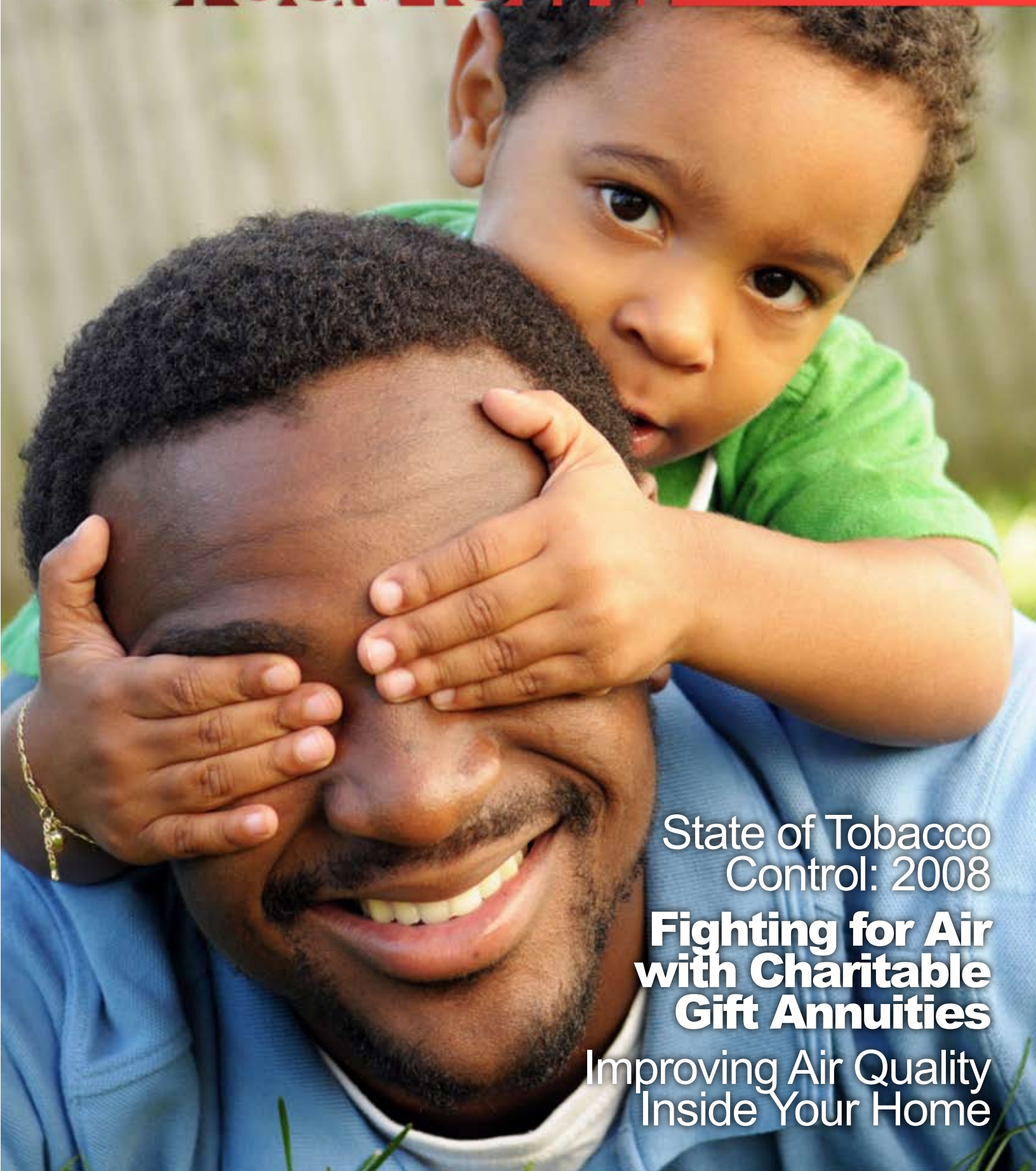


Spring/Summer 2009

# BreatheIn!

† AMERICAN  
LUNG  
ASSOCIATION®



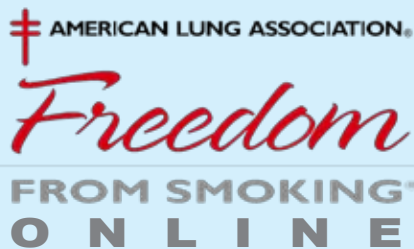
State of Tobacco  
Control: 2008

**Fighting for Air  
with Charitable  
Gift Annuities**

Improving Air Quality  
Inside Your Home

## Facts About Smoking

- Approximately 8.6 million people in the U.S. have an illness caused by smoking.
- Secondhand smoke is classified by the U.S. Environmental Protection Agency as a known human carcinogen, responsible for roughly 3,400 lung cancer deaths in adult nonsmokers annually.
- Quitting smoking often requires multiple attempts. Using counseling or medication alone increases the chance of a quit attempt being successful; the combination of both is even more effective.



The American Lung Association offers the Freedom From Smoking® program online!

Freedom From Smoking® Online is an interactive course designed specifically for those who desire information and assistance in quitting, but are not interested or able to participate in the small-group clinic.

Freedom From Smoking® Online can be accessed day or night, seven days a week, on any schedule you choose. There are no waiting lists for the program—it is ready whenever you want to start and it's free of charge.

Log on to [www.ffsonline.org](http://www.ffsonline.org) for more information.

## “The Lung Association saved my husband’s life!”

Julie Isenhour credits the American Lung Association’s Freedom From Smoking® program with saving her husband Wayne’s life.

“Wayne smoked for about 20 years and tried a variety of methods to quit,” Julie said. “It wasn’t until he participated in the Freedom From Smoking® program that he was able to fight this addiction and win. He has been smoke free since 2003!”

Freedom From Smoking® is a seven to eight week program led by a certified facilitator who, in a group setting, encourages participants to work on the process and challenges of quitting together. During the weekly two-hour sessions, participants develop strategies for quitting which incorporate exercise and good eating habits, relaxation techniques and developing plans on how to cope with future temptations to smoke.

