

## BREATHE LA October Newsletter: Lung Health Activities So Fun it's "Scary"



### Marc My Words

A Spooky and Sustainable Season  
Letter from President and CEO



It is finally autumn, and we are beginning a busy month here at BREATHE LA. As the weather turns a bit crisper and we pull out our sweaters, we recognize October 2<sup>nd</sup> as California Clean Air Day. October 2<sup>nd</sup> is chosen because of O<sub>2</sub> (oxygen) which sustains us as our lungs take in air. But if the air is not clean, we can't stop breathing. So we breathe in the toxins and the pollutants and go about our business not knowing the effect it can have on us, unless that effect is obvious, such as those who have trouble breathing or a chronic lung disease such as asthma or COPD.

This Clean Air Day, BREATHE LA is beginning a new chapter as we call on policymakers and regulators across the state to End Diesel Now. We want to eliminate the use of diesel fuel in California in order to eliminate the pollution that diesel fuel causes. Diesel exhaust is a major source of air pollution in Southern California as a result of the tens of thousands of diesel-fueled trucks, buses, and trains moving our goods through our ports and along our roads, freeways, and railways

Diesel-fueled trucks are responsible for almost one third of California's annual emissions of nitrogen oxide (NO<sub>x</sub>) emissions, a key ingredient in smog. The same

trucks emit more particulate matter pollution than all the state's powerplants combined, and this needs to stop. BREATHE LA is advocating for an end to diesel to enable Californians to breathe cleaner air and live healthier lives, particularly for residents living near ports, rail yards and freeways who are affected the most by the impact of diesel pollution. This is especially true for children living in those areas, as they are five times more likely than other kids to have underdeveloped lungs.

We all have the right to breathe clean air, and we owe it to future generations to eliminate pollution caused by diesel. We can't wait any longer, and we're calling on everyone across California to join in this effort.

Check out our campaign's website at [EndDieselNow.org](http://EndDieselNow.org) to learn more about the campaign and about the harm that diesel causes public health and air quality. And keep up to date on our efforts by following BREATHE LA on social media at **@BREATHELAC** and me at **@mcarrel**.

In Health,



**Marc Carrel**  
President & CEO

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## Green Halloween: Tips for Living Sustainably This Halloween



We love Halloween here at BREATHE LA! It's a wonderful time of year for family and friends to come together and celebrate costumes, change of weather and other spooky traditions.

We also love sustainability and have noticed the ways that Halloween can pollute the environment. That's why we have put together a list of tips that you can follow to enjoy a greener Halloween below.

**Tip 1: Trick or Treat with a reusable bag (& have the right supplies ready to put inside them)**

Instead of giving your children disposable bags to collect candy, opt for a reusable bag or even a pillowcase. If your children have asthma, make sure you include the proper inhaler and spacer that works with their costume. A simple run-through of what to do in the event an asthma attack occurs while out on Halloween can be lifesaving.

**Tip 2: Purchase Locally Grown Pumpkins**

There are many farms across Southern California that grow beautiful Halloween pumpkins. You can even make a fun day activity out of picking the perfect pumpkin by visiting a local pumpkin patch!

**Tip 3: Use Every Part of Your Pumpkin**

Many people carve their pumpkins for decoration and then toss them after Halloween. Consider using the whole pumpkin for delicious soups, stews, and other seasonal dishes. Roasted pumpkin seeds are a tasty and healthy snack that can be easily made with leftover pumpkins.

**Tip 4: DIY Halloween**

Rather than purchasing a costume that you will only use once or twice in your lifetime, DIY your own costume using materials that you already have. You can find great resources online to help you come up with creative costume ideas.

**Tip 5: Party Plates**

If you are throwing a Halloween party, make sure to serve your guests using reusable or compostable dishes, silverware, and napkins. You can also serve drinks from pitchers or dispensers rather than individual cans and bottles. You will help save the planet and save some money while you're at it.

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**Register Now! 11<sup>th</sup> Annual California COPD & Lung Health Conference**

Presented By:  Emphysema Foundation of America  BREATHE CALIFORNIA of Los Angeles County®  TRUDEAU SOCIETY



**REGISTER TODAY!**  
Saturday, November 2, 2019

**11<sup>TH</sup> ANNUAL CALIFORNIA COPD & LUNG HEALTH CONFERENCE**  
Expanding & Optimizing Care Options

Jointly Provided By:  CEDARS-SINAI

**WHEN:** Saturday, November 2, 2019  
8:00am - 2:00pm

**WHERE:** Cedars-Sinai Medical Center  
Harvey Morse Conference Center  
8700 Beverly Boulevard  
Los Angeles, CA 90048

**COST:** **Trudeau Society Members:** Admission is complimentary. However, online RSVP with credit card is required to reserve space.  
**Non-Members (Health Professional):** \$75  
**Non-Members (Industry):** \$150

\*Failure to cancel with less than 24 hour notice will result in a \$35 fee.

