



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

Annual Report  
2021-2022

## *Letter from the CEO*

It is with tremendous pride that we share this summary of extraordinary accomplishments for the past fiscal year. While the Covid-19 pandemic still continued altering some in-person events for us, BREATHE staff and volunteers forged ahead under the circumstances, even expanding our program areas.

This year saw the expansion of our Food Scraps in Schools program as well as the initiation of a community-led air quality monitoring and education program in heavily impacted areas around Sacramento County. Additionally, with the increased amount of online streaming activities, we added those platforms as well as Instagram posts to our tobacco incidence monitoring.

We were excited to bring two new community events to the region as well. Our First Annual Breathe Bike Rodeo held in April in West Sacramento provided families with young children an opportunity to learn all things bike safety and then practice their skills on a closed course. In June, we had the privilege of hosting the Breathe Wellness Fest in South Sacramento which featured healthy lifestyle vendors, activities and a small farmer's market. We anticipate these events returning next year even bigger and better.

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 are excited to be back out in the communities we love and live in. Air quality, indoors and outdoors, continues to impact our most vulnerable citizens. But our commitment to hands-on research, education and outreach will help us make advances for better health for all. Thank you for your continued support. We look forward to another year of innovation and making a positive difference in the Sacramento Region.

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

## Table of Contents

Community Engagement .....	4
Our Community CarShare .....	4
Air Quality Monitoring and Education .....	5
School Food Scraps Recycling .....	6
Protecting Lung Health from Wildfire Smoke .....	7
Breathe Bike Trek .....	7
Breathe Bike Rodeo.....	8
Family Wellness Fest.....	8
Youth Programs for Tobacco Control and Education .....	8
Tobacco Use Prevention and Education .....	8
Smoke-Free Screens .....	9
Thumbs Up! Thumbs Down!.....	9
TV Streaming.....	10
New Data Collection Projects.....	11
Music Videos.....	11
Instagram Posts.....	11
Youth Advisory Board .....	11
Smoke-Free Sacramento .....	12

Smoke-Free Outdoor Worksites.....	13
Smoke-Free Parks.....	13
Smoke-Free Multi-Unit Housing.....	15
Collaborations and Partnerships .....	16
Financials .....	17
Board of Directors .....	18
Staff .....	18

## Community Engagement

### **Our Community CarShare (OCCS)**

OCCS was in its fourth year as a pilot program of the Sacramento Metropolitan Air Quality Management District (SMAQMD) and funded by California Climate Investments. 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 (ZEV).



Over the past year, due to the impacts and restrictions of the pandemic we have changed our in-person meeting requirements to virtual gatherings in order to meet health guidelines suggested by our local government. BREATHE continued to offer and provide personal protective equipment (PPE) and supplies to participants, which have included hand sanitizer, disinfectant sprays, wipes, gloves, and masks. We also placed hand sanitizer bottles in all OCCS vehicles. BREATHE staff have readily attended monthly in-person site visits and two monthly Zoom meetings (virtual site visits) to provide a space for participants to get support and ask questions at eight locations and continue to send weekly communications to our members by using an email and texting platform to accommodate all site locations.

We launched an additional site located at Washington Square Apartments. This site is unique, being the only site to utilize GIG Carshare. On the launch date, we provided members with food, games, and raffle prizes to engage with the community. During this year we had multiple events in this manner to re-engage with our existing members and to continue to build rapport.

BREATHE has worked with project partners to introduce Cost-Share to all members. Cost-Share was created in hopes that OCCS can potentially be fully self-sustaining. Our members continue to enjoy the benefits of using zero-emissions at a discounted rate of \$4 per hour. We hope to continue to work with our partners to encourage new and existing



members to transition to Cost-Share and provide equitable transportation options to improve air quality in our neighborhoods.

### **Air Quality Monitoring and Education**

Sacramento Neighborhoods Activating on Air Quality (SNAAQ) is a partnership between BREATHE, Valley Vision, WALKSacramento (Civic Thread), 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.

