

**SPRING
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DEBI AUSTIN BECOMES OUR OWN LUNG CHAMPION EXTRAORDINAIRE

Debi Austin, “star” of what many consider the most effective anti-smoking commercial ever produced, is the American Lung Association of the East Bay’s Lung Champion during this year’s 100th Anniversary Celebration.

Debi is well known throughout the East Bay for her many personal appearances in support of the American Lung Association and the Alameda Tobacco Education Coalition. But she is even more widely known for the commercial in which she inhales cigarette smoke through an opening in her throat left by a laryngeal cancer operation. Since her TV commercial debut in 1998, Debi has quit smoking.

Debi will be featured along with other Lung Champions from around the U.S. on the national website, www.lungusa.org. She will also be honored during a special 100th Anniversary Celebration at the American Lung Association’s May national conference in Orlando, Florida.

Debi has repeatedly volunteered for speaking engagements and school presentations in the East Bay. “Debi has become a truly important part of our family” says Arleen Francisco, Tobacco Program Director for the American Lung Association of the East Bay. “With her amazingly frank and powerful presentations, she has the ability to reach the hearts and minds of audiences members from ages 8 to 80.”

In order to work one-on-one with smokers trying to quit, last November Debi completed a course on facilitating the Freedom From Smoking program from the American Lung Association of the East Bay.

Because of her steadfast commitment and her powerful messages for a smoke-free life, Debi Austin has truly become a great Lung Champion.



Lung Champion Debi Austin, center, with niece Joy, left, for whom she quit smoking, and American Lung Association of the East Bay’s Tobacco Program Director, Arleen Francisco.



Debi Austin participates in Freedom From Smoking facilitator training, preparing her to help others reach the goal of leading a smoke-free life.



Karen Fulton

FROM THE EXECUTIVE DIRECTOR

SMOKING IS STILL COOL IN GOVERNOR'S OFFICE

Recently Gov. Schwarzenegger arranged to have the courtyard adjoining his office as the site for cigar smoking meetings with colleagues. This discouraging revelation brought home to me once again the vital need for continuing the East Bay's energetic tobacco education and prevention programs. The issue is that his public cigar smoking makes our movie star/governor a very bad role model for impressionable and status-conscious youth.

Whether cigars, cigarettes or other forms of tobacco, the American Lung Association of the East Bay has long partnered with tobacco coalitions in Alameda, Contra Costa and Solano counties, as well as numerous other tobacco control advocates. Together we have reached out in a multitude of ways to urge people not to start smoking, and to encourage those who have become smokers to quit. Highlights from this long-standing partnership include:

- Founded BREATH, a statewide program with restaurant and bar owners to promote compliance of non-smoking regulations, protecting both employees and patrons;
- Created Fresh Air for Little Noses, to encourage smoke-free environments at home and at day care centers, protecting youngsters from second-hand smoke and reducing smoke-triggered asthma attacks;
- Collaborated with the Alameda County Public Health Department and Alameda County Tobacco Control Coalition in administering grants to cities

and organizations, including \$790,000 to 49 groups in at-risk communities targeted by the tobacco industry;

- Helped pass a tobacco tax providing funding for state and local tobacco control programs;
- Worked with tobacco coalition outreach programs in all East Bay counties;
- Successfully advocated for passage of statewide non-smoking laws in the workplace, bars and restaurants;
- Distributed public service messages on smoking and health;
- Worked with volunteers, youth and other agencies in spreading the word among impressionable teens at school assemblies and community events.

Recently the American Lung Association of the East Bay made free the self-help *Freedom From Smoking Online*® Program available at our website, www.lungusa.org/eastbay.

With smoking regaining some of its 1960s glamour for our Governor and a few other youthful role models, we are grateful to have the many dedicated partners, donors and volunteers who have achieved the remarkable success over the past four decades in lowering tobacco use and suffering.

Tobacco is the #1 avoidable cause of death in the United States; together we can perpetuate the trend of people not smoking as the "new normal," and continue to provide compassionate support for children and adults addicted to nicotine.

