



BREATHE
CALIFORNIA
Sacramento Region

Annual Report
2022-2023

Letter from the CEO

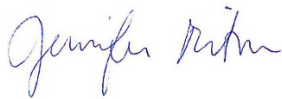
With the world resuming pre-pandemic activities, BREATHE jumped into in-person events and outreach in full swing. We continued our life-saving work in prevention, education and outreach.

One of the strengths of the Sacramento Region is the many opportunities for partnership and collaboration. BREATHE is grateful to work with other non-profit organizations, different levels of government, elected officials and the private sector to make a positive difference in our community. While much progress has been made to clean up our air quality and work with the next generation on the importance of healthy choices, there is still work to be done.

We are excited to continue bringing electric vehicle access to underserved communities, meeting with students, schools and districts to bring their food scraps recycling into compliance while making it fun, monitoring air quality and talking to the community about solutions, identifying tobacco use in popular media and engaging young people to take action through public speaking and community service.

This next year promises to be one of growth and continued innovation as we seek creative solutions to improving our air quality and protecting lung health. We appreciate the support of our funders, volunteers, community partners and long time 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, THANK YOU!



Jennifer Finton

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Community Engagement

Our Community CarShare

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 program initially offered complimentary service made accessible to eligible residents at participating sites, however, Cost-Share was introduced towards the end of the prior year to help the program become more sustainable in the long-run. Cost-Share required OCCS members to pay a discounted rate of \$4 per hour (approximately a quarter of the total fee per hour) to continue

enjoying the benefits of reserving and driving ZEV for various errands such as medical appointments, dropping off and picking up children from school or daycare, buying groceries and many other activities. While this resulted in a reduction of residents using the program, it increased the opportunities for Community CarShare Representatives (CCR) to drive other residents and plan carpool trips with fellow neighbors and friends within their community. CCRs are volunteer residents who act as an ambassador for OCCS at their site. They offer their time to drive others on errands who otherwise may not be able to drive or afford the full Cost-Share rate individually. This provides an opportunity to strengthen on-site engagement at each OCCS site along with reducing the number of vehicles on the road.

BREATHE created and distributed several surveys to gauge how OCCS has impacted our member's transportation habits and collect information for recommendations on how to continue improving the program. Through this, OCCS welcomed a new wheelchair accessible hybrid van after analyzing insightful feedback from residents on how OCCS can best meet the needs of its participants.

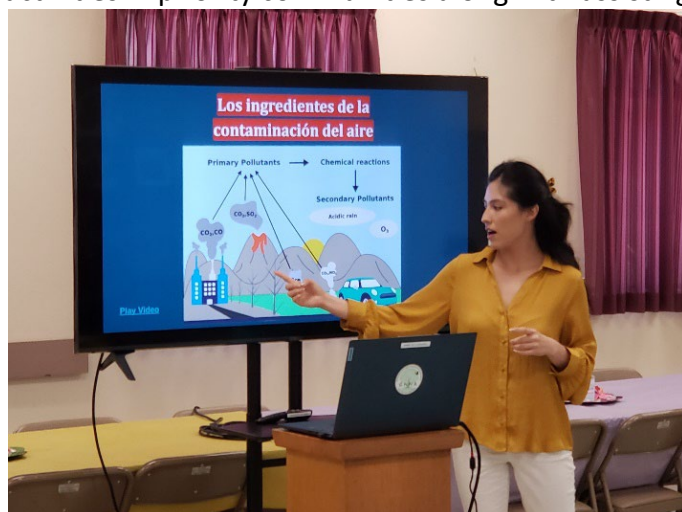
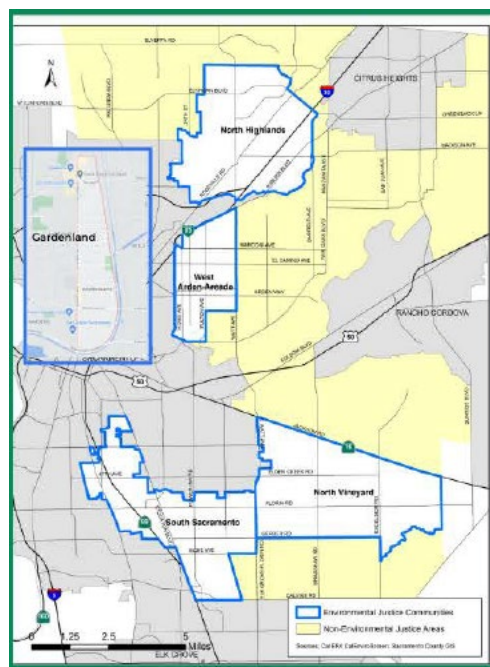
We will continue working with both old and new project partners as we anticipate OCCS moving from its pilot model where sites have been tethered to multi-family housing developments to public access sites within the Sacramento region.

