Our Mission
Through grassroots education, advocacy, and direct services, Breathe California fights lung disease, advocates for clean air, and advances public health.

Our Vision
Communities empowered to eliminate the causes and burden of lung disease, promote clean air, and improve public health.
Dear Lung Health Guardians,

As we celebrate Breathe California’s 109th birthday, I offer my sincere appreciation for your continuous support and dedication to healthier communities. You inspire us to do more and do better, and in this increasingly uncertain political climate, we need you now more than ever.

It has been a momentous year as our team had the privilege of working on a number of groundbreaking lung health initiatives. We are excited to share some of these accomplishments in this 2016-17 Year in Review, including that we:

- established a new asthma education program for low-income families and their clinicians;
- successfully completed the pilot year of our new environmental education program, Oxygen for You (O²4u), in one of the most polluted Bay Area communities;
- with the help of Breathe CA’s Project E-NUFF, San Francisco became the first city in the nation to protect youth by banning the sale of flavored tobacco products. As expected, Big Tobacco is attempting to overturn the new law so the battle will continue into 2018.

Powerful illustrations of why tobacco prevention efforts are so critical popped up in unexpected places this year; one of those literally hit home. Born and raised in the Bay Area, my father smoked for over 30 years, beginning as a teenager. He quit in 1989 when California introduced its first tobacco tax (taxing cigarettes really does help people quit!). Still, earlier this year and 28 years after his last cigarette, he was diagnosed with lung cancer. Like my dad, youth often don’t understand that the health impacts from tobacco may not be felt for decades. I am proud to lead an organization working to change that every day!

I would like to take a moment to acknowledge the communities and families devastated by wildfires this year and thank all those who helped to save lives and lungs, protecting one another from the flames and resulting toxic air pollution. You are true lung health champions who inspire Breathe California to continue the ongoing battle for clean air and healthy lungs.

I would also like to thank all of the California voters who helped pass Proposition 56 this year, adding a $2 tobacco tax to each pack of cigarettes. We are ecstatic that smoking rates are starting to decrease, yet nearly 500,000 people are still dying of tobacco-related diseases each year. Focusing on the state’s most vulnerable populations, Prop 56 will help lower smoking rates even further, with funds supporting medical care, lung health research, and tobacco prevention efforts.

Finally, on behalf of our Board of Directors and staff, I would like to thank you for supporting Breathe California and our efforts to make lasting change at the local, state and national levels. Your generosity and leadership makes all of the difference.

With gratitude,

Tanya Stevenson, EdD, MPH
President & CEO
Here are a few of our successes in San Francisco, San Mateo, and Contra Costa counties between July 1, 2016 and June 30, 2017:

**Air Quality**
- Launched ‘Oxygen for You’ (O₂4u) Environmental Education Program, serving over 120 4th and 5th graders.
- Advocated at state level for strong clean car standards and a well-designed Cap-and-Trade program.

**Asthma**
- Provided tailored asthma education to over 550 families, children, childcare providers, corporate employees, and clinicians; combined, they care for over 10,000 children.
- Developed public asthma inhaler technique videos in six languages.
- Formed new partnerships with the National Asthma Educator Certification Board, San Francisco Health Plan, Peninsula Health Care District, and Mission Neighborhood Health Center.

**Community Health Education**
- Empowered and engaged nearly four dozen youth film makers in the development of short films and PSAs focused on lung and environmental health.
- Provided lung health outreach and awareness to more than 400 riders and 80 volunteers at the 25th annual Bike 4 Breath charity ride.
- Reached over 4,000 community members at 24 Bay Area health fairs and community events.
- Provided extensive lung health resources via website and social media, reaching over 10,000 individuals.

**Marijuana Education**
- Conducted a marijuana public opinion survey with over 765 San Mateo County residents.
- Provided 16 educational presentations about the health and safety impacts of marijuana to over 170 parents, mental health and recovery consumers, and partner agency staff members.

