and multiple housing providers to help address 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 (ZEV).

The contract for the services was amended to extend through August 31, 2023 and SMAQMD has approved a revised scope of work and budget extension through FY24/25. The organization collaborated with project partners to transition the Sacramento Valley Station to a public access location; however, preliminary data indicates low usage among Zipcar's regular membership. To address this, BREATHE launched a survey campaign to gather feedback from current and past participants, aiming to enhance user experience and increase participation. Ongoing outreach efforts include both on-site and virtual engagement, serving as a primary point of contact for community members needing assistance.

OCCS also focused on outreach strategies for the newly launched Green Tech Mobility Hub in Del Paso Heights, which opened on October 11, 2023. BREATHE led these outreach efforts with project partners to tailor services to community needs. Outreach efforts in Del Paso Heights included canvassing and distributing door hangers to raise awareness of services at the Green Tech Mobility Hub. Currently, the Green Tech Mobility Hub hosts four Zipcar vehicles, two accessible to all Zipcar members and two restricted to OCCS members.

In collaboration with Zipcar and SMAQMD, OCCS member benefits have been expanded from 4 hours daily and 12 hours weekly to 8 hours daily and 24 hours weekly. On April 1st, new OCCS members who registered with Zipcar received 8 complimentary hours to encourage trial use. Eskaton Jefferson Manor opened to the public, allowing normal Zipcar members access to vehicles on-site..

To promote sustainability, BREATHE organized community events at OCCS sites to attract new members and reengage existing ones. BREATHE remains committed to ongoing outreach and support for program participants through both in-person and virtual engagement strategies.

### **Ecology Action**

BREATHE has been subcontracted to educate residents at multiple low-income multi-family housing properties in Yolo County, Butte County and one in Nevada County on the benefits and incentives of electric vehicle (EV) ownership in anticipation of EV charger installations at each site. The engagement plan includes two canvassing days at each location: the first to encourage residents to complete a brief survey and inform them about the upcoming installations, and the second to provide updates, answer questions, and raise awareness about the chargers.

BREATHE completed the first round of canvassing at all seven sites and the second round of canvassing for five of the seven sites. Two of the six properties involved are set to complete their installations soon. In June, BREATHE conducted second-round outreach at three sites, sharing surveys, information about the newly installed chargers, and addressing questions regarding charging rates and EV incentives.

BREATHE is collaborating with Ecology Action to expand outreach activities, increasing the number of participating sites and funding. The additional community engagement extends outreach efforts to businesses and additional multi-unit housing communities.

## **Air Quality Monitoring and Education**

### **UC Davis Health Neighbor Clean Air Program**

**Overview:** The UC Davis Health Neighborhood Clean Air program launched on October 24, 2023, in partnership with BREATHE. The initiative aims to distribute MERV-15 air filters and portable air purifiers to approximately 250 homes near construction projects on the UC Davis Medical Center- Sacramento Campus.

#### **Tasks and Progress:**

1. **Task 1:** Assessment of project scope and affected homes. BREATHE gathered data on dwelling types, age, and demographics in areas identified by UC Davis Environmental Planning department. A random sampling of 20 homes revealed that most lacked compatible HVAC systems to accept a MERV-15 filter, prompting the recommendation to distribute HEPA portable air purifiers instead. Task 1 was completed in December 2023.






**UC Davis Health Neighbor Clean Air Program**

**HEPA FILTERS**

HEPA filters are high quality filters that provide the best air filtration possible. The filters remove about 99.97% of 0.3-micron airborne particles, such as dust, smoke particles, pollen, and pet dander, as well as odors, fumes, smoke, and VOCs. With the premium 3-stage filtration and an additional U-shaped air inlet the filtration system helps to capture particles so you can refresh your home in minutes!



**Levoit Vital 200s**

**Where to place it?**  
The air purifier should be placed on a flat, stable surface, such as the floor. DO NOT place it outside or near water.

**How to turn it on?**  
To turn on the air purifier, connect it to a nearby outlet and press the power button on top. Alternatively, you can turn it on from the VeSync, mobile app.

**When to use it?**  
Air purifiers should be turned on when people are home and when construction on the Sacramento Campus takes place. Construction does not occur at night, on weekends, or on holidays, so it is not necessary to have the air purifier on during those times.

**When should filters be replaced or cleaned?**  
UCDH will provide two replacement filters at the time of delivery, so you'll be good for the next 36 months!

- H13 True HEPA Filter: Replace every 12 months.
- High-Efficiency Activated Carbon Filter: Replace every 12 months.
- Washable Pre-Filter: Clean every 2-4 weeks.

If you would like more information about the program, please visit our website at the following link or scan the QR code:  
<https://environmentalplanning.ucdavis.edu/neighbor-clean-air-program>  
or email [airfilters@ucdavis.edu](mailto:airfilters@ucdavis.edu).

