

LUNG HEALTH News

FALL 2008/WINTER 2009

 AMERICAN
LUNG
ASSOCIATION®
of California
www.californialung.org

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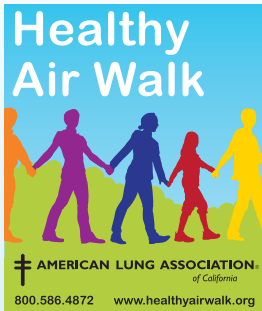
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Why Walk for Healthy Air?

Air pollution is a major public health threat. That became clearer than ever this summer as wildfires raged through California, fouling up our air and making it difficult to breathe, especially for people with lung disease.

What are Healthy Air Walks?

Healthy Air Walks are planned in communities across the state to raise funds for the American Lung Association of California's campaign to fight air pollution and improve lung health. The walks are family-friendly events that bring together corporations and individuals concerned about healthy air and lung disease, including asthma, lung cancer, COPD (chronic obstructive pulmonary disease) and emphysema.

Where Do the Funds Go?

Funds will support the American Lung Association of California's campaign to reduce air pollution, a major contributor to lung disease. The association advocates for policies that cut emissions from cars, trucks, buses, heavy equipment and ports, and promotes cleaner transportation and energy alternatives. The walks also support lung disease research as well as educational and support programs for people with lung disease.

How Can You Get Involved?

Register for the Healthy Air Walk and enlist the support of everyone you know. You can walk on your own and get friends, family and coworkers to pledge their support or you can form a team. We all know it's more fun to walk with others, and they can help you make a bigger impact.

Recruit friends and family to join your team. You can train together, create a fun name for your team, and find other ways to share in the experience.

Talk to your employer and coworkers about creating a company team. Corporate teams send a powerful message that your company cares about the community.

Find a walk near you and register at www.healthyairwalk.org

Arnold Family Walks for Health



The Arnold Family, including Doug, Catherine, Braden, and Halle, has been walking to raise funds for lung disease programs since 2004.

Halle Arnold was diagnosed with asthma when she was 18 months old. At age 11, she is able to keep her symptoms under control, but the chronic disease has changed the way she lives. That's why the Arnold family has been staunch supporters of the American Lung Association's Asthma Walk – now the Healthy Air Walk – raising more than \$15,000 since first joining the walk in 2004. This year they will walk in the Healthy Air Walk because air pollution is a serious contributor to asthma.

As a social worker and health educator, Halle's mother knew all about the asthma epidemic before battling the disease at home. "It takes on a different flavor when it's your kid in the emergency room fighting for her life," says Catherine Arnold.

Spurred on by a passion for the cause and a desire to help the American Lung Association fight lung disease, the Arnold family grew their Wind Walkers team to more than 40 members. They did it by enlisting the support of everyone they know in the Santa Rosa area where they live, from Catherine and her husband's workplaces to Halle and her brother's school to the competitive synchronized swim team Halle competes on.

"It really started out just the four of us – my husband and me and our two kids," Catherine says. "But what we found when we started asking people for support was that so many people are affected by asthma and other lung diseases. People really want to support this cause."

5 REASONS TO WALK

- 1 Children who live near freeways and other pollution sources are more likely to develop asthma
- 2 Air pollution slows the development of young children's lungs, resulting in permanent loss of lung capacity
- 3 On poor air quality days, hospitalizations for respiratory complications increase
- 4 Diesel exhaust contributes to bronchitis, asthma attacks and lung cancer
- 5 Exposure to particle pollution from diesel trucks and buses, vehicles, wood burning and other combustion sources is linked to respiratory illness and premature death

For dates and walk locations, check out the events calendar on the next page or go to www.healthyairwalk.org