**Tobacco Use Prevention**
- Provided over 2,500 San Francisco, San Mateo and Contra Costa County youth with tobacco education via quit smoking groups, workshops, health fairs, and presentations.
- Provided adult smoking cessation classes to mental health and recovery consumers.

**Tobacco Prevention Advocacy**
- Worked in collaboration with partner agencies to successfully restrict the sale of flavored tobacco products, including menthol cigarettes, in San Francisco and Contra Costa Counties.
- Provided 37 targeted trainings and community events for eight emerging community leaders learn to advocate for tobacco regulation their communities.
- Provided tobacco prevention workshops and presentations to over 180 adults.

**Tuberculosis**
- Provided tuberculosis resources to over 8,000 individuals.
- Joined the California Tuberculosis Elimination Coalition.
- Marched from San Francisco City Hall to the Ferry Building to raise awareness of tuberculosis.
Volunteer of the Year - Kalene Garcia

Kalene Garcia served as Breathe California’s Communications and Events Intern for seven months over the last year. While a senior at San Francisco State University pursuing a degree in Urban Studies and Planning, Kalene dedicated hundreds of hours of her time and was instrumental in the success of Breathe California’s 5th Annual Clear The Air Film Fest and 25th Annual Bike 4 Breath event. Thank you, Kalene!

Community Partner of the Year - Intrax Inc.

Working closely with Ms. Motoko Day at Intrax Inc., over the last year Breathe California has benefited significantly from the time and talent of four dedicated interns, all college students from Japan. These conscientious and diligent individuals worked on projects for Breathe California, including data collection and analysis, marketing and fundraising, operations, and daily administrative responsibilities. We are grateful for our partnership and look forward to working with new Intrax interns in the future. Thank you, Intrax Inc.!

Community Partner of the Year - Mission Neighborhood Health Center

Mission Neighborhood Health Center (MNHC)’s dedication to eliminating asthma episodes and emergencies among residents of San Francisco’s Mission District has been remarkable. MNHC’s patients and surrounding neighborhoods are healthier because of their proactive approach to community health and their willingness to partner with Breathe California to develop a new framework of education, management and care that serves as a model nationwide. Thank you, Mission Neighborhood Health Center!

Philanthropist of the Year - Aaron Lipp

At 13 years old, Aaron Lipp expressed philanthropic values many of us only aspire to one day possess. Passionate about raising awareness about lung disease and its root causes, for Bike 4 Breath’s 25th anniversary he asked his bar mitzvah invitees to donate to Breathe California in lieu of giving him gifts. Aaron’s generosity and dedication made him Breathe California’s 2016 leading fundraiser. Thank you, Aaron!

Outstanding Board Leadership Award - Rohan Shamapant

Moved by the impact of Breathe California’s work, Rohan Shamapant joined the Breathe California Board of Directors in 2015. Exhibiting inspirational leadership skills vital to Board success, Rohan stepped up to govern as Chair of the Board in January 2016. Serving on the Executive, Revenue Generation and Strategic Planning Committees, Rohan’s enthusiasm and dedication is palpable! Thank you, Rohan!
“Irish Greg” McQuaid, Board Member

Greg McQuaid joined Breathe California’s Board of Directors in October 2016 and shortly thereafter announced, “To raise money and awareness for this great organization, I will run a full 26.2 mile marathon every week in 2017. This is not cumulative mileage – it’ll be one marathon each week! All the money we can raise for Breathe California Golden Gate programs will be great, and I’m also hoping that people hear my story, and think, ‘I can give up smoking and turn my life around too.’”

For nearly 18 years, Greg was a popular host and producer at San Francisco radio station KFOG, where he was known to his listeners as “Irish Greg.” San Francisco Weekly voted the show “Best Local Morning Radio Show” in 2001, 2002, and 2007. McQuaid’s work in radio also includes serving as producer and on-air talent on the KOSF Morning show with Don Bleu and the Alex Bennett Show on KITS Live 105. He’s conducted many notable interviews, including with Barack Obama, Robert Plant, David Bowie, Gavin Newsom, John McCain, and Neil Young.

