



**BREATHE**  
**CALIFORNIA**  
*Sacramento Region*

Annual Report

2019 – 2020

*Letter from the CEO:*

In early 2020, our world experienced the reeling effects of COVID-19, a highly contagious virus affecting the respiratory system. In alignment with our lung health mission, Breathe California Sacramento Region (BREATHE) set out to ensure accurate and sourced information was being disseminated. We initiated a weekly COVID Comms Newsletter in the early months of California’s stay-at-home order, an information source created to provide current, COVID-specific content. And while we continue to suffer from the economic and social impacts of this virus, BREATHE has continued to provide our region with up-to-date information and protective strategies to minimize coronavirus risks – in addition to continuing our work in air quality and tobacco control.

Our work has taken on a different look as education systems and businesses alike shift to a more virtual platform. We are happy to say that despite the drastic shifts in information and program delivery we continue to address the local challenges of poor air quality resulting from vehicular sources and wildfire smoke and continue to fight against the tobacco industry and for public health issues resulting from tobacco use.

In the following pages you will see highlights of our program work for the fiscal year 2019/2020. We would like to thank everyone who has worked with us over the year to help forward our lung health objectives. It has been a true joy!



*Stacy Springer*

Chief Executive Officer

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## Mission

*BREATHE is committed to healthy air and preventing lung and other air pollution related diseases by partnering with youth, advocating public policy, supporting air pollution research, and educating the public.*

## History



For 103 years, BREATHE has been a leader in air quality improvement strategies, asthma management and keeping tobacco out of the hands of our youth. From seeing the end of tuberculosis in the early 1900's, bringing light rail to Sacramento in the 1980's, eliminating rice straw burning in the 1990's and countering the tobacco industry's influence on our youth today,

BREATHE has had a century of success to keep lungs healthy.

Our work has never been more important as we have watched the toll Covid-19 has taken on those with pre-existing conditions especially related to compromised lung health. Now, more than ever, we need to keep tobacco out of the hands of our youth, teach people how to manage their asthma, and work to build communities where active transportation is a viable option.

## Activating Our Youth

### **Our Youth and the Community for a Tobacco-Free Future**

This year BREATHE continued its decades-long work in advocating for smoke-free and tobacco-free communities. Commercial tobacco is the leading cause of death in the world. It also causes an undue burden on our community's health, as tobacco use is a precursor to the leading forms of chronic diseases. Establishing smoke-free policies is an important step in a tobacco-free future as they reduce the amount of smoking in our community, eliminate cancerous secondhand smoke exposure in areas covered by policies, and contribute to greater changing social norms around tobacco use.



Engaging the youth in our community is integral to our tobacco control work. This year, we worked with 15 high school-aged youth from across Sacramento County who volunteer with our organization to become trained in public health, tobacco control and advocacy for smoke-free policies. Despite the COVID-19 pandemic, our youth continued to meet with us regularly over Zoom and engage in our work. Our youth advocates' incredible work included developing and publishing two postcards that have since had 2,000 copies printed and distributed, and running a month long digital billboard campaign in Sacramento County. This campaign spanned four billboard faces and totaled 155,000 displays.

### **Thumbs Up! Thumbs Down!**

Thumbs Up! Thumbs Down! (TUTD) is a project that trains and engages youth to collect data on the depiction of tobacco products in the 10 top movies on a weekly basis.

Concurrently, the project provides youth with education on tobacco control, including tobacco industry marketing tactics in media and movies. Data collected from this project contributes to the world's largest database on tobacco depiction in films. Annual reports of findings are regularly utilized by the CDC, Surgeon General's Office, WHO, and other public health sectors.



Aside from collecting valuable data, this project provides important training and education for youth members. BREATHE prides itself in operating strong youth engagement programs such as this, in pursuit of tobacco-free communities for future generations. TUTD members are exposed at an early age to concepts of data collection and integrity, become informed advocates for tobacco control, and create a group of youth that are likely to take this project experience into their future career considerations.