Please refer to your product's user manual or the manufacturer's website for more information:  
<https://levoit.com/products/vital-200s-smart-air-purifier>

**UC DAVIS HEALTH** **BREATHE CALIFORNIA**  
Sustainable Airflow

2. **Task 2:** Development of outreach strategies. BREATHE proposed that the program procure and distribute air purifiers rather than providing reimbursements. This task was completed in January 2024.

3. **Task 3:** Coordination with UC Davis Health (UCDH) for messaging and outreach materials. BREATHE designed and distributed materials and engaged with the community for residents to sign up to receive an indoor air purifier to help mitigate any construction pollution impacts. This task began in February 2024 and is ongoing until all households have been engaged.

**Community Engagement:** In April 2024, outreach materials were created to inform qualifying residents, including a mailer linking to the program webpage and a survey for registration. By May, a letter was sent to approximately 250 eligible households about receiving

portable HEPA air purifiers. A total of 130 households expressed interest, and follow-up surveys were conducted to schedule delivery times.

**Delivery and Follow-Up:** Starting June 11, 2024, BREATHE distributed the first 10 HEPA air purifiers. Canvassing efforts revealed additional eligible residents, increasing the total from 254 to 290.

**Next Steps:** BREATHE will continue to engage with UCDH weekly and will distribute door hangers to inform remaining eligible residents once they arrive. Plans for further outreach will be established to ensure all qualifying households are reached.

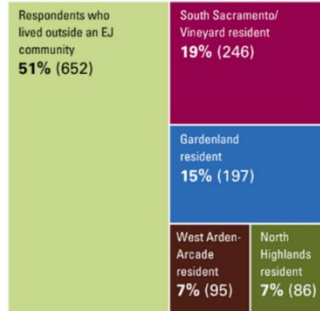
### Sacramento Vehicle Emissions Project

The Sacramento Vehicle Emissions Project is a partnership between BREATHE, California State University Sacramento (CSUS) Environmental Studies Department, Health Education Council, Valley Vision, and United Latinos to facilitate and conduct outreach and education through Sacramento County funded by a Department of Justice grant. Our team focused on a primary objective to gather and monitor vehicle emissions data and collect health survey responses in five identified disadvantaged communities within Sacramento County. These communities include: 1) Gardenland; 2) South Sacramento; 3) West Arden-Arcade; 4) North Highlands; and 5) North Vineyard. Our community-based organizations



1,276  
Surveys collected

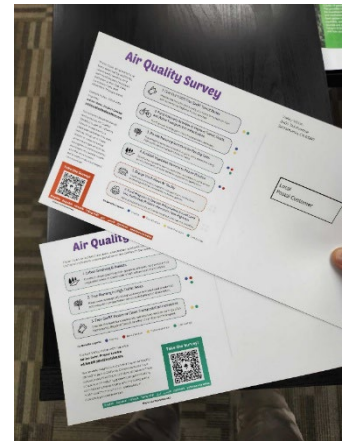
49% of surveys (624) were collected from residents of the EJ communities.



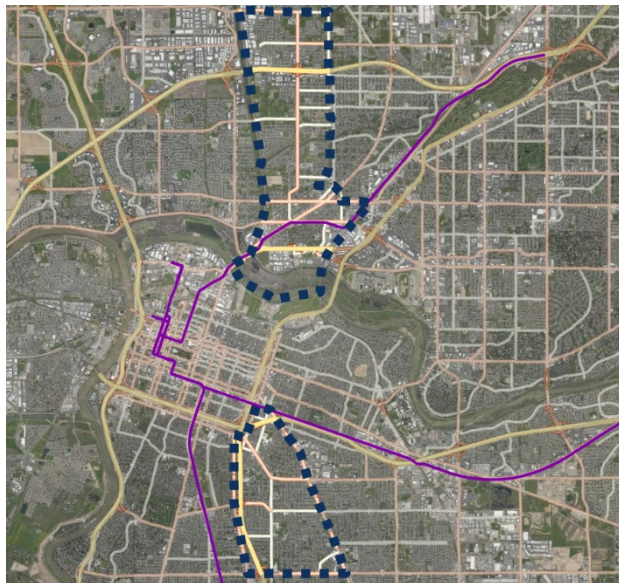
(CBOs) finished collecting survey responses by hosting outreach and educational events in their assigned areas. BREATHE’s subcontracted CBO, GNNA (Gardenland-Northgate Neighborhood Association), hosted four education events between October 2023 – December 2023 and successfully achieved the goal of collecting 250 surveys in their region. Additionally, all the CBOs met the deadline of completing at least 250 surveys each by the end of December 2023.