While BREATHE maintained a program partner role throughout the project and engaged in every element of the work, our primary role was to create the Clean Air for All curriculum and deliver it to schools in the two communities of focus. The professionally vetted curriculum was designed for students in grades 6<sup>th</sup>-8<sup>th</sup> and 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

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.

SNAAQ held a successful Air Quality Design Challenge for residents of these communities to learn about block-by-block air quality conditions and design solutions to improve air quality. Attendees selected one of three working sessions on **(1) Equipment**, **(2) Engagement**, and **(3) Data Analysis** to share their priorities for action in each of these areas. Work continues in this project in what we now call SNAAQ 2.0.





## School Food Scraps Recycling

BREATHE's School Food Scraps Recycling program is funded by the Sacramento Regional Solid Waste Authority (SWA) to help schools in unincorporated Sacramento County establish and maintain food scraps recycling programs. Each school year, BREATHE provides education, program supplies, and on-site technical assistance to 10 new schools launching food scraps 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.

BREATHE was able to partner with various schools which served students from all grade levels ranging from K-12 between several districts in the region which included Twin Rivers Unified School District (TRUSD), Sacramento City Unified School District (SCUSD), and San Juan Unified School District (SJUSD). As schools shifted from a virtual environment to in-person learning, BREATHE carefully coordinated program setup and staff training which included kitchen staff, custodians, and administration to support each school's specific needs based on their level of comfort. Even so, as the pandemic continued to evolve with new variants, a few initial staff presentations were temporarily affected and we transitioned to a virtual format to ensure that staff members were properly trained prior to school-site launches. A series of short assemblies, presentations, and plugging into existing education programs such as a nutritional Farmer's Market program created an avenue to inform and demonstrate to students the importance of food scraps recycling.



school's program education and setup and all that it involves.

Using valuable feedback and experience gathered from the school districts and individual schools with whom BREATHE worked in the 2021-22 school year, we were able to create a Best Practices and Lessons Learned Guide to further assist schools in the region that are looking to start new recycling programs. These guides are a compilation of ideas and suggestions which can be incorporated into their

## Protecting Lung Health from Wildfire Smoke

[AB 661](#) (McCarty), a bill passed in October of 2019, required 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 21/22 Fiscal Year, BREATHE met with representatives from school districts, with business leaders, local officials, and front-line philanthropic organizations to review the findings from the survey we had distributed to them to collect best practices and recommendations to include in the plan. Materials were

translated into six languages: Arabic, Cantonese, Hmong, Russian, Spanish, and Vietnamese. Most of this year involved working on Element 4: specifying health protective measures for vulnerable populations: children, elderly, homeless populations, and people with certain health conditions. Indoor air quality improvement strategies were discussed to help protect folks in their own home during a wildfire smoke outbreak. BREATHE contracted with VideoVets to make educational videos to best inform folks on how to keep safe during a wildfire smoke event. The draft plan will be approved by SMAQMD in early fall.