From a pack a day to a marathon a week!

“I had terrible asthma and chronic bronchitis as a child in Ireland. The damp climate and often poor air-quality didn’t help, nor obviously did my smoking when I began at age 15,” Greg shared. “Ten years ago on January 1, 2007, I gave up cigarettes after 20 years of smoking a pack a day. I started to walk, and then run, to get in shape, and lost 20 pounds in six months. Eventually I began taking part in marathons and even qualified for Boston in 2008. My general well-being increased dramatically – you look better, feel better, and smell better. I don’t hardly ever get sick (knock on wood) since I stopped smoking.”

This new focus on health also led Greg to compete in cycling races, which led him to Breathe California’s Bike 4 Breath event. “I learned a lot about the great work that Breathe California Golden Gate does and was always honored to participate and lend a hand. It was an easy decision to join the Board of Directors last year and I am thrilled to help improve lung health and air quality.”

Greg’s inaugural marathon was in San Francisco on January 2, 2017 when he ran a course route that spelled out “Breathe CA”. His routes have been a combination of personally designed local routes, formal official marathons (including LA, Oakland, Napa, San Francisco, Santa Rosa, Dublin, Ireland and more), and through rain, fog, heatwaves, wind, knee and backaches, he has never missed running a marathon each week this year to raise awareness of lung health.

Greg has become an inspiration to thousands, including Breathe California’s staff, Board of Directors, volunteers, those who have seen him on TV or heard him on the radio, and the thousands of people who have stopped to talk with him during his runs to thank him for what he is doing, share about their own struggle with tobacco or lung disease, and encourage him to keep going. Breathe California is proud to have such a generous and dedicated Board member leading this amazing and triumphant effort in the name of lung health!

Visit Greg’s page to read about his journey, make a donation, or set up a time to run or ride with him: www.52marathons52weeks.org.
All About Asthma - Asthma Education

All About Asthma is an adaptable evidence and guidelines-based asthma education and management program designed to increase knowledge, behavior and confidence in caring for people with asthma. All About Asthma works directly with families, children, childcare providers and clinicians to eliminate the plight and impact of asthma. In 2016-17 All About Asthma continued to serve the community in both English and Spanish, and now—with Health Educator Mei Ling (Karen) Lai joining our staff in 2016—in Mandarin and Cantonese.

Led by Breathe California's certified asthma educator and Asthma Program Director, MariaElena Alioto, AE-C (left), the focus of the program is to:

- Develop the knowledge, skills and confidence needed to understand asthma;
- Learn what happens during an asthma attack and how the medications used to treat it work;
- Identify and mitigate asthma triggers;
- Identify what steps to take in an asthma emergency;
- And much more!

Reaching over 525 individuals and families responsible for the care of over 10,000 children, in 2016-17, Breathe California’s All About Asthma Program served:

- 229 Local Families
- 129 Childcare Providers
- 170 Healthcare Providers

Our amazing 2016-17 funders helped make this work possible, including: Kaiser Permanente San Francisco Community Benefit Program, The National Asthma Educator Certification Board, California Department of Public Health, Sequoia Healthcare District, and Peninsula Health Care District. Program Partners included the San Francisco Health Plan, Redwood City Parks, Recreation and Community Services, Skyline College Respiratory Therapy Department, Mission Neighborhood Health Center, Ravenswood Family Health Center, 4Cs (Child Care Coordinating Council) of San Mateo County, and many more.

Does it work? Yes!