Our consultants for the project, LPC Consulting Associates, Inc., continued to track the progress of community outreach and educational events via monthly reporting tools. LPC created the project summary narrative and Environmental Justice zones neighborhood specific summaries along with the analysis of the survey results. This report was designed for submission to the County as the

funder. LPC also created an infographic, compiled summary data tables, and a summary report of the project for the CBOs to present at the end of the program to their respective regions. For detailed information please [click here](#) for the report link. The report is translated into multiple languages (English, Spanish, and Dari/Farsi) to provide the community with an inclusive opportunity to understand the project and survey results.



The Sacramento State team continued to collect air quality data and began the process of data cleaning and preparation of analysis. Additionally, CSUS received Institutional Review Board certification, which means our final project report may be published in respected



academic journals. BREATHE continues to host monthly virtual meetings for the project partners and CBO updates.

### Sacramento Neighborhoods Activating on Air Quality (SNAAQ)

The Sacramento Neighborhoods Activating on Air Quality (SNAAQ) coalition continued to make progress for the SNAAQ 2.0 cycle as the project received a grant extension through March 2024. The coalition includes a partnership between BREATHE, Valley Vision, Civic Thread, and Green Technical Education. BREATHE has been supporting the project by



leading and assisting with the development of education and outreach materials and events to continue promoting awareness and importance of air quality monitoring and its impacts on public health.

The SNAAQ team hosted two informational events in Oak Park and the North Sacramento region with the purpose of gathering the community together, sharing updates on the project, and upcoming plans for SNAAQ as we move forward. The Oak Park event was successful, and we received positive feedback from the community members. At the North Sacramento event, many participants were native-Farsi speakers, and our team faced a few challenges regarding the language barrier. The project team and steering committee held a discussion to address the obstacles for future outreach.

SNAAQ project partners compiled a list of items for the educational events and the steering committee voted on that list. BREATHE staff and interns researched the items to educate the residents of Oak Park and Old North Sacramento. BREATHE hosted and led five outreach events for education purposes and survey collection in December and January. We hosted three events in the Oak Park area and two in Old North Sacramento. Information was distributed in multiple languages including English, Spanish, and Farsi. Approximately 15,000 survey mailers were also sent out to residents of those communities to collect additional responses before the survey collection ended on January 15, 2024.

Our project partners held the last two steering committee meetings in January and February to discuss the survey results and the remaining budget. The SNAAQ project team held our last advocacy webinar in February. Our team created and submitted the final report of our project deliverables to the California Air Resources Board (CARB) in March. We are now awaiting a contract from CARB Community Air Protection Grant for SNAAQ 3.0 to officially start the next phase in the project and continue strengthening our presence in the community. For more information on the project, please click [here](#).

### **Clean Mobility in Schools (CMIS) Project**

The CMIS project supports emission reduction strategies at the Twin Rivers Unified School District (TRUSD) and will showcase zero-emission mobility solutions for schools throughout California. This project is administered by the California Air Resources Board (CARB) and is funded by California Climate Investments. For detailed information about the



funding please visit [CARB's website](#). CMIS aims to reduce and address air pollution caused by vehicle and equipment emissions in the TRUSD via:

- Zero-emission school buses with managed charging
- Solar installation
- Zero-emission maintenance and landscape equipment
- Zero-emission van pool and car sharing programs for district use
- Workforce training
- Outreach and communication events in the school and surrounding community

BREATHE is responsible for education and outreach for the TRUSD community. Our team created a tentative CMIS project timeline and submitted it to Twin Rivers. Our team finalized presentations for high school and middle school students and submitted them to CARB and TRUSD for review and feedback. Additionally, our team created social media posts, flyers, and brochures for promoting these webinars, which are tentatively scheduled for Fall 2024. We are awaiting approval from CARB and TRUSD to start promoting the webinars. Our team continues to attend the tri-weekly Outreach and Education meeting and Quarterly meetings with the rest of the project partners.

### **School Food Scraps Recycling**

The Food Scraps Recycling Program (FSRP), funded by Sacramento County's Sac Green Team, the City of Sacramento's Recycling and Solid Waste Division, and Twin Rivers Unified School District (TRUSD), continued to play a pivotal role in helping schools throughout the Sacramento region establish and sustain food scraps recycling efforts. Each academic year, BREATHE provides comprehensive support, including educational resources, program materials, and on-site technical guidance to newly participating schools.

This program aligns with California's Senate Bill 1383, which mandates a statewide reduction of short-lived climate pollutants by 2025 and aims to mitigate the adverse environmental impacts of organic waste on air quality. SB 1383 requires schools, businesses, and all California residents to adopt organic waste management practices as part of their waste reduction efforts.