AMERICAN LUNG ASSOCIATION OF CALIFORNIA EVENT CALENDAR

2008

- ▶ **September 17:**
COPD Respiratory Rally, Carson, 213.384.5864
- ▶ **September 28:**
Healthy Air Walk, Fresno, 559.222.4800, x24
- ▶ **October 11:**
Healthy Air Walk, Ventura, 805.963.1426
Healthy Air Walk, Oakland, 510.893.5474
- ▶ **October 15:**
COPD Respiratory Rally, Santa Ana, 714.835.5864, x109
- ▶ **October 18:**
Healthy Air Walk, Stockton, 209.478.1888
- ▶ **October 19:**
Healthy Air Walk, Irvine, 714.835.5864, x104
Healthy Air Walk, San Bernardino, 909.884.5864
- ▶ **November 5:**
Frankly Speaking Lung Cancer Patient Forum, Sacramento, 916.554.5864, x240
- ▶ **November 9:**
Healthy Air Walk, Los Angeles, 213.384.5864
- ▶ **November 11:**
COPD Respiratory Rally, San Diego, 619.683.3465
- ▶ **November 13:**
Breath of Fresh Air Women's Health Initiative Luncheon, Stockton, 209.478.1888
Inspire Women & Lung Health Luncheon, Sacramento, 916.554.5864
- ▶ **November 14:**
COPD Respiratory Rally, Sacramento, 916.554.5864, x240

- ▶ **November 15:**
COPD Respiratory Rally, Murrieta, 909.884.5864
COPD Respiratory Rally, Santa Barbara, 805.963.1426
- ▶ **November 16:**
Healthy Air Walk, San Diego, 619.683.8641
- ▶ **November 17:**
COPD Respiratory Rally, Stockton, 916.554.5864, x240

2009

- ▶ **January 23:**
Growing up Smoke-Free, Buellton, 805.963.1426
- ▶ **March 27:**
Breath of Life Women's Lung Health Luncheon, Rancho Mirage, 909.884.5864
- ▶ **March 28:**
Climb California Greater SF, San Francisco, 510.893.5474
- ▶ **April 18:**
Climb California Greater LA, Los Angeles, 213.384.5864
Evening in the Sky, San Diego, 619.683.8650
- ▶ **April 24:**
Women's Luncheon, Fresno, 559.222.4800, x24 (tentative)
- ▶ **May 16:**
Healthy Air Walk, Modesto, 209.523.1888
Healthy Air Walk, Sacramento, 916.554.5864
- ▶ **June 21-26:**
SCAMP Asthma Camp, Southern California, 800.LUNG.USA (800.586.4872)



Manuel Cervantes, Vice President of Sales at Telemundo

TEAM TELEMUNDO TAKES ON AIR QUALITY

When Manuel Cervantes heard about the American Lung Association of California's Healthy Air Walk, he knew he had to get involved. As vice president of sales for KNSO Telemundo Spanish-language television station in Fresno, he was thinking much bigger than just walking in the event.

"We need to make the community aware of the dangers of air pollution and the steps we can take to improve our air."

Telemundo agreed to be a media sponsor for the Fresno Healthy Air Walk and will promote the event through public service announcements. The station's website also has a link to the Healthy Air Walk website.

"We are pleased to take part in this first-ever event," Cervantes says. "It's a way for Telemundo to give back to our community and help make it a better place."

Now Team Captain Cervantes is busy building the Telemundo Fresno Team, encouraging co-workers to join his efforts.

"It's not a tough sell," Cervantes says. "Everyone knows our air quality in the Central Valley is bad and we are suffering because of it."

His family has a history of asthma and other respiratory problems. His great uncle, sister and two nieces all have breathing problems.

"We need to make the community aware of the dangers of air pollution and the steps we can take to improve our air," Cervantes says. "We want to help the American Lung Association of California get out its message about the walk and other lung health issues."



Visit the American Lung Association of California's new website at www.californialung.org

HEALTH NEWS

Emphysema and COPD are Rising Health Concerns Association Convenes Experts to Focus on Solutions

As baby boomers age, the number of people with emphysema and COPD (chronic obstructive pulmonary disease) is expected to rise dramatically in the next 15 years, putting a serious burden on them, their caregivers and our health-care system. The American Lung Association of California recently held a COPD Summit to form a coalition and begin developing a statewide Strategic Plan for addressing this growing health issue.

Held at the Center for Healthier Communities in Los Angeles, the Summit brought together key stakeholders, including health experts, healthcare providers, pharmaceutical companies, researchers and community and professional organizations.

