

Colorado



FIGHT FOR AIR CLIMB:

2,156 people climbed Denver's tallest building, raising \$393,000 for lung health.



RUN THE 'ROCKS 5K:

1,652 people came to Red Rocks to support those living with lung disease. The event raised \$133,300.

Champ Camp: The American Lung Association in Colorado (ALAC) provides the only summer camp in Colorado for children with asthma. For the past three decades, our organization has offered Champ Camp, reaching youth ages 7-14 who are in greatest need of this program. Through generous donations, ALAC is able to give campers, who typically cannot afford to attend summer camp, the opportunity to receive full or partial scholarships to cover their camp expenses. This creates an opportunity for any young person with asthma, regardless of socio-economic status, to attend. Our strategic approach includes comprehensive education and action-oriented activities that emphasize asthma management skills that the campers can take home with them for everyday use. We hope to continue to alleviate the burden of asthma on children and redefine what it means to them. Our goal is to be able to provide a minimum of 80 kids the opportunity to attend camp each year. Champ Camp empowers children who have asthma by providing them with the knowledge and experience on how to effectively manage it, leading to happier and healthier lives.

Clean Air for Schools Engines Off! (CASEO) is a community-based social marketing program designed to reduce the time spent idling at schools during school pick-up times. CASEO is a partnership between local and federal governments, nonprofit organizations, local school districts & parents. CASEO aims to reduce idling at schools because of the health effects that this unnecessary behavior has on our children. Lungs continue to develop until age 18, and when children are exposed to air pollution, it stunts lung growth and can lead to a predisposition to infection later in life. Kids also have a faster rate of respiration, spend more time outdoors, and are more active than their adult counterparts — all reasons why we should do our very best to clean up air around schools.

Freedom From Smoking is the American Lung Association's supportive adult tobacco cessation program. Freedom from Smoking has a 30 year history of helping people to quit smoking using a systematic approach to quitting tobacco use by utilizing the behavior change process. An integral part of this approach is the participant's development of a personal quit plan. Based on the latest addiction and behavior change models, the program addresses the difficulties of quitting with a sensitive, supportive style. The ultimate goal is to encourage individuals to overcome their addiction and enjoy the benefits of better health.