

BREATHE LA February Newsletter: Clean Air + Lung Health Make the Perfect Valentine's Day Pairing



Love is in the *Air* Marc My Words: Letter from the President and CEO



February is a particularly special time of year in Los Angeles because while many people elsewhere are experiencing freezing weather, we can still enjoy time outside without it being too cold or too hot. The Valentine's Day spirit is in the *air* right now and it's the perfect weather to spend a relaxing day with friends and family.

However, while love is in the air, so is pollution. Los Angeles air can be particularly bad during these winter months, as colder temperatures trap emissions and particles in our air basin. Federal smog standards are consistently violated, which can escalate cardiovascular and respiratory illnesses for millions across Southern California.

Diesel trucks are a major cause of the pollution in our region. Approximately 70% of total known cancer risks related to air toxins in California are attributed to diesel, technically known as diesel particulate matter. Our [End Diesel Now](#) Campaign is trying to end the use of diesel. The largest source of diesel emissions come from vehicles moving goods to and from our port. The Ports of LA and Long Beach plan to establish a fee on containers moving in and out of the ports, but we want a fee that will raise enough funds to help truckers get cleaner trucks.

To help us in this effort or to learn more about the campaign, visit EndDieselNow.org.

We certainly don't love diesel soot in the air, but today especially, the love in the air is overwhelming it. Please support us by following our social media [@BREATHLAC](https://twitter.com/BREATHLAC) as well as me [@mcarrel](https://twitter.com/mcarrel), and visit our website at BREATHELA.org. Have a wonderful Valentine's Day and rest of the month!

In good health,



Marc Carrel, President & CEO

This Just In: BREATHE LA's New Website Has Launched!



We have officially launched our newly redesigned website!

The new website allows visitors a more comprehensive overview into our programs, advocacy work, initiatives and history. New website features include live social media feeds, the *Breathe Easier*™ blog, and current event and sponsorship information, and the list goes on.

Check back often for timely updates about our programs, upcoming events, news, opportunities for public engagement, and original content.

Explore our revamped website at BREATHELA.org and follow our social media handles [@BREATHLAC](https://twitter.com/BREATHLAC).

Program Spotlight: O₂4U[®] Environmental Education Program



Our O₂4U[®] program reaches elementary and middle school students in underserved and disparately impacted Los Angeles County communities, providing them with health education and advocacy tools necessary to empower them to improve their indoor and outdoor environments and manage asthma health risks such as navigating environmental triggers.

O₂4U[®] utilizes a train-the-trainer approach with on-going technical support. BREATHE LA health educators train after-school facilitators to ensure their understanding and ability to teach the curriculum to children.

Learn more about all our programs on our newly launched website [here](#).

**Join Us for the
Breath of Life Awards Gala 2020**



BREATHE LA is proud to present the Breath of Life Awards Gala happening on Thursday, April 23rd at the spectacular California Science Center!

We will be recognizing and celebrating civic & corporate leaders whose sustainable efforts improve air quality and lung health in Southern California while enjoying food and drinks at the center's exhibits.

For a limited time, early bird tickets are available at a special price. Click [here](#) to reserve your tickets now!

Partnership opportunities on all levels are available for the 2020 Breath of Life Awards Gala! Reach out to Andrea Oriza, aoriza@breathela.org for more info.

Trudeau Society: Upcoming Partner Events

Our medical health professionals' network, [Trudeau Society](#), is proud to partner with [Insmmed](#) as well as all our other wonderful partners this year who make Trudeau Society possible!

Insmmed will be hosting an event with Robert Rehfeld, presented by Julie Philley MD, discussing current topics in NTM Lung Disease.

Visit our website [here](#) for more information on our partner events!

Give From The Heart! Your commitment & contribution spreads love to our initiatives

BREATHE LA educates those who need it most across LA County on the importance of clean air and lung health. You are the reason we can make the impact that we do.

In the last two quarters alone, 6,458 underserved students impacted by our O₂4U® & FiRST! youth programs and 1,386 families and school staff were impacted by our tobacco and vaping prevention programs. Your contribution makes this all possible!

Click [here](#) now to donate now and be part of our mission and vision! We cannot thank you enough.



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)