One of our greatest accomplishments with the program this year was our robust recruitment and training efforts. This year, we trained 17 new students to join the program, and have advertised the program to students at 10 school/youth events/meetings and community service fairs during the 2019-2020 academic year. We closed out our year with 43 active members in the TUTD program, a record high number of youth in the last decade. The high number of youth involved in the program was a great accomplishment resulting in a higher number of available data collectors for consistent double-coding efforts for data integrity.

This year, we are also happy to report that BREATHE was published in the CDC's prestigious, *Morbidity and Mortality Weekly Report*, gaining recognition for the valuable tobacco control work that both staff and students have been producing for years.

Furthermore, on May 27, 2020, our partners at University of California, San Francisco (UCSF) published our 2019 annual film report. This report was distributed by UCSF to help form the basis for the Centers for Disease Control (CDC) and other materials. This report includes why exposure to tobacco imagery in youth-rated films is harmful, policy solutions, which movie production companies contain the most tobacco imagery overall, an analysis of

the 96 films that were reviewed and coded this year, total in-theater tobacco impressions, and more!

## **TV/Streaming Project**

BREATHE is funded by the Schroeder Institute for a data collection project examining the presence of tobacco products in popular television and streaming shows. The TV/Streaming project is designed with the intent to raise awareness about the impact tobacco use on television and in streaming has on tobacco use among young people, and to reduce the impact that the glamorization of tobacco use on television has on encouraging young people to start using tobacco.

One of our greatest accomplishments this year has been being able to adapt to working remotely due to the COVID-19 pandemic. With the utmost support from our staff and interns, we were able to make a seamless transition during this difficult time. Our team of staff and interns were able to complete all reviews and rereviews of episodes earlier than anticipated this fiscal year.

This year, a team of seven interns and a staff member analyzed 500+ hours of television shows across 296 television episodes. We found that tobacco imagery appeared in a total of 71 episodes. Though the total of overall tobacco incidents declined from last year, specific tobacco product types did increase significantly (i.e. vaping products up by 456.25% and cigars tobacco products up 30.43% from last year). Some of the television shows that displayed the most tobacco imagery, in no particular order, were Euphoria (HBO), Big Mouth (Netflix), and Sex Education (Netflix). On the opposing end, some of the shows that were reported as being tobacco-free include: Mandalorian (Disney+), Marvel's The Punisher (Netflix), and The Big Bang Theory (CBS).

## School-Age Education

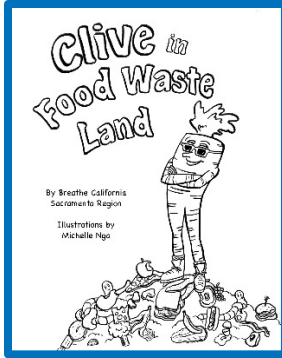
### **Food Waste Recycling in Schools**

The School Food Waste Recycling program launched in August 2018 to equip schools with education and tools to divert food waste generated in the cafeteria away from landfills. This program is designed to help public schools comply with California mandatory organics recycling laws—Assembly Bill 1826 and Senate Bill 1384—and teach youth about the benefits of reducing food waste in landfills. Wasted food has far-reaching effects, both nationally and internationally. In the U.S., up to 40% of all food produced goes uneaten and about 95% of discarded food ends up in landfills. Food waste is the largest component of municipal solid waste at 21%. Decomposing food waste produces methane, a strong greenhouse gas that contributes to global warming but also pollutes the surrounding communities near landfills.

In 2019-2020, BREATHE implemented food waste recycling programs into eight elementary and K-8 schools and provided reeducation to two schools already recycling food waste in Natomas Unified School District and Sacramento City Unified School District. The program was impacted when schools closed due to the coronavirus pandemic, but it is estimated that the ten schools diverted a total of 45.2 tons of food waste from landfills where it was then sent to a commercial compost facility in San Jose and turned into compost for California soil. In total, BREATHE has brought twenty schools into compliance across five school districts in Sacramento County since the program launched in 2018.







BREATHE also worked with a local Sacramento artist to create an activity and coloring book that tells the story of food waste from farm to fork, called Clive in Food Waste Land. The activity and coloring book accommodates distance learning while continuing to teach youth about the benefits of diverting food waste from landfills.