Tobacco is the #1 avoidable cause of death in the United States...

Our Mission: TO PREVENT LUNG DISEASE AND PROMOTE LUNG HEALTH



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DEVOTED TEAM TACKLES ASTHMA IN SOLANO

Solano County has one of the fastest growing areas of the state... *and* one of the highest asthma rates.

At the American Lung Association of the East Bay office in Fairfield, Valerie Ansley and her dedicated staff are tackling the Solano County asthma problem head-on.

“Ever since we opened in 2002, our aim has been to help every Solano community to better deal with asthma diagnosis and management,” says Valerie. “We work to improve the asthma infrastructure and policy, and to ‘preach’ asthma management.”

Initiatives include standardizing asthma care, launching uniform asthma action plans in schools, and proposing an ordinance to reduce the prevalence of wood smoke—a major asthma trigger.

In partnership with Kaiser Permanente-Vallejo, the American Lung Association of the East Bay and several committed healthcare professionals established both the Solano Asthma Coalition and Vallejo Asthma Network. The two groups work with schools, churches, health care providers, community officials, families and even the Girl Scouts.

The Solano office and others in the asthma care community:

- advocate “Spare the Air” day activities, providing free banners to schools;
- solicit pharmaceutical donations for 89 school sites;
- distribute educational materials; and
- testify at state and local asthma hearings, write letters to the editor, and promote use of low-allergen plants in home and public landscaping.

The Coalition just produced “*Does My Child Have Asthma?*”, a fact-filled booklet giving asthma signs and triggers, management tips, and how to tell if asthma is being controlled. The information is on the American Lung Association of the East Bay website in English and Spanish, at <http://www.lungusa.org/eastbay>.

The Coalition also created a parent handout describing asthma warning signs and triggers. Both English and Spanish versions are available at (707) 434-9684.

Says Valerie, “I know what a problem asthma has been in Solano, particularly for young people and older adults. I’m really glad to be part of this wonderful, cooperative movement to improve the lives of so many.”



Valerie Ansley and Betsy Campbell discuss asthma programs conducted out of the Solano County office of the American Lung Association of the East Bay.



*Valerie Ansley
Program Director*



Solano office staff members, left to right, include Program Director Valerie Ansley, Program Coordinators Shamar Parsad and Betsy Campbell, and Administrative Assistant Susan White.

FFS + QUITTERS = WINNERS

“After 26 years, Gene Herman thought he would never be able to quit, but he not only quit—he has stuck to it and takes great pride in his accomplishment.”

With these words, Solange Gould explains the satisfaction that comes from her work as a Freedom from Smoking facilitator for the Berkeley Department of Health. Solange graduated last year from Freedom from Smoking facilitator training, provided by the American Lung Association of the East Bay.

While it is true that giving up tobacco is one of the most difficult things anyone ever does, Gene beat the habit after spending more than half of his life addicted to nicotine and cigarettes. Today Gene’s biggest question is why he didn’t quit sooner—the answer is probably that he wasn’t ready.

Two big items a person needs to quit—a program and motivation. The American Lung Association of the East Bay has a new program to help people quit, and can help with the motivation as well. It is the *Freedom From Smoking Online*® Program, and you don’t even have to leave home to get it. The entire program is available at www.lungusa.org/eastbay. Just click on Tobacco, then on Freedom From Smoking Online.

There, you can enroll on the program and immediately start taking the steps leading to freedom. You’ll discover how to overcome your resistance to quitting, the tricks of self-motivation, and how to keep from going back once you stop.

As a first step to getting motivated, make a list of all the things you hate about smoking—like offending others, the expense, smelly clothes, stained teeth, and, most of all, the many bad effects tobacco has on your health and the health of those around you.

To date, more than 115,000 people have taken the plunge and registered for the program. People from 57 countries have now learned how to beat the habit. Four volunteers, themselves ex-smokers who quit through the online program, moderate the message boards and offer support to participants.

