Taking Steps to Breathe a Little Easier

Take a deep breath. Okay, now exhale. Not so hard right?

But for nearly 200,000 children living with asthma in Los Angeles County, that breath might have been a struggle.

Dedicated to providing lung health and environmental education to Southern Californians, BREATHE LA believes that every child deserves to breathe clean air. We put this belief into practice by engaging and educating our neighbors in Los Angeles and surrounding counties.

While BREATHE LA has made significant strides over the years, new threats continue to arise. That's why last year we introduced an adult education program, “The Vaping Trend: Clearing the Air.” This community-based program raises awareness about the prevalence and health risks posed by vaping, especially to young people.

The U.S. Surgeon General considers e-cigarette use among youth and young adults a major public health concern. A large part of the problem is that vaping companies are targeting young users with misleading information. Our education programs seek to counter industry promotion by informing parents about the health risks to their children. Most e-cigarettes contain nicotine, which can potentially harm adolescent health. At BREATHE LA, we have your children's health in mind.

This year we plan to continue our innovative programming. In 2019 we pledge to continue to build on our decades of progress by expanding our community outreach, deepening organizational efficiency so we can serve even more at-risk children and families, and promoting environmental health legislation at the county and state levels.

We envision healthier lives for all Southern California communities, working every day to provide cleaner air and healthy lungs for us all.

Thank you for your encouragement and support. Your help is critical to our ability to serve the needs of our communities.

With Heartfelt Thanks,

Marc Carrel
President & CEO

The mission of BREATHE LA is to promote clean air and healthy lungs through research, education, advocacy, and technology.
Keeping Kids in School

More than 7 million children in the U.S. are reported to be living with asthma. Not only do these children have to contend with serious health concerns, but many also deal with academic challenges since asthma is one of the most common causes of school absenteeism.

Asthmatic students face several set backs at school:

- More than 50% of children with asthma missed at least one day of school or daycare due to their disease.
- African-American and Latino children miss school at a higher rate than other races due to asthma.
- Children living in underserved areas have the highest rates of asthma.

To provide students with a greater opportunity for good health and education, we have made it our goal to educate children and adults on how to manage asthma.

Student Programs that Deliver Results

BREATHE LA fulfills its mission through several student programs:

O₂4U®
This environmental education program for 8 to 14-year-olds teaches children about the environment and its impact on lung health, encouraging opportunities to demonstrate responsible actions.

FiRST!
A tobacco and nicotine prevention program, FiRST! aims to provide students with the skills and knowledge to resist tobacco and nicotine use and empower them to lead the first smoke-free generation.

Project GROW
A hands-on, garden-based learning program seeking to deepen students’ environmental literacy. Project GROW emphasizes the connection between the environment, food, and health.

Being a Part of Our Community

Los Angeles County is home to more than 10 million people, which means there are more than 10 million reasons to show your support by getting involved in the many community events we hold throughout the year.

BREATHE LA Film Series
Lights, camera, action! Support community education and outreach efforts through this on-going film series which broadens awareness of global environmental and respiratory health concerns.

Clean Technology Workshops
These workshops educate community members on clean vehicles, clean energy options and other ways people can live greener and more sustainably.

Sign up to receive information on community programs in your neighborhood and the latest environmental and lung health research at info@breathela.org or follow us on social media @BREATHELAC.
Providing Patient and Family Care

We are there when you or a loved one is suffering from a lung disease. Look for us as a source for accurate information and participate in one of our many programs to help patients better cope with lung ailments.

Adult Lung Health
We host a support group program to provide education and self-management tools to people living with COPD to improve health outcomes and quality of life. Patients use this group as a resource to better manage their disease.

Lung Power
This family-centered patient education program for children and teens with asthma provides education and self-management tools to help families better manage their children’s asthma.

The Vaping Trend: Clearing the Air
A workshop for parents, teachers and school administrators to help them address the growing trend of youth vaping. We focus on teaching adults about the potential dangers of teen exposure to vaping both in and outside of school.