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

At Folsom Cordova Unified School District, tobacco prevention meetings are held during and after school to discuss important tobacco-related topics with students. Some of the topics that were discussed this year include tobacco and the environment, tobacco in pop culture, tobacco through the decades, and the dangers of youth vaping. BREATHE has successfully reached over 174 students across three school sites this past year educating students on the overall dangers of tobacco use.

At San Juan Unified School District, movie nights are hosted at two school sites to teach students about the issue of tobacco in pop culture with an emphasis on tobacco in movies and on television. At these events, BREATHE staff discuss the relationship between tobacco imagery in youth-rated films and smoking initiation. A PG-rated film is shown to students to display examples of tobacco exposure on children and adolescents. After the movie plays, students engage in fun conversation to discuss their findings.

Due to the COVID-19 pandemic, we were unable to carry out all in-person meetings scheduled for this academic year. However, we were able to host one movie night at Casa Roble High School which reached 36 students. BREATHE staff was able to quickly strategize best practices in order to keep open communication, so students could remain updated and continue engaging in tobacco control education despite in-person meetings being temporarily suspended. BREATHE staff worked diligently to create a comprehensive TUPE curriculum to be delivered virtually as we transition away from in-person meetings, and begin to offer remote learning options.

## Community Engagement

### **Our Community CarShare**

Our Community Carshare (OCCS) is a program of the Sacramento Metropolitan Air Quality Management District for which BREATHE provides outreach and education. In the program's third year, OCCS has continued to serve low-income and disadvantaged communities disproportionately affected by climate change by providing access to electric vehicles (EV) as a community benefit. BREATHE's role in supporting and implementing OCCS is by finding creative solutions to interact with the communities through outreach, engagement, and



education to improve public health. Our mission is to raise awareness on the harmful emissions from traditional internal combustion engines and to empower communities to assume a supporting role in the fight against climate change through EV adoption. BREATHE works closely with state agencies, local organizations, and multiple housing providers to increase awareness by removing the barriers that impact individual's transportation independence. OCCS currently serves over 570 members at eight sites, across three housing development agencies – Mutual Housing, Sacramento Housing Redevelopment Agency (SHRA), and Eskaton. The program also encourages carpooling through the service of Community CarShare Reps, who give rides to fellow members on reserved trips using the vehicles.

This project is set to launch additional sites while fostering partnerships that further develop a strong network of support for individuals in these communities to improve their quality of life, strengthen local economies, and promote equity through clean and healthy air for everyone.

## Wildfire Smoke Preparedness



AB661 was passed in October 2019 to create a Wildfire Smoke Air Pollution Emergency Plan. Once passed,

BREATHE partnered with the Sacramento Metropolitan Air Quality Management District and set out to form a working group compiled of city and county officials, firefighters, police officers, utility workers, school administrators and nurses from Sacramento County school districts. Due to COVID-19, in person meetings were stalled, but the group adapted to meeting over Zoom. BREATHE recorded the group's input on how to best keep students' lungs safe from wildfire smoke, or any other air pollution event. This work will continue in the 2020/2021 fiscal year to get a plan in motion and to expand, keeping business agencies safe during these events.

## Smoke-Free Policies

Throughout the year, our staff provided over 25 hours of assistance to multi-unit housing residents suffering from secondhand smoke exposure, gave several community presentations and webinars on tobacco education, and held a Public Service Announcement video contest for community youth that received over 50 entries. 2019 – 2020 also marked the end of our 5-year long Sacramento Taking Action against Nicotine Dependence (STAND) project. This project was funded by the California Tobacco Control Program and tasked our organization with establishing smoke-free policies for community colleges and multi-unit housing.

As our former project wrapped up, we were also awarded a \$1.8 million grant from the California Tobacco Control program to continue our policy advocacy work in 2020 – 2025, focusing again on smoke-free multi-unit housing, with the addition of new projects in the realm of smoke-free outdoor worksites and smoke-free parks in the Sacramento County community.