Air Quality Monitoring and Education

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 a Department of Justice (DOJ) grant. Our primary objective is 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.

To complete the tasks, the project team established an air monitoring network and developed a community health survey to understand what residents in these communities viewed as public health risks and impacts that are associated with vehicle emissions. Surveys were translated into multiple languages (English, Spanish, Dari/Farsi, Russian, and Vietnamese) to provide the community with an inclusive opportunity to complete the survey. The project subcontracted with multiple community-based organizations (CBOs) to conduct community engagement and education activities in priority communities along with assisting with survey distribution and collection.



BREATHE works with Gardenland Northgate Neighborhood Association (GNNA) to ensure that the project is meeting its deliverables in the Gardenland community. The project intends to use the data gathered throughout the project to create a final report on the relationship between air quality, respiratory health, and vehicle emissions. Additionally, CSUS received Institutional Review Board certification,

which means our final project report may be published in respected academic journals.

Sacramento Neighborhoods Activating on Air Quality (SNAAQ)

Building off of two successful years for the SNAAQ project, the SNAAQ coalition, which includes a partnership between BREATHE, Valley Vision, Civic Thread (formerly known as WALK Sacramento), and Green Technical Education, was awarded another cycle of California Air Resources Board (CARB) Community Air Protection Grant funding to continue strengthening our presence in the community. A large component of this project focused on participatory budgeting primarily led by Civic Thread with partners supporting the objective. The project team began reaching out to community members with the purpose of identifying and recruiting residents from the project's two AB 617 communities in Oak Park and Old North Sacramento to join the steering committee. This resulted in a resident-only, nine-member Participatory Budget Steering Committee.

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. BREATHE hosted its first information session event on February 22nd, 2023, at the Old North Sacramento Neighborhood Association



meeting with the purpose of gathering the community together, sharing updates on the project, and upcoming plans for SNAAQ as we move forward. The project team held regular bi-weekly meetings for on-going project activities, and the nine-member Participatory Budget Steering Committee continues to act as a helpful resource within their communities to plan potential education events and project logistics. BREATHE is waiting for strategy development to be complete before moving forward with any additional collateral creation and planning for events. Currently, we look forward to planning and joining in at various community events hosted in the Oak Park and Old North Sacramento neighborhoods. Work for SNAAQ 2.0 will continue into the following year as we were granted an extension to complete the project which will include air quality mitigation strategies.

School Food Scraps Recycling

The Food Scraps and Recycling program (FSRP) is 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). This program assists schools in the Sacramento region in establishing and sustaining food scraps recycling initiatives. Each academic year, BREATHE offers educational



resources, program materials, and on-site technical guidance to newly participating schools. This program is designed to bring schools into compliance with California's Senate Bill 1383, which has set targets to reduce short-lived climate pollutants by 2025 and to mitigate the harmful impact of organic waste on air quality. SB 1383 requires participation from schools, businesses, and all CA residents to incorporate organic waste into their waste management practices. BREATHE'S FSRP reduces landfill waste, educates students about environmental responsibility,

empowers student involvement, and promotes resource conservation. This year, BREATHE has launched the FSRP in 20 schools resulting in a cumulative total of over 50 schools since 2018.

BREATHE held discussions with representatives from the San Juan Unified School District, Sacramento Unified School District, Folsom Unified School District, Natomas Unified School District, and TRUSD, to identify schools that would benefit from the program. Once the schools were identified, our team took the following steps:

- Coordinated with each school's principal to determine the best plan of outreach for students. This consisted of arranging school-wide assemblies, offering in-class videos and toolkits, or collaborating with TRUSD Nutrition Service's Farmer's Market program to educate students on the importance of food scraps recycling.
- Collaborated with kitchen staff, custodians, and administrators to create a strategy that would meet each school's needs to achieve a successful implementation plan which included setting up a waste station infrastructure.
- Assisted each school during lunch periods for five - ten days to monitor waste stations. During outreach, our food scraps team actively encouraged students and staff to incorporate food scraps sorting into their routine through words of encouragement, student leaders, and incentives.