"When you get the right people in the room – the people who understand the issues from the inside out – you can make tremendous progress in a short amount of time," says Lynn Devine, vice president, programs, for the American Lung Association of California.

COPD, which includes emphysema, chronic bronchitis and bronchiectasis, is a leading cause of death and disability in California. Symptoms include chronic cough and shortness of breath. The disease can make even routine tasks difficult and seriously impact quality of life.

But COPD can be controlled, and its progression slowed, through proper management, which includes exercise and medications.

While it is estimated that 1.6 million Californians have COPD, too many cases go undiagnosed to have a real measure of COPD's impact on California, according to Devine. A goal of the plan is to assess the scope of COPD in California.

'COPD Comes on Slow'

"The problem is COPD comes on slow, so you don't realize it's a problem until you can't breathe," says Don Perry, who has lived with COPD for more than 20 years. He volunteers for the American Lung Association of California in Santa Maria and is a member of its Better Breathers Club for people with COPD. "So many people who have early signs of the disease could be working now to slow the progression if they only knew they had it."

Raising awareness is a key priority for the COPD Coalition. "Like any other chronic disease, COPD needs to be managed to reduce the burden on both the person who has it and the health system," says Devine. "Because COPD is largely caused by smoking, there has been a lot of shame involved and people don't want to talk about the disease. But we have to bring it out into the open to get it under control."

The association has been helping people with COPD through education and support programs for decades and has invested millions of dollars in research to better understand the underlying mechanisms of this disease.

"The American Lung Association of California is well-positioned to convene the experts and develop a plan that will help reduce the burden of COPD in California," says Devine.

COPD PLAN GOALS

Summit participants developed an outline for the COPD plan that included four goals:

- 1 Improving the lives of those living with COPD
- 2 Assessing the scope of COPD in California
- 3 Increasing awareness and understanding for COPD patients
- 4 Furthering the expert understanding of the disease

The final COPD Strategic Plan is scheduled for release in January 2009.

COPD RISK FACTORS

- Smoking
- Air pollution
- Secondhand smoke
- History of childhood respiratory infections
- Heredity
- Occupational hazards like chemicals, dust and fumes

Everyone at risk for COPD who has a cough or shortness of breath should get a COPD test, called spirometry. For more information, go to www.LearnAboutCOPD.org

To speak with a registered nurse or respiratory therapist about risk factors, treatment options, or other lung health issues, call our Lung Helpline at 800.LUNG.USA or 800.586.4872.

We Can Help

To learn about the American Lung Association of California's Better Breathers programs, visit www.californialung.org. For information about our Respiratory Rallies for People with COPD, go to www.respiratoryrally.org

GET A FLU SHOT

Protect yourself from influenza. Find a flu clinic near you at www.flucliniclocator.org

PUBLIC POLICY UPDATE

Plan Needed to Fight Global Warming

The California Air Resources Board recently released its draft scoping plan for Assembly Bill 32 to reduce greenhouse gases in California by 25 percent by 2020. American Lung Association of California staff as well as volunteer physicians and nurses from its Health Network for Clean Air are actively participating in public comment workshops being held throughout the state.

Because air pollution and global warming are connected, the association is emphasizing the need to maximize the public health benefits by addressing both pollutants included in the Clean Air Act and global warming issues at the same time.

The association is calling for stronger regulatory measures in the industrial sector; for regional greenhouse gas reduction targets, for a strong emphasis on land use and transportation, and to prevent disproportionate impacts in communities where many low-income families and individuals live. Although a few anti-regulation groups are calling for delay for economic reasons, it is clear that not doing anything would be much costlier.

For more details, go to www.arb.ca.gov/cc/cc.htm and click on Draft Scoping Plan.

Wood-Burning Measure Protects Health

After working for nearly two decades to advance protections against harmful wood-smoke pollution, the American Lung Association of California helped secure a landmark regulation that will prohibit wood burning on nights when the air is unhealthy and limit visible emissions from chimneys year round. The Bay Area Air Quality Management District unanimously adopted the most health-protective wood-smoke regulation in California, and possibly the nation.