**RSVP:** Online at [www.breathela.org/rsvp-copd-conference-2019](http://www.breathela.org/rsvp-copd-conference-2019)  
By phone to Deborah Maxwell at (323) 935-8050 ext. 256

For information on sponsorship opportunities please contact:  
Ra'ael Magaña, Director of Development | (323) 935-8050 Ext. 250 or [rmagana@breathela.org](mailto:rmagana@breathela.org)  
BREATHE LA | 5858 Wilshire Boulevard, Suite 300, Los Angeles, CA 90056 | [www.breathela.org](http://www.breathela.org)

The 11<sup>th</sup> Annual California COPD & Lung Health Conference is taking place on Saturday, November 2, 2019 at Cedars-Sinai Medical Center, presented by [Emphysema Foundation of America](#), [BREATHE LA](#) and the [Trudeau Society](#)

Make sure to sign up now and reserve your spot for a day of new and improved treatments, research, and technologies in the management of Chronic Obstructive Pulmonary Disease and other lung health diseases.

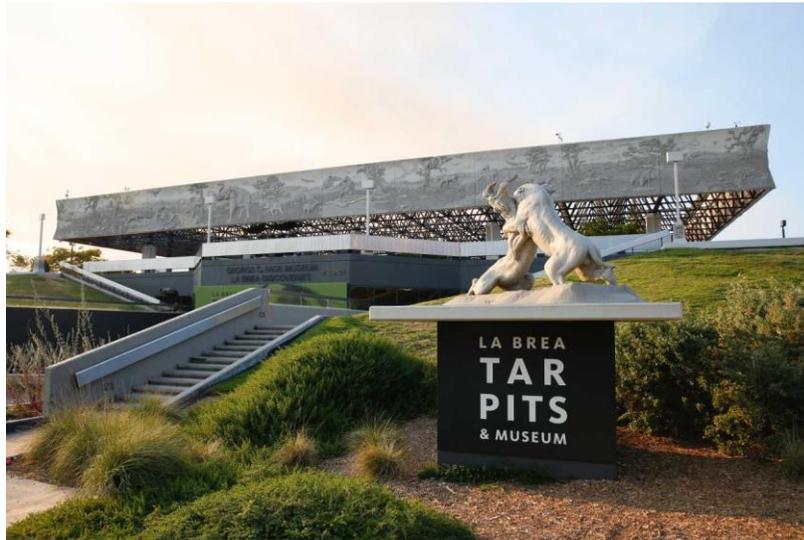
We invite everyone to join us this year for Southern California's premier educational, accredited health professional event focused on lung health. Join the Trudeau Society for a discounted rate today and receive complimentary admission (and a free mug!) as a member!

For more information, including questions or reservations, please contact Deborah Maxwell by phone at (323) 935-8050 ext. 256 or by email at [dmaxwell@breathela.org](mailto:dmaxwell@breathela.org)

Register for the conference here: <https://breathela.org/copd-conference-2019/>

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## Lung Power: Family Asthma Education @ La Brea Tar Pits Museum & Second Home Pavilion. Sign up today!



BREATHE LA's latest program on asthma education, Lung Power, is having its next outing on October 26<sup>th</sup> at La Brea Tar Pits & Second Home Pavilion, where we welcome all Los Angeles County parents and their children to come learn from experts' best practices for asthma health.

Asthma attacks can be triggered by several things including allergens, irritants, and surroundings. Lung Power prepares families for potential asthma attacks by teaching how to put together an asthma management plan, including how to use lung function devices and recognizing asthma warning signs.

We would love for you to join us! To register for our upcoming October 26<sup>th</sup> Lung Power event, visit <https://breathela.org/lung-power/>.

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### **We Keep LA's Lungs & Air Healthy Thanks to You!**

Our dedication to keeping Los Angeles County informed on lung health and clean air is made possible through dedicated supporters like yourself

With vaping becoming a major public health crisis and lung health in jeopardy, BREATHE LA needs your support more than ever right now.

Your belief in us makes all the difference! Your generous gift allows us to keep educating Los Angeles County residents and provide them with the proper information they need on lung health care and clean air initiatives.



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)

