### Breathe California Logic Model

**SITUATION**

- Lung disease includes asthma, COPD, tuberculosis, cancer, pneumonia, influenza, hay fever, and emphysema.
  - It is the 2nd leading cause of death in the United States and causes 35,000 deaths in California annually.
  - Only a small % of Californians are aware of its causes and consequences.

- 95% of Californians live in areas that do not meet healthy air quality standards.
  - Although air pollution is increasing & causes health problems for everyone, low-income communities and communities of color are significantly more impacted.

- Although smoking is responsible for 87% of all lung cancer cases in the US, only a small % of Californians are aware.
  - Nearly all lung cancer cases would be eliminated with smoking cessation; 80% of adults report wanting to quit.
  - Second-hand smoke causes disease and the early death of nearly 5,000 Californians annually.

### WHAT WE DO

<table>
<thead>
<tr>
<th>Grassroots &amp; Comprehensive Approach</th>
<th>Signature Programs in Focus Areas:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training &amp; Education</td>
<td>Asthma</td>
</tr>
<tr>
<td>Advocacy - Technical Assistance</td>
<td>Tobacco Prevention &amp; Control</td>
</tr>
<tr>
<td>Awareness - Policy Development</td>
<td>Air Quality</td>
</tr>
<tr>
<td>Research - Referral</td>
<td>COPD</td>
</tr>
<tr>
<td></td>
<td>Youth Education</td>
</tr>
<tr>
<td></td>
<td>Medical, Health &amp; Environment Research</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Internal Activities</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation and Needs Assessment</td>
<td>Events &amp; Campaigns</td>
</tr>
<tr>
<td>Ongoing Program Development,</td>
<td>CQI Process</td>
</tr>
<tr>
<td>Communication &amp; Promotion</td>
<td>Culturally &amp; Linguistically Responsive Programs and Materials</td>
</tr>
</tbody>
</table>

### HOW WE WORK

- Reach Broad Audiences:
  - Individuals, adults, teens & children
  - Professionals (childcare providers, clinicians, after-school program staff, & more)
  - Key policy stakeholders

- Operation Infrastructure:
  - Qualified Advocates & Experts
  - Bilingual Staff (English & Spanish)
  - Qualified & Involved Board of Directors
  - Over 150 Volunteers

- Facility:
  - Local Breathe Office + Healthcare Centers

- Administrative system:
  - Local & Independent 501(c)3 Non-Profit Organization
  - Reliable & Well-established
  - Healthy Endowment
  - Resourceful Website
  - Diversified Funding Sources (corporation, foundations, individual donors, bequests, State/County/Federal grants)
  - Donor Database & Online Platforms for Donor & E-Advocacy Management

### OUR RESULTS

- 100% of all gifts to Breathe CA support local efforts to promote lung health
  - Unique Training & Education
    - 300+ people/yr through Direct Services and Training of Trainers
  - Local and Statewide Advocacy
    - 1200+ staff hours/yr of Coalition activities & Chair leadership responsibilities, meetings with legislators, legislation coauthoring, public testimony, & technical advising
  - Awareness & Outreach
    - Bi-weekly social network public announcements (Facebook, Twitter, LinkedIn)
    - Ongoing press releases & press conference participation
    - 20+ Health fairs a year reaching over 40,000 people
  - Evaluation
    - 3-month epidemiological countywide assessments
    - Continuous community needs assessment (Current health issues and trends in lung health)
    - 2 surveys to assess current Californian opinions
    - Pre- & Post- tests self-reported by participants after each programs/sessions
  - Research
    - 4% of revenue to clinical research and scholarship
  - Wide Information & Referral Communication
    - 7000 viewers of E-newsletter, YouTube Channel, podcast series, CEO updates, Policy updates, E-advocacy program
    - 5 online validated self-assessment tools to monitor asthma control
  - Events & Campaigns
    - 6 major events/yr:
      - Clean Air Awards
      - Clear the Air Film Festival
      - Bike for Breath
      - Breathe America/United for Lung Health Advocacy Days
      - BC Bi-annual State Conf.
      - Annual Volunteer Recognition Event

### OUR OBJECTIVES

- Short/ Mid-Term
  - For the Participative Community
    - Increase knowledge, understanding, confidence & ability in health management & treatment
    - Learn to cope with breathing difficulties due to chronic lung disease
    - Learn to quit smoking and cope with life without smoking
    - Learn to control & prevent asthma attacks
    - Organize stakeholders to advocate for policy change
  - For Entire Community
    - Increase # of smoking-free housing
    - Decrease smoking prevalence
    - Contribute to medical advancements in lung health
    - Amplify available resources to promote accurate data collection and interpretation and to provide efficient responses to community needs & referral requests
  - Long Term Impact in Community & CA
    - Reduce the burden of lung disease
    - Eliminate health inequities
    - Reduce lung disease determinants (smoking, outdoor & indoor air pollution, other asthma triggers, etc.)
    - Improve community health, engaging & empowering the community
    - Improve individual and community quality of life
    - Reduce smoking rates & the consequences of second-hand smoke & e-cigarettes
    - Achieve lung health policy change

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Breathe California, Golden Gate Public Health Partnership – [www.ggbreathe.org](http://www.ggbreathe.org)