BREATHE's FSRP not only reduces landfill waste but also educates students about environmental responsibility, fosters student involvement, and promotes resource conservation. For the 2023-2024 academic year, the FSRP successfully launched in 21 additional schools, bringing the total number of participating schools to over 54 in six districts since the program's inception in 2018.

BREATHE held positive discussions with representatives from San Juan Unified, Sacramento City Unified, and Twin Rivers Unified School Districts to identify schools that would benefit from the Food Scraps Recycling Program. After selecting these schools, we employed a comprehensive, multi-step process to ensure successful implementation.

- **School Coordination:** We worked closely with principals and plant managers to tailor outreach plans for students. This included organizing school-toolkits and/or offering in-class

educational videos and toolkits or partnering with TRUSD Nutrition Service’s Farmer’s Market program to emphasize the importance of food scraps recycling.

- **Collaborative Strategy:** Kitchen staff, custodians, and administrators were key partners as we developed customized strategies to meet each school’s unique needs. This involved setting up efficient waste station infrastructures to support the program.



- **On-site Assistance:** For five to ten days during lunch periods, our team provided hands-on support at waste stations to foster student participation. We motivated students and staff through encouragement, student leadership initiatives, and incentive programs to embed food scraps sorting into their daily routines.

Based on valuable feedback from schools that launched the Food Scraps Recycling Program, BREATHE developed a comprehensive “Super Sorter Guide”. This guide compiles actionable ideas and suggestions that schools can implement to improve their student engagement and waste management systems. Additionally, BREATHE conducted a case study on Cameron Ranch elementary school, which documented the program’s implementation process, effectiveness, impacts, and long-term sustainability with a composting element.

BREATHE’s food scraps team provides support to schools who wish to introduce a share cart as a solution for diverting edible food items into the landfill. These share carts are placed in easily accessible areas, allowing students to take from the share cart. Students are encouraged to take food if they are still hungry. This simple yet effective initiative promotes a culture of resourcefulness and sustainability, while addressing food insecurity. BREATHE assists schools with food recovery efforts by attending CalRecycle’s webinars which provide essential updates, best practices, and new procedures for food recovery programs in the region. These webinars help BREATHE stay up to date on compliance requirements and sustainable recovery methods.



## Fiscal Year 23/24 Food Waste Diverted by Tons

School Site	School District	Date Implemented	Last School Day	Student Population (2023- 2024)	Pounds Diverted per Week	Per Capita Pounds Diverted per Week	Tons Diverted <sup>1</sup> through the last day of school
Suyu Elementary	SCUSD	8/31/2023	6/13/2024	400	375	0.94	7.72
Woodbine Elementary	SCUSD	9/11/2023	6/13/2024	303	562.5	1.86	11.13
Pony Express Elementary	SCUSD	10/9/2023	6/13/2024	378	393.75	1.04	5.00
Ethel Phillips Elementary	SCUSD	10/23/2023	6/13/2024	454	525	1.16	6.29
Caleb Greenwood Elementary	SCUSD	12/4/2023	6/13/2024	475	525	1.11	5.17
Cameron Ranch Elementary*	SJUSD	8/10/23	6/4/24	411	1500	3.65	**32.15
Rio Americano High School***	SJUSD	8/11/23	6/4/24	1,884	375	0.20	8.01
Golden Empire Elementary	SCUSD	9/25/23	6/13/24	460	562.5	1.22	10.57
Parkway Elementary	SCUSD	11/6/23	6/13/24	449	562.5	1.25	8.88
F.C. Joyce Elementary	TRUSD	4/17/2023	6/9/2024	640	468.8	0.67	14.02
Dry Creek Elementary	TRUSD	2/29/2024	6/9/2024	645	525	0.81	3.83
Fairbanks Elementary	TRUSD	3/21/2023	6/9/2024	381	210	0.55	4.79
<b>TOTAL</b>	-	-	-	<b>6,880</b>	<b>6,585.05</b>	<b>0.96</b>	<b>117.56</b>

Calculated using data collected from visual inspection of food waste bins and the EPA’s food waste volume to weight conversion factor (150 pounds per 64-gallon toter).<sup>1</sup>

From August 2023 to June 2024, 21 schools in the Sacramento region successfully adopted BREATHE’s Food Scraps Recycling Program, collectively diverting approximately 6,585 pounds of food waste per week from landfills. The accompanying chart highlights the results of these waste reduction efforts within an educational setting and emphasizes their substantial potential for positive environmental impacts.

This audit highlights the impressive environmental benefits realized by 12 schools in the Sacramento City and County regions over a short timeframe. By effectively implementing their food scraps programs, these schools have successfully diverted a significant volume of food waste from landfills, leading to several key positive outcomes:

**Environmental Impact:** By diverting food waste from landfills, these schools are cutting down on methane emissions—a potent greenhouse gas—and reducing overall pollution. Their efforts are making a significant contribution to addressing key environmental issues like climate change.