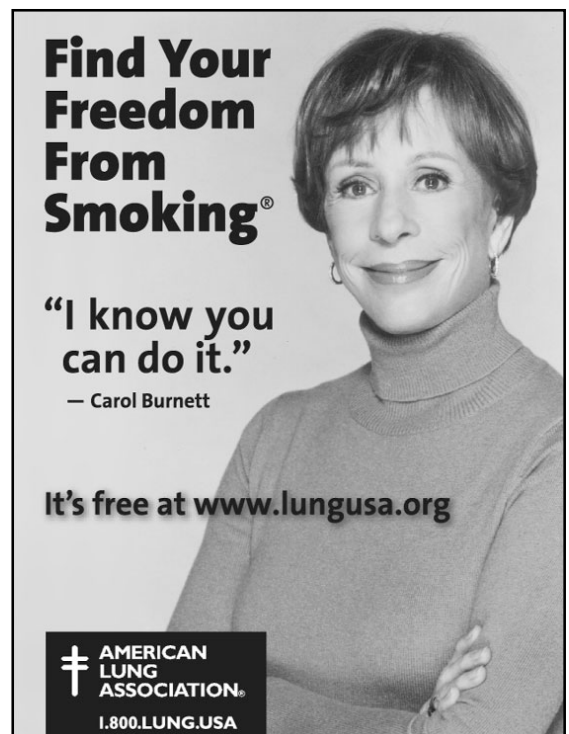
We are proud to offer the Freedom From Smoking Online Program to help participants in overcoming their addiction to tobacco, the number one preventable cause of death in the U.S.

Tobacco Facts

Smoking is directly responsible for 87 percent of lung cancer cases and causes most cases of emphysema and chronic bronchitis.

Smoking costs the United States approximately \$97.2 billion each year in healthcare costs and lost productivity.

Smoking-related diseases KILL an estimated 430,700 Americans each year.



Find Your Freedom From Smoking®

“I know you can do it.”
— Carol Burnett

It’s free at www.lungusa.org

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1.800.LUNG.USA

MOTHER AND DAUGHTER DON'T LET ASTHMA HOLD THEM BACK

"It was definitely a life-changing event."

These are the words Y'Vonne McCall uses to describe her daughter's encounter with Oakland Kicks Asthma, an in-school program of the American Lung Association of the East Bay.

Daughter Shawnee' Powell, diagnosed with asthma at 7 months, has been on medications all her life. "Her meds made her jittery," says Y'Vonne, "and she had asthma attacks every time the weather changed."

But things have gotten much better since Shawnee's first experience with Oakland Kicks Asthma at Montera Middle School where she met Rana Huang, one of the asthma specialists with the American Lung Association of the East Bay.

Rana got Shawnee' special dust-proof pillow and mattress covers, showed her how to use a peak flow meter to help monitor breathing, and arranged for a special new vacuum cleaner that filters out asthma-triggering microscopic particles.

Shawnee' now plays basketball at Oakland Tech, is on the cheer squad and has a much-improved quality of life. "She still carries her inhalers in her back pack," says Y'Vonne, "but she has far fewer problems and is much happier."

Y'Vonne, who has also had asthma since infancy, has become a huge fan of the asthma programs of the American Lung Association of the East Bay. She and Shawnee' walked the Asthma Walk last fall; Y'Vonne keeps an American Lung Association poster on her wall at work and is now a volunteer asthma spokesperson.

"This area has so many children with asthma," says Y'Vonne. "People really need to be educated on how to take care of their kids' asthma, so I help whenever I can. And," she adds, "I tell people that they can donate all year 'round, not just for the Asthma Walk."



Y'Vonne and her daughter Shawnee'



The U.S. Centers for Disease Control, University of California-Berkeley, Oakland Unified School District and Children's Hospital of Oakland have the sincere appreciation of the American Lung Association of the East Bay for their partnership in Oakland Kicks Asthma. Now, hundreds of school-age children with asthma will share the experiences of Shawnee' by living life to the fullest, with the threat of asthma attacks diminished or eliminated altogether.

Y'Vonne McCall speaks with conviction to Asthma Walk team captains about how she and her daughter Shawnee' were helped with programs of the American Lung Association of the East Bay

"This area has so many children with asthma... People really need to be educated on how to take care of their kids' asthma, so I help whenever I can."