- 96.7% of parent participants increased their knowledge about caring for children with asthma
- 95% of participants were able to identify what steps to take in an asthma emergency
- 94% of participants developed the knowledge to create & implement a comprehensive Asthma Action Plan (AAP) to mitigate asthma triggers in their home environment

Learn more at www.ggbreathe.org/AAA

Have you checked out the YouTube educational videos we made in collaboration with Skyline College's Respiratory Therapy Program? Demonstrating the proper use of an asthma inhaler with a spacer, they are now available in six different languages. You can view them here: www.youtube.com/user/BreatheCaliforniaGG

“I know to take my child to the doctor if they start coughing a lot, so the doctor can check to make sure that they’re breathing ok.”
– Parent, AAA Participant

“The overall training helped me feel more confident, knowing what to look for, and helped me prepare/set up my classroom to prevent any possible triggers.”
– Childcare Provider, AAA Participant

“The class reminded me to periodically double check the technique for medication delivery used by my existing asthma patients.”
– Healthcare Provider, AAA Participant
O₂₄u™ - Environmental Education

O₂₄u™ (Oxygen for You) Environmental Education Program is a multi-week after-school program that empowers elementary school children (grades 4 & 5) in highly polluted, under-resourced, and medically underserved communities to fight air pollution by becoming advocates for change and integrating small attitudinal and behavioral changes into their everyday lives. With Breathe California’s Youth Programs Coordinator Audrey Abadilla (left) at the helm, our O₂₄u™ Program has concluded its pilot year, successfully reaching over 120 students! Throughout the year, Breathe California provided the program to six total groups at four different afterschool sites located in Richmond and El Sobrante, as well as in-class school day presentations.

The program, funded by the Bay Area Air Quality Management District, teaches students about:
- Air pollution and environmental changes
- Health effects of air pollution
- Toxic indoor environments
- Recycling and environmental sustainability
- Alternative fuels and renewable energy
- Advocacy

And, gives students the tools to make a difference for clean air in their own lives, their households, and their communities.

The O₂₄u™ program also supports Breathe California’s work on a larger scale, empowering and encouraging engagement at the community level, creating collaborative relationships with schools and afterschool centers, and promoting new strategies for advancing STEM-based (science, technology, engineering and math) concepts in elementary and middle schools.

IT WORKS: The program uniquely addresses environmental education with proven outcomes:

- 80% of students turned knowledge into action by identifying three things they will do to reduce air pollution and save energy.
- 75% increased awareness and scientific knowledge about air pollution, environmental changes and their health effects, and alternative and renewable sources of energy.
- 90% felt more confident educating their family about environment and health.
- 75% felt more confident that they can take action in their community to improve the environment.
- 75% increased awareness and scientific knowledge about air pollution, environmental changes and their health effects, and alternative and renewable sources of energy.

Learn more at www.ggbreathe.org/O24u

TUPE - Tobacco Use Prevention Education Program

During the 2016-17 school year, Breathe California Golden Gate teamed up again with the San Francisco Unified School District (SFUSD) and San Mateo County schools to provide Tobacco Use Prevention Education (TUPE) programming in over 13 middle and high schools, to over 2,500 students. Breathe California provided quit smoking groups, tobacco education workshops, Youth Outreach Worker training to prepare them to provide tobacco education to their peers, and much more. Tobacco awareness presentations introduced current tobacco use data and trends, the health effects of tobacco and nicotine (including e-cigarettes/vapes), the rise in e-cig and vape use, and how to think critically to combat the aggressive marketing towards youth by the Big Tobacco industry. One high school health teacher was particularly pleased with the TUPE education her students received from Breathe California, commenting that it “was the most engaging tobacco education workshop I have been privileged to host.”

Learn more at www.ggbreathe.org/TUPE

Why is it so important for Breathe California and schools to work together in this way?

- Nearly 9 out of 10 smokers started by age 18.
- 70% of youth smokers want to quit.
- 23% of SFUSD 11th graders had already used an e-cigarette or other vaping device.
- Among youth who persist in smoking, 1 out of 3 will die prematurely from smoking.
- Youth are sensitive to nicotine and can feel dependent earlier than adults. Because of nicotine addiction, three out of four teen smokers end up smoking into adulthood, even if they intend to quit after a few years.