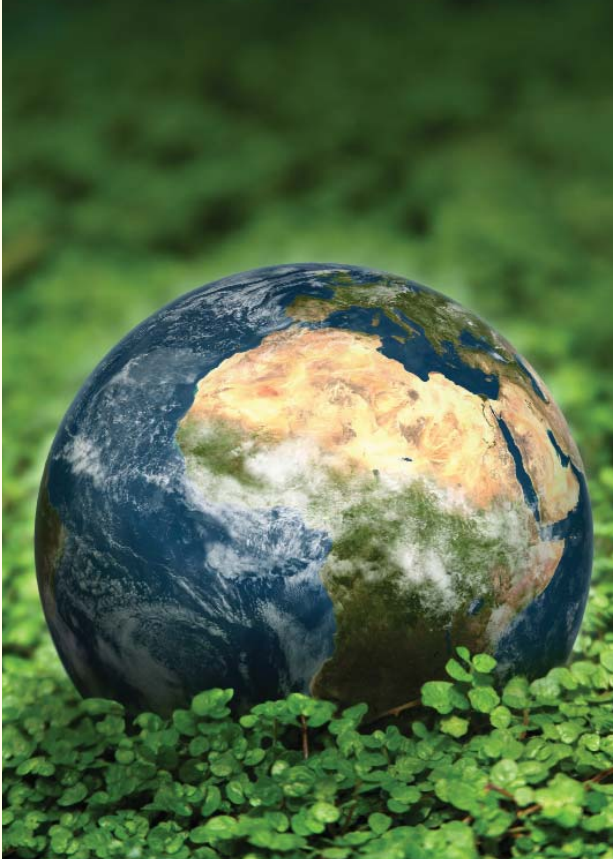
Wood smoke consists of tiny toxic particles that pose a serious public health threat when inhaled, contributing to asthma, emphysema and even premature death. Children and the elderly are most vulnerable.

Diesel Rule Would Cut Emissions

The American Lung Association of California is urging the California Air Resources Board to adopt the On-Road Truck Rule, which would cut toxic emissions from trucks, buses and other diesel-powered vehicles.

The proposed rule is the air board's largest undertaking to date in its effort to reduce harmful exposure to diesel pollution and will be considered at an October hearing.

Diesel trucks and buses are responsible for half of nitrogen oxide pollution and 40 percent of particle pollution in California. Trucking emissions are estimated to cause 1,500 premature deaths each year in addition to emergency room visits for respiratory illnesses, asthma attacks and other respiratory problems, adding significantly to healthcare costs.



Poll Favors Tobacco Retailer Licensing

Three out of four voters who live in California's rural communities and small towns would support local laws requiring store owners to get a license to sell cigarettes, according to a public opinion survey conducted for the American Lung Association of California's Center for Tobacco Policy & Organizing.

Sixty-six percent said a fee of \$200 a year for the license is either "too low" or "about right" and 91 percent agree that a store owner who repeatedly sells cigarettes to minors should no longer have the right to sell cigarettes. This strong support for a licensing ordinance challenges the notion that rural residents would be less receptive to government regulation of store owners to prevent tobacco sales to minors.

For the complete survey results, go to www.Center4TobaccoPolicy.org/polling-rural

Association Supports Cleaner Ports

The American Lung Association of California has continued its tireless campaign for more than three years to clean up California's ports, a major source of toxic air pollution. The association has been pushing state legislators to pass Senate Bill 974 (Lowenthal), which would impose a container fee at the ports of Los Angeles, Long Beach and Oakland, raising \$500 million annually for pollution-reduction and congestion-relief efforts.

Cleaning up port pollution would not only provide immediate health benefits to nearby communities that suffer from higher rates of asthma and other lung illnesses, it would also help meet state and federal air quality goals for ozone and particle pollution and help reduce global warming.



photo credit: Uptown Studios

Meet Grace White Comedian and Lung Cancer Advocate

My name is Grace White and I have lung cancer. I was diagnosed in November 2007 and the doctors told me that I had three months to live. Well, I'm still here, still fighting strong and advocating for better lung cancer screening and treatments.

Lung cancer is the leading cause of cancer death in both men and women and approximately 25 percent of women and 15 percent of men with lung cancer have never smoked.