Using valuable feedback gathered from the individual schools BREATHE launched during the 2022-23 academic year, we were able to create a Best Practices guide, which consisted of a compilation of ideas and suggestions schools can incorporate into their waste management systems. Additionally, BREATHE completed a case study on Babcock Elementary which detailed the process, effectiveness, impacts, and sustainability of FSRP in schools.

During the period spanning from January to June of 2023, ten schools in the Sacramento region effectively implemented the FSRP, collectively diverting around 8,689 pounds of food waste per week from landfills. This chart demonstrates the success of waste reduction efforts in an educational setting and their potential for significant environmental benefits.

County School Site	School District	Date Implemented	Last School Day	Student Population (2022- 2023)	Pounds Diverted per Week	Per Capita Pounds Diverted per Week	Tons Diverted ¹ through the last day of school
Mather Heights Elementary	FCUSD	1/9/23	5/25/23	312	525	1.683	3.67
Sierra Oaks Elementary	SJUSD	3/13/23	6/6/23	620	937.5	1.512	5.76
Cameron Ranch Elementary	SJUSD	3/20/23	6/6/23	385	1,425	3.70	8.65
O.W Erlewine Elementary	SCUSD	3/27/23	6/15/23	266	468.75	1.76	2.95
Fern Bacon Middle School	SCUSD	4/10/23	6/15/23	667	375	0.56	1.79
TOTAL	-	-	-	2,250	3,731.25	9.215	22.82

City School Site	School District	Date Implemented	Last School Day	Student Population (2022- 2023)	Pounds Diverted per Week	Per Capita Pounds Diverted per Week	Tons Diverted ¹ through the last day of school
Babcock Elementary	TRUSD	1/11/23	6/7/23	375	1837.5	4.9	13.88
Alice Birney Elementary	SCUSD	2/15/23	6/15/23	489	637.5	1.30	5.52
Phoebe Hearst Elementary	SCUSD	2/21/23	6/15/23	652	1050	1.610	6.80
*NP3 High	NUSD	3/6/23	6/2/23	615	682.5	1.11	3.10
John Cabrillo Elementary	SCUSD	4/17/23	6/15/23	333	750	2.25	3.21
TOTAL	-	-	-	2,464	4,957.50	11.17	32.51

Table 1+2: 1Calculated using data from collected visual inspection of food waste bins and the EPA's food waste volume to weight conversion factor (150 pounds per 64-gallon toter)

The significance of this audit is to document the positive environmental impact achieved by the ten schools in the Sacramento City and Sacramento County regions within a short period. By successfully implementing their food scraps programs, they were able to divert a substantial amount of food waste away from landfills, which has several important implications:

- **Environmental Benefit:** Food waste in landfills produces methane, a potent greenhouse gas, and contributes to pollution. By preventing this waste from entering landfills, these schools are helping to mitigate these environmental issues

- **Resource Conservation:** The effort to divert food waste also conserves valuable resources. Food production requires resources like water, energy, and agricultural land. When food is wasted and sent to landfills, these resources are squandered. By redirecting food waste, the schools are indirectly conserving these resources
- **Education and Awareness:** This achievement can serve as an educational tool and raise awareness about the importance of food waste reduction. It can inspire other schools, communities, and individuals to take similar actions to reduce waste and minimize their environmental footprint
- **Community Engagement:** Collaborative efforts like this involving multiple schools in a region demonstrate the power of community engagement and cooperation. It shows that when people work together toward a common goal, they can achieve meaningful results

In summary, the significance of the food diversion audit is that it highlights the positive environmental and community impacts resulting from the successful implementation of waste reduction programs by these schools in just a few months. It exemplifies the importance of sustainable practices and the potential for positive change when students come together to address environmental challenges.

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 Tobacco Use Prevention and Education (TUPE) programming. The purpose of this program is to use creative and interactive approaches to educate students on the tobacco industry and their predatory marketing tactics. This program also highlights the impacts of commercial tobacco on the community and serves as prevention for tobacco use behaviors among the students receiving the educational modules.

This academic year at San Juan High School, BREATHE staff delivered four in person tobacco prevention education meetings after school and reached over 15 students. At La Entrada Continuation School, BREATHE staff delivered five in person meetings and reached over 50 students during class time. In Folsom Cordova Unified School District, BREATHE staff delivered a single in person tobacco education lesson to seven class periods, reaching over 140 students at Cordova High School. BREATHE staff also delivered tobacco education lessons to students at Kinney High School over three sessions during class time and reached over 20 students.