RECOMMENDED ACTIONS DURING WILDFIRE SMOKE AND OTHER UNHEALTHY AIR QUALITY EVENTS						
GENERAL PUBLIC						
HOW TO USE THIS CHART	STEP 1 Find the current local air quality conditions (AQI) at <a href="http://fire.airnow.gov">fire.airnow.gov</a> . To find forecasted air quality conditions go to <a href="http://AirQuality.org">AirQuality.org</a> .			STEP 2 Once you know the AQI nearest your location, use the Table below to help you plan and make decisions during a wildfire smoke event or anytime the AQI increases.		
ACTIVITY	LEVEL 1 GOOD	LEVEL 2 MODERATE	LEVEL 3 UNHEALTHY FOR SENSITIVE GROUPS	LEVEL 4 UNHEALTHY	LEVEL 5 VERY UNHEALTHY	LEVEL 6 HAZARDOUS
AQI	0-50	51-100	101-150	151-200	201-300	≥301
<b>GENERAL OUTDOOR ACTIVITY</b>	No suggested action	Sensitive individuals <sup>1</sup> should be prepared to medically manage their condition. Know where to go to get air quality information so you can plan your activities if conditions worsen.	Sensitive individuals <sup>1</sup> should stay indoors or avoid vigorous outdoor activities.	Avoid vigorous outdoor activities. Sensitive individuals <sup>1</sup> or any individual having difficulty breathing should remain indoors.	No outdoor activity. All activity should be moved indoors or discontinued.	No outdoor activity. All activity should be moved indoors or discontinued.
<b>EXERCISE</b>	No suggested action	Sensitive individuals <sup>1</sup> should be prepared to medically manage their condition. Know where to go to get air quality information so you can plan your activities if conditions worsen.	Sensitive individuals <sup>1</sup> should exercise indoors or avoid vigorous exercise activities. Increase rest periods and lower breathing rates. Reduce vigorous exercise to 30 minutes per hour or less.	Exercise indoors or limit vigorous exercise activity to maximum 15 minutes. Sensitive individuals <sup>1</sup> or any individual having difficulty breathing should remain indoors.	No outdoor exercise. All activity should be moved indoors or discontinued.	No outdoor exercise. All activity should be moved indoors or discontinued.
<b>INDOOR AIR QUALITY</b>	No suggested action	Sensitive individuals <sup>1</sup> should be prepared to medically manage their condition. Understand and maintain HVAC system to reduce smog indoors. Install and keep high-efficiency filters on hand. Consider purchasing a certified portable air cleaner <sup>2</sup> to help improve indoor air quality when needed.	Sensitive individuals <sup>1</sup> consider using a portable air cleaner to reduce indoor air pollution. Don't use products that increase indoor air pollution (sandles, cleaners, air fresheners). Reduce activities that create more dust (trying foods, vacuuming). Follow previous guidance under Level 2.	Run HVAC system on recirculate mode to reduce smoke indoors. Keep doors and windows closed. Change dirty filters as needed. Create a clean air space at home (Use a certified portable air cleaner <sup>2</sup> or DIY air cleaner). Follow previous guidance under Levels 2-3.	Follow previous guidance under Levels 2-4.	Follow previous guidance under Levels 2-4.
<b>N95 MASK USE</b>	No suggested action	Keep N95 masks on hand in case air quality worsens and you must go outside.	Sensitive individuals <sup>1</sup> should consider using N95 masks only if you must go outside; other health conditions and breathing rates should be monitored.	Use an N95 mask if you must go outside and monitor other health conditions and breathing rates.	Use an N95 mask if you must go outside and monitor health conditions.	Use an N95 mask if you must go outside and monitor health conditions.

Send us feedback: include region with address or other location, conditions. Please wear masks and follow their admission rules and keep their quick relief medicine handy.  
This content is provided as a service to the public. Before you practice, check to make sure it is certified here: <https://www2.arb.ca.gov/faq/certified-air-cleaning-devices>

## Breathe Bike Trek

The 35th Annual Breathe Bike Trek based out of Loomis Basin Park was held in September 2021. There was a sense of reunion as Covid-restrictions were loosened and long-time Trekkers got to see each other in person. 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 and music courtesy of our DJ were enjoyed upon





their return. Riders that raised \$1,000 or more were recognized in the Winners' Circle and received a custom BREATHE branded jersey. We are looking forward to another fun ride in Fall 2022!

### Breathe Bike Rodeo

Responding to the suggestion for a family-friendly bike event, BREATHE hosted the First Annual Breathe Bike Rodeo in April 2022 along the riverfront in West Sacramento. Over 100 families attended and visited with 20 vendors offering interactive activities, kid-friendly giveaways and prizes. The CHP bike unit was on hand to guide youth through a mini-bike course to practice bicycle safety skills. Additionally, multiple helmets were given away to people of all ages and families enjoyed a short bike ride along the Sacramento Riverfront with passport stops along the way. A big thank you to our sponsors that helped offset costs for this free event and provided activities such as sitting in a cement truck, securing a bike on a transit bus, playing cornhole and taking pictures with Dinger (the River Cats mascot).