That's why I'm teaming up with the American Lung Association of California to support Senate Bill 458, which would create a new Lung Cancer Early Detection and Treatment Research program.

To learn more, go to <http://lungaction.org/campaign/SB458>



Philippe Montgrain, MD, is a pulmonologist at the University of California, San Diego, and at the VA San Diego Healthcare System, where he also conducts his lung cancer research.

RESEARCH MATTERS

Gender May be a Factor in Lung Cancer

As a young physician in training, Philippe Montgrain, MD, watched lung cancer patients suffer with little hope of recovery. He became committed to finding more effective treatments for lung cancer, the deadliest form of cancer.

The statistics are startling. Only 40 percent of those diagnosed with the disease are alive after one year, according to Dr. Montgrain, and only 15 percent are still alive after five years. Lung cancer kills more than 160,000 people in the U.S. every year – more than breast, colon and prostate cancer combined.

“There is little we can offer lung cancer patients in the way of effective therapies,” he says. “I am on a mission to improve the odds for people with lung cancer.”

He is studying a protein called parathyroid hormone-related protein, produced by about two-thirds of lung cancers. This protein slows tumor growth in mice and prolongs survival in humans. However, this survival benefit is only seen in women.

“More women who never smoked get lung cancer than men who never smoked,” he says. “Women who smoke are at higher risk for developing lung cancer than men who had smoked the same number of cigarettes. That said, women with lung cancer have better outcomes, live longer and respond better to certain therapies.”

“I am on a mission to improve the odds for people with lung cancer.”

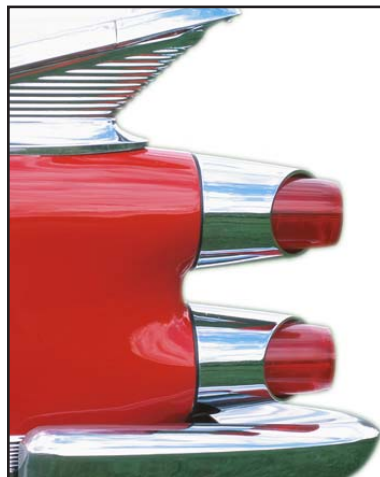
It may be that gender dictates survival rates because male hormones seem to inhibit the production of this protein. Montgrain is trying to determine whether suppressing the male hormone testosterone increases the amount of this protein and slows tumor growth.

“I am hoping this study will lead to new therapies that can slow tumor growth and improve outcomes for our patients with this terrible disease,” he says.

Montgrain is one of 10 researchers funded by the American Lung Association of California in 2007-2008. He is a pulmonologist at the University of California, San Diego, and at the VA San Diego Healthcare System, where he also conducts his research.

“I treat patients with lung cancer, and that motivates me to continue my research,” he says. “We have to do more for these patients.”

For more information about the American Lung Association’s research program, go to: www.californialung.org/research



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www.donateyourcar.org



MAKING A DIFFERENCE

Volunteer Warns African Americans About Dangers of Lung Disease

Before Denise Eaton May was diagnosed with sarcoidosis, she had no idea that as an African American woman, she was at greater risk for the lung disease. Now she volunteers with the American Lung Association of California to raise awareness about sarcoidosis and other lung diseases.

"I never thought I could be someone who gets lung disease," Eaton May says. "I was living a healthy life and then bam."

It was November 2005 and Eaton May couldn't breathe. Her husband called an ambulance and for the next six days, she was hospitalized, fighting for her life as doctors tried to figure out what was happening to her. Finally she was diagnosed with sarcoidosis.

Sarcoidosis results from inflammation of the body's tissues and can occur in almost any organ, but it starts most often in the lungs. It can appear suddenly and the cause is unknown.

Eaton May had been feeling a bit fatigued, but as a litigation attorney for many years, with offices in San Francisco and Hayward, she had learned how to work through fatigue. But when she looks back now, Eaton May knows it was the sarcoidosis.

"African Americans need to know we are at much higher risk from lung disease."



Denise Eaton May volunteers for the American Lung Association of California to help raise awareness about the serious risks of lung disease for African Americans.

