

## BREATHE LA January Newsletter: A New Year of Clean Air & Lung Health

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### Jumping into a new decade with BREATHE LA **Marc My Words:** Letter from the President and CEO



As we turn the corner into a new decade, I am struck by how much we are doing at BREATHE LA. Last year, we were very engaged in [local efforts to ban flavored tobacco](#) in Los Angeles County and Burbank, and now we are working to do the same in Carson, Compton and the City of Los Angeles (which, unfortunately, has been lagging behind other major cities and states on this issue).

Teen vaping has risen dramatically over the past few years nationally, and this rise has been accompanied by an outbreak of vaping-related lung injuries in the United States. Parents are clearly concerned about their children, and teachers are not adequately trained how to manage this problem. BREATHE LA is continuing to expand the reach of our youth smoking and vaping prevention program, [FiRST!](#). I am excited to announce a new partnership with the Los Angeles County Department of Public

Health that will enable us to broaden the reach of this program to an additional 10,000 students across LA County.

We are also continuing our work in local communities to raise awareness about the dangers of vaping, hosting educational workshops through our program [The Vaping Trend: Clearing the Air](#) that educates parents, teachers and community members about how to navigate the challenges posed by teen vaping.

I am also excited to announce that BREATHE LA was selected by the California Air Resources Board to receive funding for an innovative research project that will study the correlation between asthma and the impact of air pollution. The [AB 617 Community Air Grant](#) award will join BREATHE LA and 5 distinguished partners: [Northeast Valley Health Corporation](#), [Propeller Health](#), [AtmoTube](#), [Pacoima Beautiful](#) and [UCLA](#) for a 3-year study. Participants will use a Bluetooth-enabled rescue inhaler that will geo-locate the precise place and time it is used to manage an exacerbation coupled with air pollution sensor data from portable, personal monitors, sensor. The data collected will help us pinpoint hot spots where air pollution is greatest impacting people's health in the San Fernando Valley.

As busy as the team here is with all their amazing work, we took time out this past week to volunteer at the [Los Angeles Regional Food Bank](#). Everyone on our team felt the time spent volunteering made a positive difference for our local community. I invite you to take some time to think about your goals for the year ahead and how you will join BREATHE LA to make a difference this year.

Want to stay in the loop with everything going on here at BREATHE LA in 2020? Be sure to follow us on social media [@BREATHLAC](#) as well as me [@mcarrel](#) and visit our website [BREATHELA.org](#) frequently for the latest news and updates.

In good health,



Marc Carrel, President & CEO

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## Easy Ways to Keep Asthma Under Control in 2020



The start of a new year is the perfect time to try out new habits for better health and wellness. Many medical professionals advise that small changes in daily routines can make a difference in managing your overall asthma. BREATHE LA gathered the best tips for your asthma this year:

### **Take Prescribed Medicines Regularly**

The best way to keep your asthma under control is to take your prescribed medicines regularly, even when you aren't having any symptoms. Asthma is ongoing and needs to be treated as such and cared for daily.

### **Avoid Stress**

Many studies have shown that stress can trigger asthma symptoms and conditions. Consider having a few quick & simple calming exercises ready to go, on-hand, whenever you find yourself in a stressful situation.

### **Quit Smoking**

One of the biggest irritants to asthma is smoking and secondhand smoke. Being smoke-free aids in keeping asthma symptoms and reactions at bay. Smoking cessations programs is one of many ways to help you break the habit.

### **Monitor Your Exercise**

Ensuring you exercise properly will help you manage your asthma. During wintertime with colder temperatures, try to exercise indoors when it gets too windy or chilly outside to avoid asthma triggers. Always keep your inhaler with you and try to avoid any sports that require prolonged, heavy breathing.

### **Stay Informed & Educated**

Whether you have asthma yourself or are caring for someone with asthma, it is crucial to have an asthma management plan and know what triggers affect you. Visit our website [BREATHELA.org](https://www.breatheLA.org) for asthma resources and local programming.

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## You're Invited! Breath of Life Awards Gala 2020



Get ready for the event of the spring as our Breath of Life Awards Gala takes place on the evening of Thursday, April 23<sup>rd</sup> at the California Science Center!

Join BREATHE LA as we recognize and celebrate civic & corporate leaders whose sustainable efforts improve air quality and lung health in Southern California.

Our honorees will be announced soon, so grab your early bird tickets now at a special price while they last. Click [here](#) to purchase!

Interested in partnering with BREATHE LA for the 2020 Breath of Life Awards Gala? Learn how you can along with all the benefits of partnering [here](#)!

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### Program Spotlight: Lung Power



Our asthma education family program [Lung Power](#) held a successful event last month at the Southern California Children's Museum in Pasadena, where UCLA physician Mindy Ross, MD, shared tips with both parents and their children on managing childhood asthma.

In addition to presentations on asthma care from our physician, our BREATHE LA staff conducted fun lung health activities that engaged and educated the children in attendance and broadened their understanding of asthma as it relates to them.

To learn more and stay informed on all our programs this year, please visit our website at [BREATHELA.org](http://BREATHELA.org) and our social media handles [@BREATHLAC](#).

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## BREATHE LA Needs You!

Our work depends on donations from generous sponsors like yourself

BREATHE LA provides vital clean air and lung health programs that educate and engage people across Southern California. Our programs and advocacy efforts make a difference in the lives of our Southern California community members every day.

Click [here](#) now to donate in support of our programs and initiatives mentioned throughout this newsletter.

Donate now and your direct impact will make all the difference in the lives of those who need it most!



Give now to make an impact immediately, through one of the below steps:

- Online [here](#)

- By mail at: BREATHE California of Los Angeles County, 5858 Wilshire Blvd., Suite 300, Los Angeles, CA 90036
- By phone at: (323) 935-8050 ext. 247 (with a credit card)