### Family Wellness Fest

The Family Wellness Fest held at North Laguna Park wrapped up the final event of the 2021/2022 fiscal year. Thanks to the sponsorship of SMUD and Raleys, we were able to giveaway \$2,500 – worth of produce to attendees. We partnered with vendors focused on health and wellness who gave away health products and services to the community ranging from massages to vegetable seeds and plants. Folks especially loved the chance to use the “blender-bike” and pedal it to blend their smoothie! This was the first year we put on this event, and we are looking forward to making it bigger and better next year!



## 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 programming is to use creative approaches 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.



This academic year, at San Juan High School and Casa Roble High School, BREATHE staff provided five in person meetings, and reached over 50+ students while delivering tobacco prevention education meetings after school. At Kinney High School, staff delivered five meetings during class time and reached 15+ students. During meetings, BREATHE staff discussed and engaged youth by educating them on how commercial tobacco impacts their peers, environmental impacts of

commercial tobacco, the health risks related to smoking and vaping, and tobacco industry marketing tactics by providing pop culture references to keep meetings relevant and engaging. At Cordova High School, we had the opportunity to meet with one student to share our project, but due to limited capacity at the school site, we were unable to carry out all meetings scheduled for the academic year.

Despite being unable to carry out all meetings scheduled this academic year, 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 opportunity and garner student signups.

### **Smoke-free Screens**

Breathe is funded by Truth Initiative for data collection projects examining the presence of commercial tobacco products in top grossing movies and popular television and streaming shows. These projects are designed to raise awareness about the impact tobacco use in movies, television and streaming shows has on youth and young adults in order to reduce the impact that the glamorization of tobacco use in media has on encouraging young people to start smoking or vaping.

### **Thumbs Up! Thumbs Down! (TUTD)**

One of our greatest accomplishments this year was youth engagement as we continue to recruit and expand our program across multiple states including California, New York, Texas, and Illinois. The current remote format allows participants to tune in nationwide which promotes project awareness and encourages youth engagement in tobacco control advocacy.

During this reporting period, 40 active members participated in the program, and staff and students analyzed over 123 movies for tobacco imagery.

While analyzed results from this project years' data have not been published by Truth Initiative, the following highlights findings from the 2021 calendar year data collected:

After analyzing 115 movies for tobacco imagery, we found that:

- Tobacco imagery appeared in a total of 56 movies (48.7% of movies that were reviewed)
- Out of the 48.7% of movies that contained tobacco, 18 of those movies were youth-rated. (Note: youth-rated movies include those rated G, PG, and PG-13)
- In 2021, tobacco imagery appeared in a total of 10 out of 21 movie sequels and remakes (47.6%). Out of the 47.6% of movies, four of those were youth-rated.

### TV/Streaming

This fiscal year, a total of 27 television shows, selected based on survey data which was provided by Truth Initiative, were reviewed and coded by a team of reviewers at BREATHE. In total, these reviewers spent over 850 hours reviewing 415 episodes. Teams of five interns and a staff member used an evaluation form (standardized officially by our work in evaluating movies through the Thumbs Up! Thumbs Down! Program) to collect information regarding tobacco use in the episodes, including but not limited to where tobacco is used, by whom, and messages of the tobacco use (i.e., pro-tobacco or anti-tobacco) for each television show episode.