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<sup>1</sup>This school does not put compostable trays in the food scraps bin, affecting the visual audit  
This school audit is ten months of food waste sorting  
This school was not sorting their waste properly in all food waste bins.



**Resource Conservation:** Redirecting food waste helps conserve crucial resources like water, energy, and agricultural land. By preventing food waste from ending up in landfills, schools are playing a part in preserving these valuable resources.

**Education and Awareness:** This program serves as a compelling educational example, underscoring the importance of reducing food waste. It has the potential to inspire other schools, communities, and individuals to act in reducing waste and minimizing their environmental footprint.

**Community Collaboration:** The joint efforts of these schools highlight the power of community collaboration and teamwork. Their success demonstrates that united efforts towards a common goal can lead to meaningful and impactful outcomes.

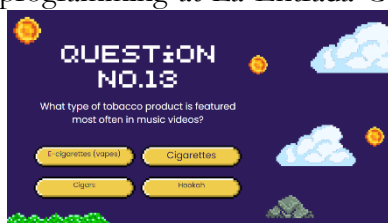
The food diversion audit showcases the remarkable environmental and community benefits achieved through the effective implementation of waste reduction programs in schools over a short period of time. It illustrates the critical role of sustainable practices and the significant positive change that can occur when students collaborate to confront environmental challenges.

## Tobacco-Use Prevention and Education

### **Tobacco Use Prevention and Education (TUPE)**

Each year, BREATHE is contracted by school districts in Sacramento County to deliver Tobacco Use Prevention and Education (TUPE) programming. The purpose of this program is to use creative and interactive approaches to educate students on the harms of commercial tobacco, the tobacco industry and their predatory marketing tactics, particularly towards youth. This program also highlights the impacts of commercial tobacco on the community and serves as prevention for tobacco use behavior among students receiving the programming.

This academic year, BREATHE was contracted by San Juan Unified High School to provide programming at La Entrada Continuation High School, present at the Youth Action Summit, and



conduct educational tabling. The Youth Action Summit on October 25, 2023, at the Citrus Heights Community Center, featured a presentation by BREATHE staff on the presence and impact of tobacco in media and led an interactive game with over 100 students from various high schools throughout the district. BREATHE staff distributed educational materials and resources to Youth Action

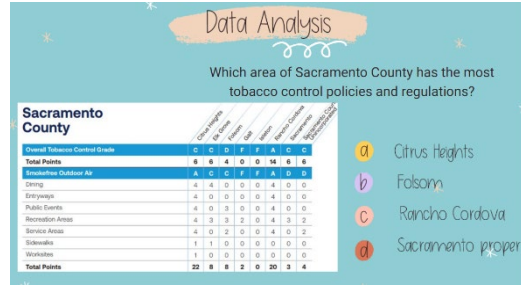
Summit attendees during their lunch break.

For TUPE sessions at La Entrada Continuation High School, BREATHE staff delivered a four-week series of lessons during the school day to 15-20 students at each session. Many students attending the TUPE sessions at La Entrada had received programming from BREATHE staff the year prior, allowing staff to deepen the content of this year's lessons. Topics included tobacco retail laws (licensing, density, and exemptions), tobacco use rates throughout Sacramento and surrounding counties, flavor bans, emerging tobacco products, and tobacco product pricing and its impact on



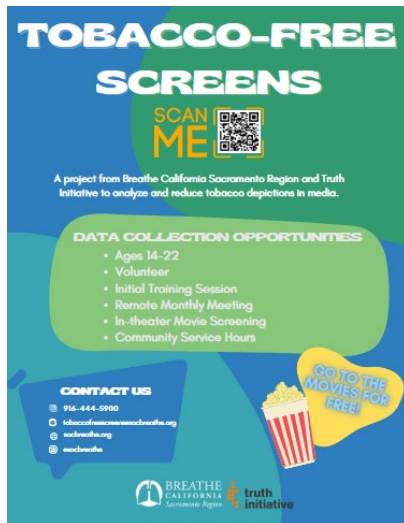
different demographics. All TUPE lessons are presented with a direct lesson component, followed by an interactive game or activity.

In addition to the sessions at La Entrada, BREATHE staff hosted an educational table at Encina High School on April 18, 2024, at their Family Night Out event and provided prevention materials and raffle prizes to students and families.



## Tobacco-Free Screens

Tobacco-Free Screens (TFS), formerly known as Smoke-Free Screens and historically known as Thumbs Up! Thumbs Down!, is funded by Truth Initiative for data collection projects that examine the presence and track the amount of tobacco products in top grossing movies, popular television, streaming shows, and other media. These projects are designed to raise awareness about the impact of tobacco products in media on youth, how commercial tobacco is marketed through media, provide youth with data collection and advocacy opportunities, and provide community education. Data



collected from this project contributes to the world’s largest database of tobacco depiction in films, and annual reports generated from these findings are regularly utilized by public health entities, journalists, and public health advocates.