After many attempts to quit (including nicotine gum, hypnosis and other cessation programs), Wayne decided to try Freedom From Smoking® because he wanted to stay healthy for his son, Steven. Julie said the program’s approach of studying the participants’ habits, discussing the stress associated with quitting and learning other coping strategies made the difference for her husband.

“Jolene Bivens was an amazing facilitator,” Julie said. “She also gave me wonderful ideas to help Wayne’s efforts and really provide a great support system for him.”



*Julie and Wayne Isenhour.*

Smoking-related diseases claim an estimated 430,700 American lives each year. Smoking is directly responsible for 87 percent of lung cancer cases and 80-90 percent of emphysema and chronic bronchitis. By participating in the Freedom From Smoking® clinic, smokers can significantly increase their chances of quitting smoking for good.

Wayne’s success with the Freedom From Smoking® program also motivated Julie to give back—she has become a volunteer with her local Lung Association office, even helping facilitate a charity walk at her company to benefit the organization’s efforts.

To learn more about smoking cessation resources, or to find a Freedom From Smoking® program in your area, call 1-800-LUNG-USA or log on to [www.lungusa.org](http://www.lungusa.org). ■

# State of Tobacco Control Report Grades Revealed

Similar to a school report card, the American Lung Association *State of Tobacco Control 2008* report grades states and the District of Columbia on smoke free air laws; cigarette tax rates; tobacco prevention and control program funding; and coverage of cessation treatments and services. Grades are calculated by comparing policies against standards that are based on the most current, recognized scientific criteria for effective tobacco control measures.

Unlike previous years, no state earned straight A's in *State of Tobacco Control 2008*. Not one state earned an "A" for the report's new category which measures state coverage of tobacco cessation treatments and services for its Medicaid recipients and state employees. Six states do nothing to help their Medicaid population quit smoking, and another six states fail to offer smoking cessation benefits for their employees.