After analyzing 850 hours of television shows across 415 television episodes, we found that:

- Tobacco imagery appeared in a total of 64 episodes (15.42% of episodes that were reviewed)
- In no particular order, the five television shows displaying the most tobacco imagery of those reviewed were: Shameless (Showtime), Squid Game (Netflix), The Simpsons (Fox), American Horror Story (FX), and Big Mouth (Netflix)
- Television shows that were found to be commercial tobacco-free include: Outer Banks (Netflix), Bunk'd (Disney+), All American (Netflix), You (Netflix), and Legacies (CW)



## **New Data Collection Projects**

This year, we took on two additional projects during the last three months of the 2021-2022 fiscal year. By hiring a Program Associate to assist with the Smoke-free Screens projects, BREATHE had the capacity to expand our data collection work, and offer our interns two additional media platforms to collect data from. Funding renewal from Truth Initiative for these two projects has been solidified and set to continue in the 2022-2023 fiscal year.

## **Music Videos**

The music data collection project in collaboration with the Schroder Institute and funded by the Truth Initiative is a project that utilizes TUTD's methodology to collect data on tobacco content in music videos.

This year, two interns and a BREATHE staff member analyzed both lyrics and music videos for the top Billboard 100 songs of 2021 which were determined by Truth Initiative utilizing weekly Billboard charts.

After analyzing 319 song lyrics and music videos for tobacco content, we found that:

- In no particular order, the top three music videos and/or song lyrics that had the most tobacco incidents include "Smokin' Out the Window" by Silk Sonic, "El Incomprendido" by Farruko, Victor Cardenas, and DJ Adoni, and "Drunk (And I Want to Go Home)" by Elle King and Miranda Lambert
- Tobacco appeared in a total of 39 music videos and/or song lyrics
- There were 27 songs in total without tobacco incidents in lyrics, however, tobacco imagery appeared in those songs' music videos

## **Instagram Posts**

The Instagram Ads project in collaboration with the Schroder Institute and funded by the Truth Initiative is a project collecting binary data by analyzing advertisements 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, and upon completion, Truth partners will be generating a report on our findings.

## **Youth Advisory Board (YAB)**

This year, it was our organization's two of five years of funding by the California Tobacco Control Program for the Smoke-Free Sacramento project. 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 policies. In addition, the youth group is funded to connect with



their peers across Sacramento County with a Public Service Announcement (PSA) video contest for tobacco prevention and education.



This year, a total of 12 YAB students met with BREATHE staff virtually 2-3 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 8<sup>th</sup> Annual PSA Contest, collaborated on the development and hosting of the Breathe Youth Media Awards (BYMA) 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 BYMAs 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 where they met with decisionmakers to educate them on the impact that tobacco waste has on our environment, and hosted a photobooth and engaged with event attendees at the annual Earth Day event at Southside Park by having a spinning wheel with questions to educate community members on commercial tobacco.

This year, the PSA contest held by the Youth Advisory Board students garnered a total of 11 video submissions by local high school students in Sacramento County. There were significantly lower contest entries during this reporting period and feedback from our community partners that indicated the low video submission rate was due to the strain on students and schools with the return to in-person education this academic year. Despite the low number of submissions, our Youth Advisory Board were able to utilize their grading rubric to solidify the 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners for this year's contest. Furthermore, it was BREATHE's first time hosting the Breathe Youth Media Awards in person, held at the Guild Theater in Oak Park, Sacramento. The event featured a passport activity, bingo, a YAB peer presentation which they presented in the form of an engaging Jeopardy-style game, a photobooth where students were able to make tobacco-free pledges and take photos, a Take Down Tobacco Pledge Wall, and winning PSA videos were played and awarded. We are happy to report that the winning video from this year's contest was adapted into a commercial and ran on KCRA Channel 3 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 (CTCP) spanning 2020-2025. This project supports the Youth Advisory Board



previously mentioned in this report and policy advocacy, community education, and outreach 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

Our first policy objective is focused on creating smoke-free outdoor worksites in a Sacramento County jurisdiction. In 1994, AB-13 was passed requiring all indoor workplaces in California be smoke-free which protects 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 that work predominately outdoors. We believe that all



workers deserve the same protections of having a safe and healthy work environment free of smoke.