This year, the program updated its name from Smoke-Free Screens to Tobacco-Free Screens to better represent the project’s focus on collecting data on all products that contain tobacco and/or nicotine. This includes newer products that contain synthetic nicotine like oral nicotine pouches and e-cigarettes, as well as matching with the terminology being used by Truth Initiative and other tobacco prevention entities. All program and recruitment materials have been updated.

To ensure the data we collect remains relevant and aligned with the evolving media and tobacco product landscape, we continuously update our codebook in collaboration with our partners, the National Opinion Research Center (NORC) at the University of Chicago and University of California San Francisco. One significant update that was made this year was to expand the options for character gender from “male” and “female” to include “non-binary” and “transgender”. This change was made in response to an increase of characters reflecting these gender identities in media we’ve recently coded. The revision of the codebook has enhanced the overall qualities and applicability of our data.

## Movies

The Movies component of the Tobacco-Free Screens project recruits and trains youth and young adult volunteers across the country to analyze and code movies for tobacco products and imagery. Volunteers review movies both in theaters and through streaming services. While the results analyzed

from this project year's data have not been published by the Truth Initiative, the following represents highlights from the raw data collected by BREATHE staff and the youth and young adult volunteers.

Analysis of all 137 movies that made the top 10 highest grossing list each weekend found that:

- Tobacco imagery appeared in a total of 64 movies (46.7%)
- Out of the 64 movies containing tobacco, 28 movies were youth-rated (43.7%) \*Youth rated movies include those rated G, PG, and PG-13.
- Out of the 137 movies, 8 contained branding (5.8% of films), which violates the Master Settlement Agreement and are reported to the Attorney General's Office
- The most coded tobacco product was cigarettes (1824 total incidents), followed by cigars (379 total incidents), pipes (183 total incidents), e-cigarettes (45 total incidents), hookah (24 total incidents), and smokeless or oral nicotine (6 incidents).



### TV/Streaming

The TV/Streaming component of Tobacco-Free Screens is funded in collaboration with Truth Initiative and the Center for Disease Control (CDC) to examine the presence of tobacco products in



popular TV/Streaming shows, as determined by survey data collected by Truth Initiative. Young adult interns are hired and trained by BREATHE staff to review and collect data on tobacco products and imagery in TV/streaming shows. A team of six interns and two staff use an evaluation form (standardized officially by BREATHE work in evaluating movies through the Tobacco-Free Screens program) to collect information regarding tobacco use in each episode. This includes but

is not limited to: where tobacco is used, by whom, the perceived message portrayed by utilization (pro, or anti-tobacco), and age of persons using tobacco.

Analysis of 269 hours of tv/streaming shows, covering 612 episodes over 43 seasons found:

- Tobacco imagery appeared in a total of 107 episodes (17.48%), with a total of 1,044 incidents
- In no particular order, the 5 television shows displaying the most tobacco imagery were:
  - *The Simpsons* (Disney+)
  - *Jujutsu Kaisen* (Crunchyroll)
  - *Big Mouth* (Netflix)
  - *Young Sheldon* (Netflix)
  - *American Horror Story* (Hulu)
- Television shows that were found to be commercial tobacco-free include:
  - *Goosebumps* (Disney+)

- *Grey's Anatomy* (Netflix)
- *911* (Hulu)
- *Never Have I Ever* (Netflix)
- *Rick and Morty* (Netflix)
- The show, and episode, with the most tobacco imagery was *Jujutsu Kaisen* (Crunchyroll) Season 2: Episode 5, with a total of 71 incidents

There were 29 episodes of shows that were given a “Black Lung due to Special Circumstance” rating due to featuring either tobacco use by people obviously under 18, around children under 12, around pregnant persons, around ill persons, in a normally accepted non-smoking area (school, medical facility, etc.) and specific or discernible brand depiction

### Youth Advisory Board (YAB)

This year was our fourth of five years of funding through the California Tobacco Prevention Program (CTPP) for the Youth Advisory Board (YAB) objective. This funding includes a full work plan designed to engage youth from across Sacramento County, equipping them with tobacco prevention education, advocacy training and skills. YAB members are also given opportunities to speak to the community and elected officials around tobacco prevention policies. In addition, YAB is funded to connect with peers from across the state through the California Youth Advocacy Network (CYAN)’s Youth Quest event and conferences. Funding from this grant also allows YAB to run a Public Service Announcement (PSA) video contest each year and host a screening event for winners.