2 out of 3 participants quit or reduce tobacco use over the four-week period of the program!
Thank you to our 2016-17 Donors

$150,000 +
Individual
Warren D. Skero Trust

$75,000 +
Individual
Barbara M. Kelly Trust

Organization
San Francisco Dept. of Public Health - Tobacco Free Project

$50,000 +
Organizations
Bay Area Air Quality Management District
Peninsula Health Care District
Sequoia Healthcare District

$25,000 +
Individual
Estate of Harold L. Peterson

Organizations
CVS Health
Kaiser Permanente San Francisco Community Benefit Program
San Francisco Unified School District

$10,000 +
Individual
Andrea Cope

Organizations
Felka L. Miller Revocable Living Trust
National Asthma Educator Certification Board
San Mateo County Health System

$5,000 +
Individuals
Joshua Lipp
Tanya Stevenson and Jacob Waddles

Organizations
California Department of Public Health
Danford Foundation
MAI Construction, Inc.
Union Pacific Foundation

$2,500 +
Individuals
Howard, Vivien and Rena Simon
Eliaz Trevino

Organizations
The San Francisco Foundation
Jim and Emily Scheinman Family Philanthropic Fund
Timpson Garcia, LLP

$1,000 +
Individuals
Linda Civitello
Alexander Ding
Robert P. Lawrence
Rohan Shamapant
Douglas Stevenson
Jason Stewart
Peg Strub
George Su
Cristina Yoon

Organizations
Core Financial Services
Genentech, Inc.
The Laney Thornton Foundation
Skoll Foundation

$500 +
Individuals
Nile & Martina Albright
Andy Grose
David Wolter

Organization
Provident Credit Union

$250 +
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Jeff Crawford
Brian De Haaff
Kit Der
Samantha Martin
Greg McQuaid
Mike Nelson
Mary Stevenson

Organizations
Carlson Quinn
San Carlos Lions Club Foundation
Silicon Valley Community Foundation

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Jo & Donna Alberto
Dave Allen
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Chris Cavigoli
David Chakala
Ora Chaiken
Elaine Chan
Theodore Chen
Randi Childs
Wan Yin Chu
Joyce Cid
Linda Cleen
Russell Colunga
Jack Daane
Becca Demo
Ed Demo
Jon Demo
Libby Demo
Robert Demo

$50,000 +
Organizations
San Francisco Dept.
National Asthma Educator
Felka L. Miller Revocable

$100 +
Individuals
Iline Levine
Jeffrey Lewis
Madeleine Licavoli
Bret Lobree
Bill Loconzolo
Cindy Loman
Steven Machtinger
Rory Manley
Brian Martin
Julie McDonald
Aran McMahon
Patricia Miller
Jill Nelson
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Theresa O’Connor
David Ornitz
Donna Ornitz
Ed & Linda Ornitz
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Dan Wasserman
Manuela Wei
Andrew Weisinger
Peggy Gobar Wilson
Reenie Winkler
Melissa Witaschek
Fanny Wong
Jerome Yost

Special Thanks to Our Lung Health Champion Circle Members

Linda Civitello
Andrea Cope
Alexander Ding
Robert P. Lawrence
Joshua Lipp
Rohan Shamapant
Howard Simon
Douglas Stevenson
Tanya Stevenson
Jason Stewart
Peg Strub
George Su
Eliaz Trevino
Cristina Yoon

We would also like to thank those who made memorial or tribute gifts in honor of the following:

Des Abadilla
Sylvia Baum
Mary Bergstrom
Beth
Lara Borowski
Carol Brown
Juanita D. Buchanan
MariaEster Catter
Alleen Chao
John Civitello
Stacey Collier
Cindy Delany
Papa Don
Richard Elliott
Marvin Gibson
Pearl Hirsch
James Hurley
Malee Jorda
Emmanuel Kerry, Sr.
Robert P. Lawrence
Chi Le
Victor Ledesma
Barbara Levine
Milo Levine
Dale Lietzke
Joshua Lipp
The California Lippss
Jack Loubell
Emmitt Martin

Pearl Martin
Charlie Mendoza
Rosemary Mendoza
Florence Olsen
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Cher Pallatroni
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Stevie Sigman
Howard Simon
Bertha Smathers
Ana Stenzel
Irvin Strub
Emetario Supapo
Jim Vandergriff
Victims of the Belgium terror attack
Sharon Wahl
Dorothy May
Wilbanks
Mable Williams
Tommy Williams
Paulene Wolchuck
Breathe California Board, Staff, Volunteers and Donors
In the current political climate, non-profits like Breathe California have fewer funding opportunities than in the past. Individual donations and major gifts make up over 50% of our income. While government funding and grants support our programs, they seldom cover our general day-to-day operating expenses. Your generous support helps us improve public health in our local communities.

Breathe California, Golden Gate Public Health Partnership is a 501(c)3 non-profit corporation (Tax ID: 94-0836760). Your contributions are tax-deductible to the fullest extent allowed by law.
Tobacco Prevention Advocacy

Tobacco is the leading cause of preventable death in the United States and according to the CDC, more than 480,000 deaths in the United States each year are attributable to tobacco use, including one-third of all cancer deaths.

Breathe California Advances Tobacco Control

Conducting policy campaigns ensures that changes in community norms around tobacco use are long-lasting and sustainable. Education alone is not enough to change the attitudes and behaviors of an entire community. Adopting tobacco control policies has made a quantifiable difference in our community. Breathe California’s Tobacco Control efforts span many decades and include numerous triumphs for our public health. Breathe California has successfully advocated for many ground-breaking ordinances that have promoted tobacco-free communities. Some of our policy achievements over the past two decades include:

- **1994** Smoke-free workplaces, including bars and restaurants
- **1996** Ban on self-service tobacco displays
- **1997** Ban on tobacco in vending machines
- **2003** Requirement of a permit to sell tobacco
- **2005** Smoke-free parks
- **2006** Smoke-free golf courses; Smoke-free transit stops
- **2008** Ban on distribution of tobacco products at bars and night clubs
- **2010** Tobacco-free pharmacies
- **2013** Smoke-free outdoor events on city property
- **2014** Prohibiting the use of e-cigarettes wherever smoking tobacco products is prohibited
- **2015** Reached over 1,000 high school students at 17 schools with tobacco awareness presentations and smoking cessation workshops for 29 quit groups
- **2016** Smoke-free multi-unit housing
- **2017** Successfully advocated to eliminate the sale of flavored tobacco products in San Francisco
- **2018** Smoke-free multi-unit housing
- **2019** Successfully advocated to eliminate the sale of flavored tobacco products in San Francisco
- **2020** Smoke-free multi-unit housing

"Bus Stop for Streetcars" by Matt Johnson (https://www.flickr.com/photos/39017545@N02/9205910330) and "Cigarettes - $7.00 a pack" by flyo (https://www.flickr.com/photos/flyo/4179034049/) both available under an Attribution-NonCommercial-ShareAlike 2.0 Generic (CC BY-NC-SA 2.0) License (https://creativecommons.org/licenses/by-nc-sa/2.0/)
Committed to protecting vulnerable youth from vicious targeting by the tobacco industry, Breathe California remains at the forefront of the fight against Big Tobacco. This year Breathe California’s Project E-NUFF, supported by the San Francisco Department of Public Health, continued its efforts to drive community and policy change on the issue of flavored tobacco. Working with Randy Uang, PhD (left), Breathe California’s Director of Tobacco Prevention and Control, our eight young adult project leaders and advocates built a successful campaign from their own local San Francisco-based research.