This year, project staff made great progress in the advocacy cycle for this project. Rancho Cordova was selected as the intended jurisdiction. Through three community events held in Rancho Cordova, staff collected 134 public opinion polls and 51 petitions. These public opinion polls are currently being analyzed by our evaluators and will provide useful information about community support for smoke-free worksites. Staff was also able to successfully create a tri-fold brochure designed for smoke-free outdoor workers, which once the final edits are completed, will become the first resource of its kind to be developed specifically about smoke-free outdoor worksites. Staff is excited to move forward with policy advocacy on this objective in the next year.

### 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 as a primary waterway and recreational area and protecting the Parkway and those who use it from secondhand smoke and tobacco waste is crucial.



This year Breathe made amazing progress and continued advocacy towards supporting and creating a smoke-free American River Parkway. Staff was able to collect 415 surveys and 129 petitions from Sacramento County residents through a total of eight various community events. The survey gathered information on people's perceptions of smoking and vaping along the American River Parkway and included questions about tobacco use they had observed while using the Parkway. The petition gathered signatures from community members who supported a smoke-free American River Parkway policy. The data has been analyzed and by evaluators and is being prepared to be presented to community members and decision makers.



Two tobacco waste cleanup events were also held this year. The first tobacco waste cleanup event was held on October 9, 2021, at River Bend Park in Rancho Cordova. For one and a half hours, 31 volunteers were able to collect 1,841 pieces of tobacco waste during a one to two mile stretch of the Parkway. A second tobacco waste cleanup was held on June 11, 2022, at the same location. Twenty volunteers pieced up 733 pieces of tobacco waste in the same two mile stretch of the Parkway over one and a half hours. Board of Supervisor Patrick Kennedy was one of the volunteers who attended this event, which was a great way to begin to engage decision makers in this event and project.

In April of 2022, staff also engaged 16 people in a virtual consumer testing meeting to review the smoke-free parks fact sheet. After receiving feedback from the consumer testing session, staff was able to collaborate with a graphic design program provided through CTCF funding and finalize the factsheet. Staff is looking forward to distributing this factsheet

next year. Project staff is proud of the progress that has been made on this smoke-free parks objective.

### **Smoke-Free Multi-Unit Housing**

The primary objective of the Smoke-Free Sacramento project, smoke-free multi-unit housing, is a continuation of work that BREATHE was previously funded by the California Tobacco Control Program to implement (most recently across our prior five-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.

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 has been successfully working on supporting Rancho Cordova in the implementation of this policy which included sending out 35 educational packets to properties within the City. Staff also successfully completed eight key informant interviews with landlords and property managers in Rancho Cordova to assess their knowledge about the new smoke-free multi-unit housing policy and to offer assistance to properties who are implementing the new policy at their sites.