WILMA CHAN HONORED BY THE AMERICAN LUNG ASSOCIATION OF CALIFORNIA



It was a festive evening when the American Lung Association of California bestowed the President's Award to Assembly Member Wilma Chan. Sharing a happy moment with Chan's aide Nancy Hatamiya, second from right, are American Lung Association of the East Bay's Directors, from left, Bruce Herold and John Serwa, Executive Director Karen Fulton, and Leslie Hata.

Assembly Member Wilma Chan of Oakland recently received the 2003 President's Award from the American Lung Association of California for outstanding effort by a public figure in preventing lung disease and promoting lung health.

Assembly Member Chan, formerly an Alameda County supervisor, has been a strong supporter of the American Lung Association of the East Bay for more than a decade. She was actively involved in designating Alameda County tobacco settlement funds for tobacco control programs, championed state legislation to help children with asthma, and convened a special legislative hearing in February on the asthma epidemic in California.

Commenting on the leadership role of the American Lung Association, Ms. Chan said, "You are one of the most effective and credible advocates for public health in California. We are a healthier state because of your work."

Observed Executive Director Karen Fulton, "Wilma Chan is an outstanding example of a dedicated and inspirational person who has devoted a large part of her life to making California and the East Bay a healthier place for us all. It is our good fortune to have her representing us in the State Legislature."

— Health Care Professionals —

SAVE THE DATE...

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of the East Bay

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TOBACCO PROGRAMS GET MIXED GRADES

In conjunction with a national effort, the American Lung Association of the East Bay issued local tobacco control evaluations in January, and found both good efforts in 2003 and room for improvement in 2004.

In Alameda County, Berkeley ranked among one of the top cities in the state for passing and enforcing local ordinances to keep tobacco away from youth and protect against involuntary secondhand smoke exposure in workplaces, indoors and outdoors. Newark came in a close second and is by far a leader among cities in the state for its commitment to tobacco control and prevention.

Contra Costa County instituted new licensing requirements for tobacco retailers and has implemented a county-wide enforcement program, but funding of the county's tobacco control programs has actually decreased, reflecting budget problems at both the state and county levels.

In Solano County, Vacaville prohibited smoking in city parks, tobacco cessation programs started up, and the county also used tobacco suit settlement funds for long-term control and education programs

"We are very pleased with the investments Solano and Alameda counties have made in protecting all family members from the harmful effects of tobacco," said Karen Fulton, executive director of the American Lung Association of the East Bay. "It is our fervent hope that both counties will continue this critical investment in prevention and education to counter tobacco industry's target marketing aimed at high-risk communities."

The American Lung Association's report card of all 50 states gave California A grades for smoke-free air and youth tobacco access policies, but gave C and an F grades respectively for low cigarette taxes and lagging tobacco control funding. The report said the state has slipped well behind many others in using tobacco taxes as a means of discouraging smoking, and has stopped using its tobacco settlement funds for any type of statewide tobacco control or education.

"It is our fervent hope that both Solano and Alameda counties will continue this critical investment in prevention and education to counter tobacco industry's target marketing aimed at high-risk communities."



Stella Jun and Joel Moskowitz of the Alameda County Tobacco Control Coalition practice sock puppet skills for use in grade school programs on smoking.

**Donate to the
Asthma and Lung Disease Research Fund
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For More Information: www.californialung.org 1.800.LUNG.USA

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A FEW WORDS OF THANKS



The American Lung Association of the East Bay is truly grateful for the many ways in which the community supports our important and dynamic programs. Opportunities to become a partner include:

- *Giving to Christmas Seals* • *Donating Vehicles* • *Including the Lung Association in your will*
- *Making a memorial gift in the name of a loved one* • *Participating in special events*
- *Directly giving any amount from modest to major.*

OUR HEARTFELT THANKS GO TO THE FOLLOWING PEOPLE WHO GAVE \$100 OR MORE FROM NOVEMBER 1, 2003, THROUGH JANUARY 31, 2004.

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