Conducting community awareness presentations about the issue of flavored tobacco to spread the results of its local research, Project E-NUFF advocates also created a messaging guide and worked with dozens of community organizations to secure endorsements in favor of ending the sale of flavored tobacco in San Francisco. Underscoring the importance of tackling flavored tobacco for the health of our youth, Project E-NUFF presented to the San Francisco Youth Commission as well as the San Francisco Board of Education Student Advisory Council, ultimately securing a resolution by the San Francisco Board of Education in favor of the April 2017 ordinance that Supervisor Malia Cohen introduced to end the sale of menthol cigarettes and other flavored tobacco products within city limits.

Presenting to the San Francisco Tobacco Free Coalition also helped our ally organizations understand the importance of coming together to address flavored tobacco. After creating educational tools in four different languages that would help community organizations in San Francisco discuss the issue of flavored tobacco, Project E-NUFF advocates and Breathe California staff also provided public comment in front of a committee of Supervisors at City Hall in favor of the ordinance. The San Francisco Board of Supervisors gave unanimous final approval on June 27th and Mayor Ed Lee signed the ordinance into law on July 7, 2017!

Breathe California has received a grant from the San Francisco Department of Public Health to continue Project E-NUFF through 2019, to work on ensuring the implementation of the new law.

Learn more at www.ggbreathe.org/ENUFF

Victoria Laleau - Project E-NUFF Community Leader

After making significant contributions to Project E-NUFF’s flavored tobacco policy efforts from 2015-17, Victoria Laleau is excited to continue with the project as a project advocate and leader. “In addition to helping Project E-NUFF grow,” she said, “it’s been a great learning experience. All our work – it’s meaningful. People care, and we’re part of the change!”

As a Project E-NUFF leader, in addition to attending dozens of trainings and reaching out to community members, Victoria's achievements include writing letters to the editor, conducting a focus group in Bayview Hunters Point about flavored tobacco and the influence of advertising on youth, and acquiring a direct endorsement for Project E-NUFF from the San Francisco State Public Health Organization of Graduate Students (PHOGS).

Victoria graduated from San Francisco State University in Health Education with an emphasis in Community-Based Public Health. After recently finishing work on a CDC-funded research project at San Francisco General Hospital in September, Victoria began a Master of Science in Global Health program at the University of California, San Francisco.

“Working with Project E-NUFF helped me better understand health policy, work independently and in different environments, stay organized, and communicate effectively. Doing this sort of work, you meet people that are passionate about health and improving communities, and helping vulnerable populations. Looking back at the last two years, I’m amazed at how much we accomplished to safeguard our youth.”
Tobacco Use in California – How much do you know?

1. California high school students who smoke combustible cigarettes:
   A 1.6% (33,005), B 3.2% (66,009), C 4.3% (88,700)

2. California high school students who use e-cigarettes:
   A 2.7%, B 5.6%, C 8.8%

3. California youth (under 18) who become new daily smokers each year:
   A 6,200, B 8,100, C 10,900

4. Kids now under 18 and who will ultimately die prematurely from smoking:
   A 260,000, B 375,000, C 441,000

5. California adults who smoke:
   A 8.0% (2,412,509), B 11.0% (3,317,200), C 13.5% (4,071,109)

6. Proportion of cancer deaths in California attributable to smoking:
   A 10.8%, B 19.4%, C 25.5%

7. Estimated annual tobacco industry marketing expenditures in California each year:
   A $380 million, B $592 million, C $810 million

8. Annual health care costs in California directly caused by smoking:
   A $6.8 billion, B $9.85 billion, C $13.29 billion

Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders, and suicides combined — and thousands more die from other tobacco-related causes — such as fires caused by smoking (more than 1,000 deaths/year nationwide) and smokeless tobacco use.