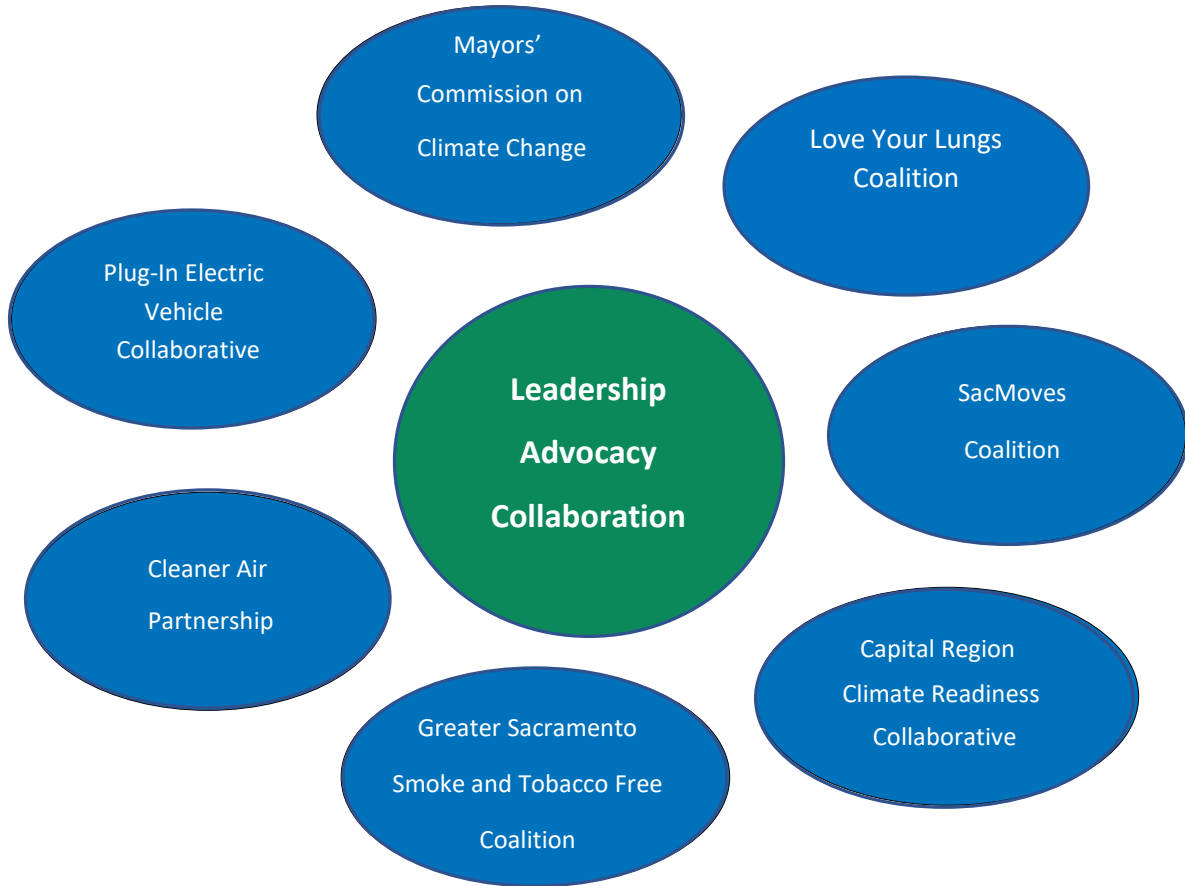


Staff has also worked to maintain policy advocacy efforts in the City of Galt. Eight educational packets were delivered to Galt City Council Members in May of 2022 to provide further information about the importance of multi-unit housing. Project staff is hopeful that Galt will consider adopting and implementing a policy that aligns with the City of Rancho Cordova's policy. Until then, staff will continue education and outreach.

Project staff also began collecting public opinion polls in the City of Folsom through eight community events such as Farmer's Markets and the Folsom Family Expo. Ninety-six surveys and 25 petitions have been collected and staff are still working to increase these numbers to have a greater impact in the policy advocacy process.