LEADING THE WAY

She now serves on the American Lung Association of California's Leadership Council in the East Bay and was actively involved in the association's Women's Lung Health Luncheon at the San Francisco Hilton featuring award-winning lecturer and author Bertice Berry, Ph.D.

Eaton May told her story at the luncheon in addition to helping plan the event and selling tables. She credits much of her sales success to her affiliation with Jack and Jill of America, Inc., the oldest and largest African American family organization in the United States.

The risk for sarcoidosis among African Americans in the U.S. is three times higher than for whites, according to the American Lung Association's Lung Disease Data in Diverse Communities report. In addition, African American women are twice as likely to develop the disease as African American men.

In fact, African Americans face higher rates of other lung diseases as well, including asthma and lung cancer. And while the incidence rates are the same for certain diseases such as infant respiratory distress syndrome, mortality rates are higher for African Americans.

"African Americans need to know we are at much higher risk from lung disease," Eaton May says. "I am trying to help spread that message."

**TO LEARN MORE ABOUT SARCOIDOSIS, GO TO
WWW.CALIFORNIALUNG.ORG AND ENTER
"SARCOIDOSIS" IN THE SEARCH BOX.**

Improving Life, One Breath at a Time

LUNG HEALTH News is a publication of the American Lung Association of California and its offices throughout the state, which are dedicated to preventing lung disease and promoting lung health. For program information in your area, please contact your nearest American Lung Association at **800.586.4872**, where you can also speak with registered nurses and respiratory therapists through our free HelpLine, or find us at www.californialung.org.

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Jim Wilgus

Vice President, Communications

Andrew M. Weisser
aweisser@alac.org
818.703.6444

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Design

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Arin Resnicke is fighting air pollution by riding his bicycle and including the American Lung Association of California in his will.



PLANNED GIVING

Avid Bicyclist Takes Action

Arin Resnicke knows firsthand the serious impact air pollution has on health. The avid bicyclist has asthma and lives in Bakersfield, one of the most polluted areas in the country. That's why he has included the American Lung Association of California in his will.

"I want to support all the work the American Lung Association is doing to assist those with lung disease, which often results from polluted air," Resnicke says. "When the air quality is bad, it affects my and others' ability to breathe."

He first got involved with the association in 1991 when he joined the American Lung Association of California's Lung Ride bicycling event. "The people I met during that ride were so wonderful. I just fell in love with everyone at the association's Bakersfield office."

Resnicke decided to get more involved with the organization because its issues hit so close to home. His brother also has asthma and his mother was a longtime smoker who eventually died from COPD (chronic obstructive pulmonary disease), even though she had quit smoking 10 years earlier.

He joined the association's Leadership Council in Bakersfield six years ago and tries to help out when he can. He has continued to participate in the ride every year – except during the years he was recuperating from a serious bicycle accident in 1999. Despite the recurring pain and disability caused by that accident, he continues to ride and has a long resume that includes his bicycling events and officiating duties.

Resnicke says everything has come full circle for him. He started riding his bicycle because doctors told his parents he needed to get regular exercise after he was diagnosed with asthma. Now he is doing what he can to fight air pollution so he can ride his bicycle without gasping for breath.

"I hear people say 'someone should do something about that,'" Resnicke says. "But it gets to the point where you have to ask yourself what actions you can take to improve things. Supporting the American Lung Association, and getting out of my car and onto my bike, is how I'm taking action against air pollution."

WANT TO LEAVE A LEGACY?

There are a variety of ways you can leave a legacy by donating to the American Lung Association of California. Gifts of appreciated assets can eliminate or postpone the payment of capital gains while gift annuities can earn income and reduce taxes. Find a plan that's right for you. For more information, contact Linda Chew at 510.638.5864, x422, or lchew@alac.org



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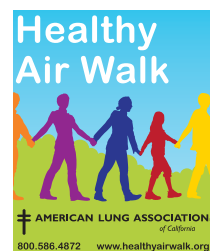
Go to www.breatheeasyride.org for details.

LUNG HEALTH News

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424 Pendleton Way, Oakland, CA 94621
510.638.5864 www.californialung.org



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