Over this year, YAB maintained 15 members, 12 of which were new, who met bi-weekly on Zoom to carry out all program activities. Members continued to be trained as youth experts in tobacco



prevention, collaborated on the development of BREATHE’s 10<sup>th</sup> Annual PSA Contest, planned and hosted the 10<sup>th</sup> Annual BREATHE Youth Fest. They also managed the board’s social media, created billboard designs for a proposed campaign, hosted a litter pick-up, attended events through CYAN, and hosted educational tables at various community events.

The PSA video contest is open to all students living or attending school in Sacramento County and ran from August 2023 to January 2024. This year we received 32 submissions to the PSA video contest, compared to 20 submissions the year before, and awarded 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners in three categories: 9-12<sup>th</sup> grade animated, 6<sup>th</sup>-8<sup>th</sup> grade acted, and Youth Advisory Board Favorites for nine total winners. The winning PSA videos were announced and screened at the Breathe Youth Fest, which was hosted on January 26, 2024, at the Sacramento Youth Center in Sacramento. The event featured a photo booth, a YAB-led game of Jeopardy, activity stations, and the screening of the winning PSA videos.





YAB members had multiple opportunities to engage with peers in tobacco prevention through CYAN at both Youth Quest and their Summer Advocacy Conference. The CYAN Youth Advocacy conference takes place annually in July near Santa Cruz, CA at the Happy Valley Conference Center. BREATHE staff attended the conference with one YAB member in July 2023 and participated in advocacy trainings and Live Action Role Play (LARP) activities based around tobacco-free policies and initiatives. Youth Quest is an annual event hosted by CYAN in Sacramento that brings together middle and

high school-aged students who are working on tobacco/smoke-free policy initiatives. Attendees receive advocacy training and participate in a march and legislative visits to provide information and education on local, community-based tobacco-free activities and their perspective as youth. Youth Quest took place on March 18, 2024, at the SAFE Convention Center and three YAB members attended and met with a staff from Senator Ashby’s office.



### Smoke-Free Sacramento



The Smoke-Free Sacramento Project, funded by the California Tobacco Prevention Program (CTPP), is a five-year initiative running from 2020 to 2025. This project focuses on policy change, community education and conducting outreach in three key areas within Sacramento County: smoke-free outdoor worksites, smoke-free parks, and smoke-free multi-unit housing. Breathe California Sacramento Region empowers families to take part in the movement for smoke-free, vape-free, and tobacco-free environments in their workplaces, homes, and community spaces.

### **Smoke-Free Outdoor Worksites**

The first policy objective, Smoke-Free Outdoor Worksites, aims to establish smoke-free outdoor worksites within Sacramento County. Although AB-13, passed in 1994, mandating smoke-free indoor workplaces across California to protect indoor workers from secondhand smoke, it does not extend to outdoor workers in industries such as construction, trade, farming, and manufacturing. We believe all workers deserve equal protection and a healthy, smoke-free work environment. Outdoor workers trying to quit smoking may face additional challenges without smoke-free policies in place, as secondhand smoke, even in outdoor settings, poses significant health risks.



Community members, including outdoor workers and their families, have expressed support at BREATHE community events, signed petitions and accessed educational materials and cessation resources. Project staff conducted two educational workshops to raise awareness about the dangers of secondhand smoke, the importance of tobacco-free policies in outdoor workplaces, and provided referrals for cessation resources. The remainder of the fiscal year was dedicated to strategizing with partners to advance momentum for policy changes in Rancho Cordova, California and engaging local businesses with outdoor worksites.



### Smoke-Free Parks

The second policy objective, Smoke-Free Parks, aims to create smoke-free and tobacco-free parks and outdoor recreation areas to ensure they remain safe and enjoyable for community activities.



While AB-1718, passed in 2019, made California state parks and beaches smoke-free, it does not extend to paved roadways, parking lots, or regional and local parks. To address this gap, BREATHE holds annual tobacco litter pickups, engaging community volunteers in this effort. An example of the problem is when a mother and daughter duo shared that they found 150 cigarette butts in the parking lot area alone during one of our park cleanups. This is why BREATHE is working with the Sacramento County Regional Parks Director to eventually include paved areas in an updated ordinance to encompass both the American River Parkway and the Dry Creek Parkway areas.

BREATHE staff, partners, and volunteers collected 1,921 pieces of tobacco litter during four tobacco litter pickup events. We could not do this without the help of our dedicated volunteers and our partners at the American River Parkway Foundation, the Equestrian Patrol, the Tobacco Education Program at Sacramento County, the SOL Project, and Sierra Club. With Sacramento County Supervisor Patrick Kennedy as our tobacco prevention champion, we are building on this momentum. Parks and recreational areas are vital for community well-being and should be kept safe, healthy, and smoke-free, since they are frequently visited by children, families, and pets.



