

BREATHE LA November Newsletter: Giving Thanks for Healthy Lungs & Clean Air



Marc My Words

A Big Thanksgiving Thank You
Letter from President and CEO



It's getting close to Thanksgiving and we are feeling very grateful here at BREATHE LA for our wonderful community members who continue to support our programs. A special thank you to those of you who came to our 11th Annual California COPD & Lung Health Conference, it was a great day of collective learning and networking.

We are also very thankful to everyone who has championed for our End Diesel Now campaign, which we successfully launched last month. Diesel-powered trucks and buses account for 3 percent of vehicles on the roads yet they produce 23 percent of the transportation sector's greenhouse gas emissions. It is our mission to end the use of this harmful pollutant in California.

We look forward to a day where we can all spend the Thanksgiving holiday in good health, surrounded by family and friends. As always, I encourage you to visit our website to learn more about our programs and latest happenings.

If you have not had a chance yet, check out our new campaign, [End Diesel Now](#), to learn more about the negative impact diesel has on Southern California's health and air

quality. Keep up to date on our efforts by following BREATHE LA on social media at **@BREATHELAC** and me at **@mcarrel**. We hope you have a wonderful holiday filled with food, family, and friends!

In Health,



Marc Carrel
President & CEO

Campaign Update: End Diesel Now



Our latest initiative, [End Diesel Now](#), kicked off last month with positive reception as we continue the fight for cleaner air across Los Angeles and surrounding counties. BREATHE LA President & CEO Marc Carrel spoke near the Ports of Long Beach and Los Angeles in an effort to raise awareness of the importance of replacing diesel trucks with cleaner fuels to reduce air pollution, reduce greenhouse gases, and improve public health for Southern Californians.

Our advocacy team is currently focused on efforts to urge the ports to adopt a policy to impose a fee on containerized freight that will raise funds to enable trucking companies to replace their old diesel heavy duty trucks with new cleaner-fueled big rigs. There are many upcoming meetings that we encourage community members to attend to support our efforts.

To stay informed on the latest from our End Diesel Now campaign and how you can join our fight against diesel, please visit our website at EndDieselNow.org

Smart Safety Tips for Southern California Wildfire Smoke



As wildfires continue across Southern California, BREATHE LA wants to make sure you keep lung health in mind when air quality is being compromised from natural disasters.

We compiled the best tips to make sure you and your loved ones limit contact and exposure to wildfire smoke.

Read more below:

Check Local Air Quality

Before heading outdoors during wildfire season, check the air quality and proceed accordingly. Our BREATHE LA website homepage offers a link to [real time air quality updates](#) so you can stay informed. These show the current Air Quality Index (AQI), which is the measurement of regional air quality.

Keep Indoor Air Clean

When the air quality index is over 100 for sensitive groups (children, seniors, those with lung disease) or above 150 for everyone, then individuals should remain indoors as much as possible and avoid using products that can release chemicals or dust into the air (e.g. household cleaners, cooking oils, vacuum cleaners). If you live in an apartment building, check with your building manager on effective ways to stop outdoor air from getting inside, like keeping all hallway doors and windows closed.

Create A Safety Plan

If you are in an area susceptible to potential wildfires, a detailed evacuation plan is necessary to ensure you have a reliable, secure route to safety on-hand at a moment's notice.

Avoid Further Pollution

If you use air conditioning, make sure the fresh-air intake is closed and your filter is clean to ensure no outdoor smoke gets in. Consider purchasing and using a highly rated air purifier in your residence to remove dust, smoke and other particles from the air.

Consult Your Doctor

If you are susceptible to air pollution as a trigger for exacerbation of your asthma, COPD or other lung disease, work with your physician to create a respiratory management plan specific to poor air quality conditions during wildfire season. Always contact your doctor if symptoms worsen.

BREATHE LA In The Community



BREATHE LA participated in dozens of community events this past summer. For instance, we had a booth at this year's Taste of Soul Family Festival in South LA where we provided lung screenings to over 300 people as well as distributed lung health and wellness information to a crowd of more than 350,000 attendees.

We have also been educating parents and teachers across the region about the youth vaping trend with our program **The Vaping Trend: Clearing the Air**

Participants at more than 70 workshops have learned about the health effects of vaping and how pervasive marketing of e-cigarettes affect teen access to vaping devices as changing laws and regulations impose additional challenges for the community.

Visit our website, BREATHELA.org, to stay-up-to date on all our programs!

Highlights from our 11th Annual California COPD & Lung Health Conference



Our 11th Annual California COPD & Lung Health Conference took place this past Saturday at Cedars-Sinai Medical Center, kicking off our Trudeau Society upcoming meeting calendar.

Thanks again to all of our sponsors, including [Olympus](#), [Sanofi Genzyme](#), [Boehringer Ingelheim](#) and [Genentech](#) who made this conference possible!

The Trudeau Society offers learning opportunities on lung health issues for physicians and allied health professionals throughout the year. Upcoming events include lectures on COPD and lung cancer.

If you are interested in attending upcoming lectures from our esteemed speakers, click [here](#) to become a member, and find out more at TrudeauSociety.org!

Our Programs Are Making an Impact Across SoCal

From educating about the escalating dangers of vaping, to advocating on clean air issues, to providing aid for those with respiratory diseases, BREATHE LA keeps Southern California residents informed on lung health matters.

Our programs make a difference in the communities that need it most. Your support allows us to provide education on lung health care and clean air initiatives to SoCal residents.

Consider giving today and make a lasting impact on our local communities!



Give now through these quick and easy options:

- 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)