Tobacco-related illness remains the number one preventable cause of death in the U.S. and claims close to

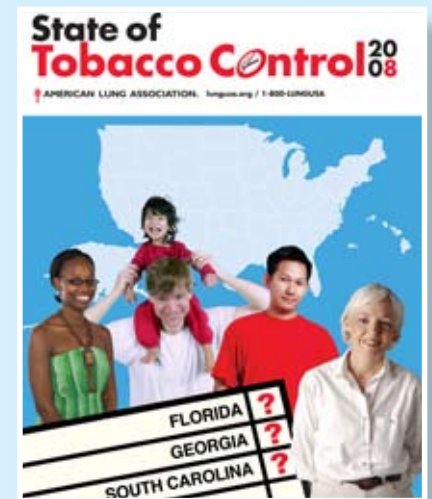
430,700 American lives every year. Almost 50,000 additional deaths are due to secondhand smoke exposure, and the U.S. Surgeon General has declared that there is no safe level of exposure to secondhand smoke.

Higher tobacco taxes, prevention and cessation programs funded at the Centers for Disease Control and Prevention recommended levels, and comprehensive smoke free air laws are proven to save lives and cut healthcare costs.

The federal government failed in three of four categories, mustering only a "D" for signing but not ratifying the international tobacco control treaty, and scoring F's for failing to provide the comprehensive cessation treatments; failing to give the FDA authority to regulate tobacco products; and having a cigarette tax that is too low to protect public health. The bill authorizing FDA regulation of tobacco products passed overwhelmingly in the U.S. House of Representatives in July but was not considered by the U.S. Senate before they adjourned for 2008. ■

## Did Your State Make the Grade?

To see your state's grades in the *State of Tobacco Control: 2008*, visit [www.stateoftobaccocontrol.org](http://www.stateoftobaccocontrol.org).



## Help Fight for Air

American Lung Association advocates are working hard to reduce the devastating effects of tobacco use by urging elected officials to increase the cost of cigarettes, fund prevention education and cessation programs, and advocate for comprehensive smoke free air laws at the federal, state and local levels. Be a part of the process and have your voice heard now! Sign up for the American Lung Association Action Network. Log on to [www.lungaction.org](http://www.lungaction.org) and join our team!

## Get into the swing with the **NEW 2009 Golf Privilege Card**®

Discounts at more than 600 courses in nine states. Great Gift Idea!

Call 1-800-LUNG-USA



# Fighting For Air With American Lung Association Charitable Gift Annuities

## Charitable Gift Annuities

When you establish a gift annuity with the American Lung Association, you make a contribution in exchange for a commitment from the Lung Association to pay you (or you and your spouse) a fixed income for life. You can establish your gift annuity with either cash or securities and receive a partial income tax deduction in the year you make the gift—which you can carry forward for five more years. With an American Lung Association Charitable Gift Annuity, your payments begin immediately; however, the annuity rate depends on your age. A charitable gift annuity is a great way to support our mission now, receive income for life and benefit from tax savings.

## Deferred Charitable Gift Annuity

A Deferred Charitable Gift Annuity is an option for those individuals who wish to supplement their income at a later date. Similar to a retirement plan, you can transfer

cash or securities now and choose when the guaranteed income stream begins—typically around your retirement date. The longer you wait, the higher your rate of return will be. If you wish, you can set up multiple Deferred Charitable Gift Annuities to start paying at different years, but receive the tax benefits immediately. If you are not sure when you want your payments to begin, you may be interested in a Flexible Deferred Charitable Gift Annuity.

## Flexible Deferred Charitable Gift Annuity

With a Flexible Deferred Gift Annuity, you can deduct your charitable gift when you create your annuity and defer the income until you choose to receive it. Since annuity payments start at a future date, your annuity rate will be higher the longer you defer your payments. The combination of partially tax-free income and tax savings from a charitable deduction makes this plan attractive.

A Flexible Deferred Charitable Gift Annuity will include a provision that allows you to specify at a later date when to begin your annuity payments within a certain age range of your choosing. By postponing the start date of your payments, your annuity rate increases, making your annuity income larger. However, your charitable deduction does not change.

For more information on these charitable gift annuities and other planned giving opportunities, call your local American Lung Association at 1-800-LUNG-USA. ■



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1991 Saab 9000.

**DONATE A LITTLE LIFE.** Your old vehicle can help fund research and programs to help you, and everyone you love, breathe easier. Just call **1-800-LUNG-USA**. We'll tow it free of charge, and you'll even get a tax break. How's that for easy?