### Smoke-Free Multi-Unit Housing

The primary and third objective of the Smoke-Free Sacramento project focuses on expanding smoke-free multi-unit housing initiatives across Sacramento



County. This advocacy effort aims to create healthier living environments by establishing comprehensive smoking bans in unincorporated areas. Project staff provide technical assistance to residents exposed to secondhand smoke, and offer education through webinars, workshops, and social media.

Residents facing issues affected by secondhand and thirdhand smoke, such as those with asthma or



respiratory issues, have benefited from our technical assistance. For example, BREATHE staff helped a resident in a non-compliant apartment complex by providing resources on tenant rights and guidance on enforcing smoking bans. Project staff continue to table at community events in Folsom, such as the Folsom Farmer’s Market, engaging the local community directly. To reach a broader population, project staff coordinated smoke-free multi-unit housing radio spots and promoted them through paid social media advertisement on Instagram and Facebook. This helped amplify awareness of the dangers of secondhand smoke exposure and encourage Sacramento County

residents to learn more about smoke-free resources.

BREATHE remains dedicated to supporting Sacramento communities, advocating for tobacco-free environments, and ensuring healthier futures for all.

## Events and Fundraising

### **Breathe Bike Festival**

The 3<sup>rd</sup> Annual Breathe Bike Festival (formerly known as the Breathe Bike Rodeo) was held on April 28, 2024 in the City of West Sacramento's Bridge District. The Festival served as the May is Bike Month kick off event, partnering with Sacramento Area Bicycle Advocates. Participants rode in from across the region and enjoyed music, bike safety demonstrations, many giveaways from community organizations, sightings of Scooter (of the Yolo-Solano Air Quality Management District), blender bikes, and an opportunity to try out a variety of electric and custom bikes. The weather was a perfect spring day, drawing in roughly over 500 people in attendance! Taking lessons learned the first three years, planning is already underway for the 4<sup>th</sup> Annual Breathe Bike Festival. All are welcome at this free event.



Sponsors

We would like to thank the following groups for supporting BREATHE this year.



Funders





Board Members Donating \$500 or More

Peter Adams

Sue Teranishi

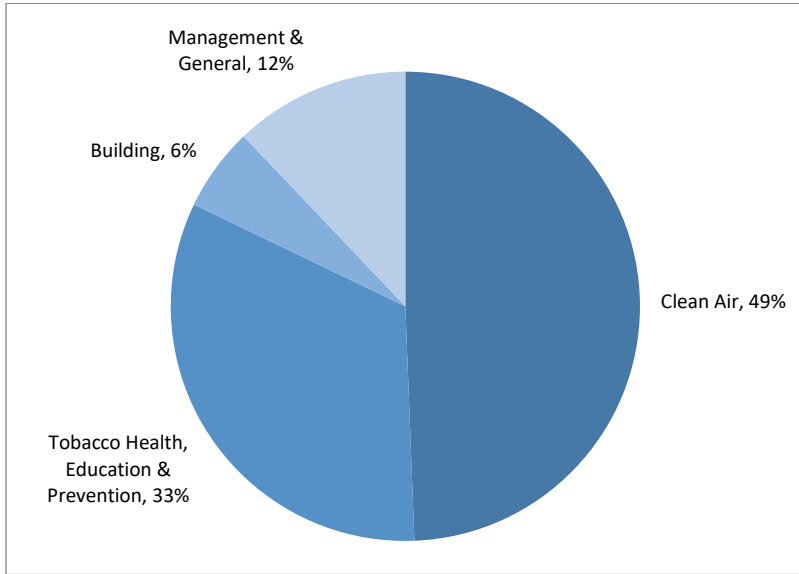
Cheri Davis

Suzanne Teuber, MD

Emel Wadhvani

# Financials Fiscal Year 2023-2024

## FY 23/24 Financials



### Statement of Income and Expenses for the Year Ended June 30, 2024

<b>Income</b>		<b>Expenses</b>	
Public Contributions	15,101.30	Clean Air	811,941
Special Events (Net)	9,805.01	Tobacco Health Education	538,553
Bequest	20,061.05	Building	94,702
Grants	1,445,814.73	Management & General	198,943
Building	128,135.81		
Others	89,896.19		
<b>Total Income</b>	<b>\$1,708,814.09</b>	<b>Total Expenses</b>	<b>\$1,544,139</b>

**Audited September 13, 2024 by Nicholson & Olsen, CPAs**

A complete financial statement is available from Breathe California Sacramento Region  
909 12<sup>th</sup> Street Sacramento



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Cheri Davis, Treasurer

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Robin Coggeshall, Finance/Human Resources  
Manager

Micaela Pearson, Tobacco Control Programs  
Director

Carolyn Tran, Air Quality Programs Director

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