During TUPE education sessions, BREATHE staff discussed and led students in discussions about



how the commercial tobacco industry impacts their peers, environment, health, and community by providing pop culture references and current news stories to keep meetings relevant and engaging. At each session, staff shared details and promotional materials for youth programs available at BREATHE. Since that distribution, we have had numerous students join our Youth Advisory Board and Smoke-Free

Screens program from both San Juan Unified and Folsom Cordova Unified school districts.

Smoke-free Screens

BREATHE is funded by Truth Initiative for data collection projects, examining the presence of commercial tobacco products in top grossing movies, popular television and streaming shows. These projects are designed to raise awareness about the impact of tobacco use and how they target youth and young adults through movies, television, and streaming shows. The glamorization of tobacco in media encourages utilization and convinces young people that it is “cool” to start smoking or vaping.

One of our greatest accomplishments this year was updating all recruitment materials to reflect the new program name, Smoke-free Screens (SFS), from the historic Thumbs Up! Thumbs Down! (TUTD) name. The program has remained in remote format to reach youth on a national scale. Additionally, recruitment materials have been added to the public facing database at smokefreemedia.com to promote project awareness and encourage youth engagement in tobacco control advocacy.

To ensure the data we collect remains relevant and aligned with the evolving movie and tobacco landscape, we have made significant updates to our codebook in collaboration with National Opinion Research Center at the University of Chicago (NORC) and UC San Francisco partners. These changes reflect the emerging trends and dynamics in the film industry, enabling us to capture more accurate and meaningful information for the public. The revised codebook has enhanced the overall quality and applicability of our data.

While analyzed results from this project years’ data have not been published by Truth Initiative, the following highlighted data from the 2022 calendar year were collected.

After analyzing 125 movies for tobacco imagery, we found that:

- Tobacco imagery appeared in a total of 47 movies (37.6% of movies that were reviewed)

- Out of the 37.6% of movies that contained tobacco, 20 of those movies were youth-rated. (*Note: youth-rated movies include those rated G, PG, and PG-13*)
- Tobacco imagery appeared in a total of 41 all-fiction films, 1 biodrama, 3 animated films and 2 documentaries

TV/Streaming

Between July 1, 2022- June 30, 2023, a total of 29 television shows, selected based on survey data provided by Truth, were reviewed and coded by a team of reviewers at BREATHE. In total, these reviewers spent 260+ hours reviewing 485 episodes. Teams of six interns and a staff member used an evaluation form (standardized officially by BREATHE work in evaluating movies through the Smoke-free Screens program) to collect information regarding tobacco use in each episode; including but not limited to: where tobacco is used, by whom, and messages of tobacco utilization (i.e. pro-tobacco or anti-tobacco) for each television show episode. The Excel data workbook and completed evaluation forms are on file with BREATHE. All 485 episodes have been logged into an excel sheet breakout and shared to Basecamp.



After analyzing over 780 hours of television shows across 485 television episodes, we found that:

- The 5 television shows displaying the most tobacco imagery of those reviewed were:
 - *Peaky Blinders* (Netflix)
 - *Snowfall* (Hulu)
 - *Dahmer Monster: The Jeffrey Dahmer Story* (Netflix)
 - *The Boys* (Amazon Prime)
 - *Big Mouth* (Netflix)
- Television shows that were found to be commercial tobacco-free include:
 - *Never Have I Ever* (Netflix)
 - *The Owl House* (Disney+)
 - *Wednesday* (Netflix)

- *The Flash* (Netflix)
- *South Park* (Hulu)
- The television show and episode with the most tobacco imagery was *Peaky Blinders* (Netflix) Season 6: Episode 1 with a total of 300 incidents.
- There were 29 episodes in total that were identified as including special circumstances due to tobacco use by young people obviously under 18, tobacco use around children 12 and under, pregnant woman, ill persons, tobacco use in a normally accepted non-smoking area (such as a school, medical facility, or designated non-smoking area), and specific/discernable brand depiction.

Social Media Projects

The Social Media project in collaboration with the Schroder Institute and funded by Truth Initiative is a project collecting binary data by analyzing uploaded YouTube videos for brand engagement and promotions, product features, demographic targeting, implicit health claims, and FDA compliance. Interns continue to code Instagram posts under the direction of BREATHE staff and Truth partners. Upon completion, Truth partners will generate a report on our findings. With the new undertaking of YouTube, BREATHE has coded six pilot datasets with no tobacco findings.