**1-800-LUNG-USA    WWW.DONATEYOURCAR.ORG**

 **AMERICAN  
LUNG  
ASSOCIATION®**

# The Many Faces of Charitable Gift Annuities



Carol Miller, Ph.D., former South Florida area board president, believes in continuous giving to support the mission of the

American Lung Association. She recently established a charitable gift annuity, which donates funds to the American Lung Association and benefits her with a tax-deductible income.

Planned giving usually entails setting aside funds for a charity in a will, but through charitable gift annuities, a continuous contribution is in exchange for a fixed income commitment from the American Lung Association for life.

"I wanted a way to donate that would benefit the organization and me as a taxpayer," said Dr. Miller. Charitable annuities, deferred and flexible, offer different financial options tailored to personal desires. In many ways, it is similar to a qualified retirement plan. A gift annuity can be established with cash or securities and receives a partial income tax deduction for up to five years. "I have a personal charitable gift annuity and like the concept," said Miller. "They are better than a one-time gift because they continue to give; however, it is a personal decision and should be well thought out."

For more information about charitable gift annuities call your local American Lung Association at 1-800-LUNG-USA. ■

## Want a better return on your investment?

A charitable gift annuity with the American Lung Association doesn't just offer a secure option on guaranteed payments for life. It also helps the American Lung Association fight for air by funding vital research, advocacy and community programs. And with attractive rates and additional tax benefits, a charitable gift annuity might be the right choice for your future.

### Gift Annuity Rates

(February 2009)

Age	Rate
65	5.3%
75	6.3%
80	7.1%
85	8.1%



## Better Breathers Club



For knowledge and support to make life easier. If you or a loved one is living with lung disease, the Better Breathers Club is here to offer support and guidance.

For details on meetings in your area, call us at 1-800-LUNG-USA or visit us at [www.lungusa.org](http://www.lungusa.org).



## In Memoriam: Gayle Bowman

Throughout her six-year battle with lung cancer, Gayle Bowman, an American Lung Association board member for Florida's Central Area, made a profound impact on the lives of those around her and worked tirelessly to promote the Association's mission. An advocate for volunteerism among her peers, she searched for survivors willing to engage in the fight against the leading cancer killer in the United States.

In 2006, Bowman spearheaded the effort to form the Central Florida Lung Cancer Leadership Council and provided endless volunteer hours to the American Lung Association. Gayle passed away in July 2008 and is remembered as a dedicated, passionate and courageous woman. Her greatest legacy is the inspiration for a community of survivors now actively engaged in the fight against lung cancer.

To learn more about lung cancer, or the American Lung Association's research and work to eradicate this disease, log on to [www.lungusa.org](http://www.lungusa.org) or call 1-800-LUNG-USA. ■



# Improving Air Quality Inside Your Home



Indoor air pollution is a serious problem that significantly impacts those living with lung disease. Luckily, maintaining a healthy home is easier than you may think. There are several easy steps you can take to ensure you're breathing easy in your own home.

One of the most important steps in guaranteeing a safe household is declaring your home a smoke free zone. Secondhand smoke causes serious health problems, especially for children, so ask smokers to please smoke outside.

You can also avoid health problems in your home by using non-toxic cleaning products instead of ones that contain hazardous materials. There are a number of cost-effective non-toxic alternatives that do just as good of a job. Also, remember that good ventilation during cleaning allows for any hazardous chemicals to leave your



house, so open windows and keep doors between rooms open as well.

Even when you're not cleaning, good ventilation in general is important for maintaining a healthy home. Installing exhaust fans in bathrooms to remove moisture and chemicals from the house will help keep the air inside your home free from pollution.

For more information on tips for a healthy home, visit [www.lungusa.org](http://www.lungusa.org) and click on "Air Quality" or call 1-800-LUNG-USA. ■

# New Endowment Fund: A Gift That Keeps On Giving

The American Lung Associations in Florida, Georgia and South Carolina are excited to announce a new way to make sure your gift keeps on giving for years to come. The recently-created Endowment Fund is one of the many options offered to our donors when they are considering a gift to the American Lung Association. But what exactly is an endowment, and how does it differ from other ways of giving back?

The purpose of an endowment is to perpetually invest in the mission of the American Lung Association. Endowments are different from annual gifts because they provide a source of continuous support for the organization.