# Leadership and Collaborations



## Events

### **2019 Breathe Bike Trek**

BREATHE celebrated 33 years of cycling for clean air, healthy lungs, and a tobacco free future at this year's annual Breathe Bike Trek. Held in Petaluma, California, 100 cyclists enjoyed three days of cycling, camping, entertainment, catered meals, massages, and more! 10 teams competed for best campsite



decorations, top fundraising levels, and largest teams and helped BREATHE raise over \$100,000! At the post event steering committee meeting it was decided that the 34<sup>th</sup> Breathe Bike Trek would be held in Amador County, staging out of the Amador County Fairgrounds, and would shift to a two-day/two-night event.

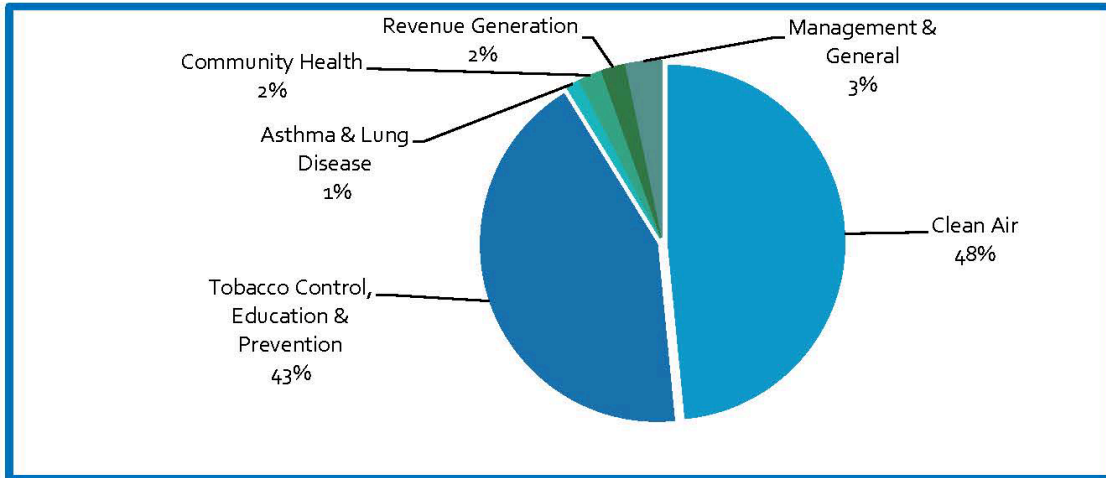
### **2020 Breathe Youth Media Awards**



The 2020 Breathe Youth Media Awards (BYMA's) were originally scheduled for March 17<sup>th</sup> – three days after California initiated its stay home order. With a very last-minute shift, BREATHE staff put together a virtual event held via ZOOM. With over 60 anti-tobacco Public Service Announcements (PSAs) submitted by local high school and middle school students, the winning PSAs were showcased before local teachers, tobacco coalition members, corporate partners, BREATHE Board members, and, of course, the students. The shift to a virtual platform removed the entertainment value of the Guild Theater venue, food, activity tables, etc.; however, it has also enabled BREATHE, should the virtual event platform continue into 2021, to reach students who cannot always attend due to transportation hurdles.

# Financials

## FY 19/20 Financials



## Statement of Income and Expenses for Year Ended June 30, 2020

| Income               |                  | Expenses                                |                |
|----------------------|------------------|---|----------------|
| Public Contribution  | 47,689           | Clean Air                               | 446,950        |
| Special Events (net) | 19,781           | Tobacco Control, Education & Prevention | 393,975        |
| Bequests             | 14,375           | Asthma & Lung Disease                   | 11,485         |
| Grants               | 736,031          | Community Health                        | 19,573         |
| Others               | 196,216          | Revenue Generation                      | 19,917         |
|                      |                  | Management & General                    | 30,513         |
| <b>Total Income</b>  | <b>1,014,092</b> | <b>Total Expenses</b>                   | <b>922,412</b> |

Audited November 30, 2020 by Nicholson & Olson, CPA's

A Complete Financial Statement is available from the Breathe California  
Sacramento Region

909 12th Street, Sacramento, CA 95814

Corporate Supporters



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