Youth Advisory Board (YAB)

This year was our third of five years of funding through the California Tobacco Control Program (now rebranded as California Tobacco Prevention Program) for the Youth Advisory Board (YAB) objective. 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 with the community and elected officials around tobacco control and prevention policies. In addition, YAB is funded to connect with peers from across the state through California Youth Advocacy Network conferences. Funding from this grant also allows YAB to run a Public Service Announcement (PSA) video contest each year to elicit video submissions from Sacramento County in grades 6-12 that highlight the dangers of commercial tobacco use.

This year, a total of 20 YAB members met with BREATHE staff virtually two to three times per month to carry out all program activities.



Members continued to be trained as expert youth advocates in tobacco control and prevention, collaborated on the development of BREATHE's 9th Annual PSA Contest, collaborated on the development and hosting of the Breathe Youth Fest (formerly Breathe Youth Media Awards) which highlighted PSA video contest winners, educated peers by creating Instagram posts on their youth-managed social media account, provided an

in-person presentation to peers at the Youth Fest on the impact of commercial tobacco in our communities by creating an interactive Jeopardy-style game to engage event attendees, attended the statewide advocacy event Youth Quest, and hosted a table at the annual Earth Day event at Southside Park to educate community members and recruit new YAB members.

This year, the PSA contest held by the Youth Advisory Board students garnered a total of 20 video submissions from local students in grades 6-12. This is almost double the number of submissions that were received during the 2021 PSA contest and reflects students returning to school and settling back into academic routines. YAB members used their grading rubric to create three categories of winners: 6-8th grade acted, 9-12th grade acted, and 9-12th grade animated and selected a 1st, 2nd, and 3rd place winner in each category. This



year, the Youth Fest event was held at the Mack Powell Event Center in Arden-Arcade area of Sacramento. The event featured a photo booth, a YAB peer presentation, activity stations, and the winning PSA videos were announced and screened. We are happy to report that the winning video from the 9-12th grade animated category was adapted into a commercial and ran on KRCA Channel 3 and the KRCA website and app for several months to educate the community and television viewers.

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 Youth Advisory Board (YAB),

policy advocacy, community education, and outreach in Sacramento County focused on: smoke-free outdoor worksites, smoke-free parks, and smoke-free multi-unit housing. The Smoke Free Sacramento project's advocacy is rooted in reducing exposure to secondhand and thirdhand smoke from e-cigarettes; reducing and preventing tobacco product litter waste; and to overall reduce the burden of disease and death from commercial tobacco products to improve public health.

Smoke-Free Outdoor Worksites

The Smoke-Free Outdoor Worksites objective, is focused on creating smoke-free outdoor worksites in Sacramento County to protect the health of all job site employees. In 1994, AB-13 was passed requiring all indoor workplaces in California to be smoke-free. Unfortunately, this law does not cover outdoor workers such as those in construction, trades, farming, manufacturing, and other industries that work predominantly outdoors. Safe and healthy work environments free of smoke should be afforded to all California workers. Project staff was able to collect surveys and petitions from tabling at community events this year then turn those findings into a tri-fold brochure to use when hosting outdoor worksite workshops. Project staff cold called and emailed businesses with outdoor worksites in the Sacramento region requesting letters of support. The remainder of the fiscal year was spent preparing for a virtual workshop for local businesses with outdoor worksites.

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, parking lots or to regional and 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.

This year BREATHE continued advocating towards supporting and creating a smoke-free American River Parkway. With the completion of smoke free park opinion survey results, a corresponding fact sheet and survey findings page was created for distribution among decision-makers and community members to demonstrate the need for a smoke-free parks policy.



A tobacco litter pick up was held in May. Staff and volunteers gathered at River Bend Park in Rancho Cordova and over the course of 2.5 hours collected nearly 250 pieces of tobacco litter. Most of the tobacco litter was concentrated in the parking lot and nearby picnic area.

The third objective of the Smoke-Free Sacramento project is Smoke-free Multi-unit housing which is working to create smoke-free, healthy living environments for residents of multi-unit housing in Sacramento County.

In October of 2020, the City of Rancho Cordova adopted and passed a comprehensive smoke-free multi-unit housing policy. 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. Staff have been successfully working on supporting Rancho Cordova in the maintenance of this policy. Through a postcard campaign, staff were able to collect the targeted number of public opinion poll surveys from Folsom, which was then used to create educational materials distributed to residents.