The endowment is not a cash reserve, which means your gift will last forever. The money in the American Lung Association's Endowment Fund is invested and

a portion of the earnings are released each year, usually at a rate of four or five percent of the total endowment. These earnings are used to help us save lives by improving lung health and preventing lung disease. The rest of the interest is reinvested into the endowment.

Based on historical averages, an endowment of \$1 million today would be expected to grow to more than \$1.8 million and provide approximately \$500,000 in program support over the next 10 years.

To learn more about endowments, or to hear about other planned giving options, contact George Cruz, director of planned giving, at [gcruz@lungfla.org](mailto:gcruz@lungfla.org) or by calling 1-800-LUNG-USA. ■



## Fighting For Air

The American Lung Association has recently undergone a revitalization of our look and tag line—*Fighting for Air*—to better reflect the work we do in research, advocacy and education for our local communities. Fighting for Air conveys the important aspects of what volunteers, staff and supporters of the American Lung Association do everyday—fight for healthy lungs and clean air.

From our signature reports on tobacco control and air pollution to our research and advocacy efforts, our mission is to save lives by improving lung health and preventing lung disease. We are also dedicated to keeping the air we breathe safe for everyone.

*We will breathe easier when the air in every American community is clean and healthy.*

*We will breathe easier when people are free from the addictive grip of cigarettes and the debilitating effects of lung disease.*

*We will breathe easier when the air in our public spaces and workplaces are free of secondhand smoke.*

*We will breathe easier when children no longer battle airborne poisons or fear of an asthma attack.*

*Until then, we are fighting for air. ■*

# Call the Lung HelpLine

You can be connected directly to a registered nurse or respiratory therapist who will discuss a diagnosis, explain a procedure or offer assistance with physician referrals. Regardless of your question, we will work with you to find the answer. Staff is available for immediate telephone consultation to offer advice and information on a variety of lung health topics, such as lung cancer, asthma, allergies, emphysema and quitting smoking.

For more information on the American Lung Association Lung HelpLine, call 1-800-LUNG-USA (press #2). ■

## Questions about Lung Health?



FREE Counseling with our Registered Nurses, Respiratory Therapists & Quit-Smoking Specialists

American Lung Association

**HelpLine**

**I-800-LUNGUSA**

Monday-Friday, 7am-7pm (Central time)  
TTY for hearing impaired 1-800-501-1068



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## Special Events Calendar

Mark your calendars now for these great special events!

### March

- 21** Stair Climb (*Tampa, FL*)
- 21** Oxygen Ball (*Jacksonville, FL*)
- 26** Coral Gables Wine and Food Festival (*Coral Gables, FL*)
- 28** Go Green, Breathe Clean Walk (*Ft. Myers, FL*)
- 28** Asthma Walk (*Pensacola, FL*)

### April

- 1** Daytona Hold 'Em Poker Tournament and Casino Night (*Daytona, FL*)
- 11** Lung Walk (*Tallahassee, FL*)
- 18** Stair Climb (*Miami, FL*)
- 18** Asthma Walk (*Kissimmee, FL*)
- 18** Stair Climb (*Atlanta, GA*)
- 23** Legacy Place Food & Wine Experience (*Palm Beach Gardens, FL*)
- 24** BBQ Smoke-Out (*Columbus, GA*)
- 25** Asthma Walk (*Clermont, FL*)

### May

- 1-2** Las Olas Wine and Food Festival (*Ft. Lauderdale, FL*)
- 2** Asthma Walk (*Orlando, FL*)
- 8** Oxygen Ball (*Charleston, SC*)
- 8** Inspire Life, Breathe Free Luncheon (*Pensacola, FL*)
- 11** Lungs for Life Golf Classic (*Duluth, GA*)
- 16** Spacecoast Asthma Walk (*Viera, FL*)

- 18** Inspire Life, Breathe Free Luncheon (*West Palm Beach, FL*)
- 30** Asthma Walk (*Daytona Beach, FL*)

### June

- 12** Inspire Life, Breathe Free Luncheon (*Tampa Bay, FL*)
- 26** Stair Climb (*Clearwater, FL*)
- 27** Tallahassee Charity Poker Tournament (*Tallahassee, FL*)