Programs for Medical Professionals
We provide an opportunity for health professionals to discuss and share the latest findings on a wide range of pulmonary diseases.

Trudeau Society
A membership organization providing doctors and allied health professionals with networking opportunities, special events, and continuing education and conferences featuring the latest research on lung health.

Annual Lung Health Conference
In 2019, our annual conference will be expanded and include CME-driven lectures and panels provided by medical experts that focus on innovations in lung health treatments, technology, innovations, and policy.

California Research Forum on Lung Health
In 2019, this new program will enable pulmonary research investigators to share their findings relating to improved treatments, technologies and management of lung health conditions.

Our Geographic Reach
We continue to make underserved neighborhoods in Los Angeles County our priority—from Long Beach to the San Fernando Valley. As we expand our programs we’re also looking to expand our breadth and provide services in the Inland Empire and San Diego county.

We provide programs to more and more children each year, but this is just the start. We won’t quit until every child in our region breathes clean air.

Population We Serve

- Hispanic or Latino: 16%
- White (non-Hispanic or Latino): 45%
- Black or African American: 23%
- Asian: 16%

* FiRST!  * Project GROW  * O₂4U*
Donor Profile:
Steven Bryson, past Board Chair,
BREATHE LA Board of Directors

Steve is one of BREATHE LA's most generous donors. For nearly a decade, he has demonstrated his commitment to promoting lung health by serving as a member of the Board of Directors, giving both his time and financial support.

Steve’s dedication to improving lung health is inspired by his father’s lifelong battle with severe asthma. His father’s asthma, which impacted his life as a child, re-emerged in later life. Having his father live with his family for many years, Steve was right there with his father during his worst struggles.

It was this personal experience that galvanized Steve’s belief in BREATHE LA’s mission. He is dedicated to ensuring that other families don’t have to go through the painful experience of losing a loved one as he did.

While most of Steve’s involvement has taken place at the executive level, he knows the organization’s work directly benefits the community: “We have so many programs that help out, whether it is dealing with school kids, helping people work with their COPD, dealing with teenagers, with our smoking cessation programs, all levels and all ages, the goal is make sure people are paying attention to their lung health.”

BREATHE LA is grateful for Steve’s unwavering commitment throughout the years.

We Depend on Your Support

You can breathe a sigh of relief knowing that your donation is contributing to the education and well-being of children and families in our community. We are grateful for every gift we receive. Each donation gets us that much closer to our goal of better lung health and clean air.

Institutional Donors - We’re seeing an increase in demand by foundations and government agencies. We continue to look to build strong partnerships with new and existing institutional donors.

Corporate Donors - We offer highly tailored volunteer, environmental education, and health wellness programs for employees. Contact info@breathela.org to find out how to get your company involved.

Individual Donors - Donations from individuals like you are key to our work. We actively seek to engage individuals to help support our work over the long term.

It’s Easy To Contribute

- **Online** - Use your credit card to make a secure donation at www.breathela.org
- **By Mail** - Make your check payable to: BREATHE California of Los Angeles County 5858 Wilshire Blvd., Suite 300 Los Angeles, CA 90036

There Are Many Ways To Give

- **One-time Donation** - Your generous donation supports our work to ensure under-resourced communities have the clean air and good health they need to thrive.
- **Monthly Gift** - Join a dedicated group of donors that provide monthly gifts. It’s easy to set up a reoccurring donation online that sustains our most important community programming.
- **Honor a Family Member or Friend** - What do you get a special person who has everything? Give a donation in their honor that helps provide current and future generations with cleaner air.
- **Make a Memorial** - Honor a loved one’s legacy by making a gift in their memory. You’ll help neighborhoods in the greatest need of clean air by providing them with a healthy future.
- **Corporate Match & Engagement** - Companies often match gifts by their employees, so be sure to contact your human resources department to see if your gift is eligible.
- **Appreciated Assets** - A gift by wire transfer, stock, or any other appreciated assets, such as art, vehicles, or real estate, can be a tax-efficient way to support our work. Contact us at donate@breathela.org.