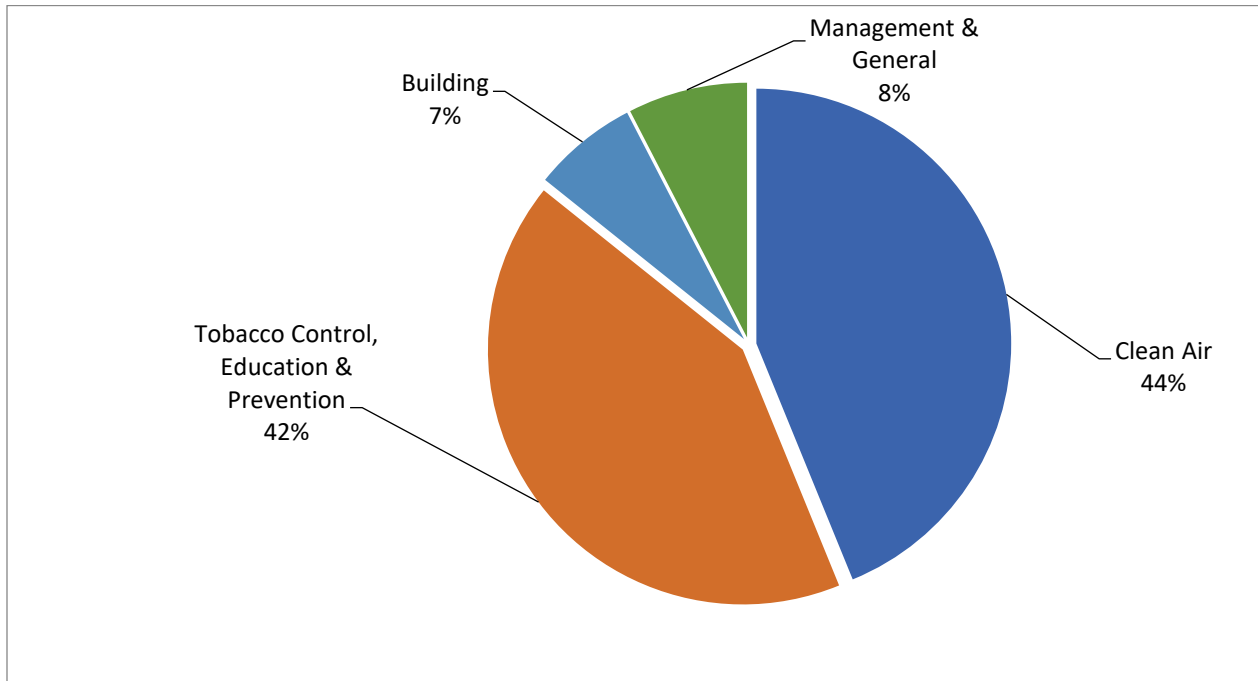
Outside of policy advocacy and education, project staff continue to: provide technical assistance to residents suffering from secondhand smoke exposure in their multi-unit homes and educate community members and property managers through webinars, workshops, print materials and social media campaigns.

## Leadership and Collaborations





## Fiscal Year 21/22 Financials



### Statement of Income and Expenses for Year Ended June 30, 2022

Income		Expenses	
Public Contribution	27,540	Clean Air	595,113
Special Events (net)	51,041	Tobacco Control, Education & Prevention	569,142
Bequests	16,978	Asthma & Lung Disease	-
Grants	1,163,141	Development	-
Building	123,387	Building	90,566
Other	156,455.00	Management & General	103,035
<b>Total Income</b>	<b>1,538,542</b>	<b>Total Expenses</b>	<b>1,357,856</b>

**Audited November 15, 2022 by Nicholson & Olson, CPAs**

A complete financial statement is available from Breathe California Sacramento Region  
909 12th Street, Suite 200 Sacramento, CA 95814



## Board of Directors

Steve Cohn, President	Ethan Hanohano
Dean O'Brien, President elect	Mia Lopez
Samantha Hoshida, Treasurer	Bill Mueller
Sue Schooley, Immediate Past President	Ralph Propper
Peter Adams	Arif Seyal, MD
Matt Carpenter	Sue Teranishi
Cheri Davis	Suzanne Teuber, MD
Chris Flores	Orville Thomas
Chris Halleus	Emel Wadhvani
Kristin Landstrom	Earl Withycombe

## Staff

Stacy Springer, Chief Executive Officer	Danielle Driscoll, Youth Programs Manager
Patrick Guild, Chief Operating Officer	Katie Smet, Program Manager
Nicole Grady, Executive Assistant	Carolyn Tran, Program Manager
Robin Coggeshall, Accounting Manager	Julia Anderson, Program Assistant
Marissa Greenband, Tobacco Control Programs Director	Savannah Olivier, Program Assistant
Jennifer Finton, Development Director	Adalina Paez, Program Assistant
Taylor Beckwith, Program Manager	Steve Boswell, Consultant (Trek and Building Maintenance)