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multi-unit homes and educate community members and property managers through webinars, workshops, print materials and social media campaigns.

Events and Fundraising

Breathe Bike Trek

The 36th Annual Breathe Bike Trek based out of Loomis Basin Park was held in October 2022 due to a postponement from the September Mosquito Fire. While the date change caused a conflict with some riders, a majority were able to join in on this beautiful fall day. Riders chose from one of four routes ranging from 18 miles to 62 miles and all included some hill climbing. A delicious catered BBQ lunch, cash bar, music courtesy of our DJ and a Trek Trading Post were enjoyed upon their return. Those that raised \$1,000 or more were recognized in the Winners' Circle along with our Trek sponsors.



Breathe Bike Rodeo

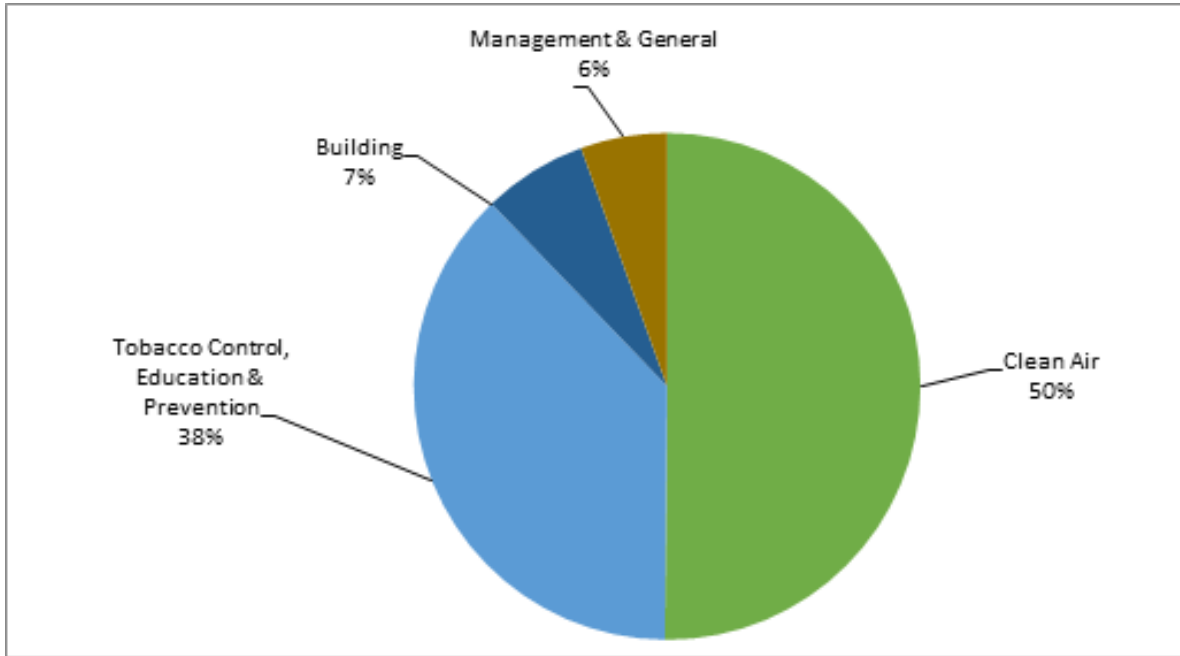
The 2nd Annual Breathe Bike Rodeo was held on April 30, 2022 along the Sacramento River in the City of West Sacramento. This year, the Rodeo served as the May is Bike Month kick off



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, appearances by Dinger (of The River Cats) and Scooter (of the Sacramento Air Quality Management District), blender bikes, free coffee, and an opportunity to try out a variety of interesting bikes. The weather was a perfect spring day. Taking lessons learned

the first two years, planning is already underway for the 3rd Annual Breathe Bike Rodeo. All are welcome to this free event.

FY 22/23 Financials



Statement of Income and Expenses for Year Ended June 30, 2023

Income		Expenses	
Public Contribution	11,515	Clean Air	702,545
Grants	1,287,272	Tobacco Control, Education & Prevention	527,876
Building	131,449	Building	93,472
Special Events (Net)	23,283	Management & General	77,296
Bequest	88,654		
Others	18,160		
Total Income	1,560,333	Total Expenses	1,401,190

Audited February 7, 2024 by Nicholson & Olson, CPAs

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

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