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### **What is the mission of Breathe California?**

The mission of Breathe California is to prevent lung disease, promote lung health and protect air quality for all people living in the Central Coast Counties of Santa Cruz, Monterey and San Luis Obispo.

### **Who is Breathe California?**

Breathe California is an organization devoted to health care education, the promotion of healthy lungs and lifestyle choices.

### **From Capitola Pediatrics:**

“Our families consistently provide positive feedback and express sincere gratitude for home visits. As a pediatrician, I am very quite lucky to have the services available. Without a doubt, home visits make a huge difference in the well being of many, many children’s day to day lives. In this current environment with so few MD’s doing home visits, the direct observation component of an allergy and asthma program is a big hole in the assessment and care of these patients.” –**Bruce Block, MD**

### **Things to know about asthma:**

- ⊗ 4.5 million Californians have asthma.
- ⊗ 40,000 people per year are hospitalized in CA because of asthma, and 500 die due to asthma episodes.
- ⊗ Breathe California Central Coast’s in-home asthma care program decreases emergency room visits and hospitalizations through patient and family education.
- ⊗ \$1.27 billion is the yearly cost of uncontrolled asthma in CA
- ⊗ With a donation of \$100.00 you can impact a local resident’s life and reduce the taxpayer’s burden of local emergency room visits. Help save lives, make a donation today.

“I learned how to comfort my child when he is having trouble breathing so that he doesn’t feel lonely. I never thought of how important this was before the program.” -**From the mother of a child with asthma**

Welcome to a new year and a new breath of life  
For more information call: 1-831-373-7306

**How is Breathe California Central Coast funded?**

We are funded by community contributions from generous donors like you and The California Wellness Foundation.

We invite your community investment in the breath of life for our central coast communities.

We would like to thank our previous funders: The Harden Foundation, Community Foundation of Monterey County, Community Hospital of Monterey County, Children's Miracle Network, Monterey County, Community Hospital of Monterey, Tobacco Control Section and community contributors.

**Programs Breathe California offers:****☼ In-home asthma education:**

For individuals with Central Coast Alliance for Health insurance in Monterey or Santa Cruz County. This comprehensive program includes medication review, trigger identification and a home assessment.

**☼ Stop smoking education:**

Educational presentations on second hand smoke and the dangers of tobacco use to organizations throughout the county, we cessation classes, distribute educational materials, including "quit kits".

**☼ Promotores trainings:**

This program is designed to reach out to farm worker communities to provide training and education on asthma related issues. Our Promotores identify serve the community by teaching people about asthma.

**☼ Continuing Medical Education:**

On November 21, 2008 at the Monterey Plaza Hotel. We had 70 attendees who specialize in respiratory care. One of our showcase presenters, Kim Harley, PhD., presented her research study "Early Life Exposures and Asthma Risk: Results from the Chamacos Study" focusing on health disparities in the farm working communities of the Salinas Valley.

"After the program, I learned what medicines I need to control my child's asthma and how to reduce the triggers. About one year ago, I would have to go to the emergency room or to the doctor every 2 months. Now, I only go to the doctor every 6 months for a regular check up. I feel happy that my son's asthma is controlled."

**-A mother of a toddler in Watsonville, 2008**

**Second Hand Smoke:**

- ☼ Contributes to breast cancer, colon cancer, lung cancer, and pancreatic cancer.
- ☼ Increased risk of low birth weight for gestational age.
- ☼ Increased risk in adults of acute and chronic coronary heart disease.
- ☼ Continual exposure to ETS has been shown to nearly double the chance of heart attack.

"I had a dad who was a heavy smoker until 50 years of age...Each generation can do better. Help yourself, or help another, find some small, easy steps towards change." **-Individual Donor, 2008**

**From the Desk of the Interim Director:**

As we reflect on the past few years, we may remember the spinach contamination crisis in Salinas, the Fort Ord Clean-ups, the fires in Big Sur, and the challenges brought to each member of our community both personally and professionally.

We aligned forces to work against Big Tobacco and keep them away from our children, reduced trips to the emergency room for 70 children with asthma and so much more. It would not have been possible without our generous donors!

Thank you!

I wish you and yours a healthy happy new year!

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