

Challenge

Winter 2006

In This Issue

- 2 *Message from the CEO*
- 3 *New Stakeholders Project Helps CPS Students*
- 4 *Interactions Q&A*
- 5 *ALAMC Funds Promising Asthma Research*
- 6 *Act Now to Maximize Your Year-End Gift and Tax Savings!*
- 7 *Bronchiectasis Patient Uses Personal Experience to Raise Awareness for A Lesser Known Lung Disease*



See page 2



See page 6

Black Teens Smoke Less, But More Greatly Affected by Nicotine

Why are African Americans at higher risk for lung cancer, heart disease and stroke, even though they smoke less than whites? New research may have some answers. Not only does it continue to underline the harsh burden of smoking on African Americans, but it suggests that these issues apply to teens as well as adults.

A study by the National Institute on Drug Abuse (NIDA) found that blacks and whites metabolize nicotine differently. Blacks take in 30% more nicotine per cigarette, and take longer to rid their bodies of the drug. So even though black teens smoke fewer cigarettes on average than white teens, their bodies are exposed to just as much nicotine. This can make it harder for them to quit.

Further complicating the matter are recent findings that menthol increases the addictiveness of cigarettes, also making it tougher to quit. African Americans, it turns out, are twice as likely as whites or Hispanics to smoke menthol brands. Why? It may be because cigarette companies have historically targeted black smokers with mentholated cigarette ads.

Finally, a survey announced at the National Association of Black Journalists convention has determined that black smokers prefer to try to quit cold turkey, which has been shown to be ineffective as much as 97 percent of the time.

See BLACK TEENS page 8



Message from the CEO

JOEL J. AFRICK
President & Chief Executive Officer

Each Fall, the American Lung Association of Metropolitan Chicago hosts two receptions that remind me of the importance of our work in the fight against lung disease and in the pursuit of lung health.

In October of each year, we host a memorial reception for families who have lost relatives to lung disease. Our guests that evening are the family members who asked that memorial gifts be made to the Lung Association in lieu of flowers. At our memorial reception, attendees have a chance to meet with ALA staff and learn more about our ongoing projects and speak with some of the doctors with whom we work. We on the staff get a chance to meet face-to-face with our donors (something we don't always get a chance to do!) and thank them for their support. The mood that evening is filled with hope and promise for the future—a world with less smoking, less lung disease, and clean air.

In November of each year, we host our annual volunteer recognition night, a reception at which we thank our volunteers—special event participants, asthma educators, committee members, and other volunteers. These people have chosen to share with us some of their limited free time in pursuit of our mission. I am awed by the efforts these volunteers make on our behalf. By the end of the evening, everyone is buoyed by the stories of our successes, and everyone believes that together we can achieve just about anything we set our minds to do. It is a wonderful evening, once again filled with hope and promise for the future.

As I sit down for Thanksgiving dinner this year and reflect on all of the things for which I am thankful, our wonderful volunteers and the families touched by lung disease will be at the top of my list. With their help, and the help of our talented staff and capable board of directors, I believe we will continue to make meaningful progress in the pursuit of our mission.

Joel Africk
President and Chief Executive Officer

Hustle Celebrates 10th Anniversary

Hustle Up the Hancock, Chicago's most popular stair climb, will celebrate its 10th anniversary on February 25, 2007, but few people remember "Muscle Up Madison" or the "Stair Climb Challenge" fundraisers of the early 1990's that predate Hustle.

"We weren't sure how big Hustle would become, but through the years it picked up momentum thanks to our volunteers and Hancock Center management," said Janet Williams, ALAMC Board Member and former ALAMC Director of Communications. "Now it's become an iconic event for Chicago."



Since its inception, almost 26,000 people have scaled the 94 floors of the Hancock Center and they have raised \$3.5 million for lung disease research. The fundraising goal for the 2007 anniversary year is an ambitious \$1,000,000.

Although general registration sold out in record time again this year, a few slots still remain for Lung Health Champions, supporters who pledge to raise at least \$1000. Champions enjoy a preferred start

time, a commemorative item, a personal fundraising coach and other special benefits.

"People often view getting to the top of the Hancock as a personal challenge," said Williams, "that's why we have so many double-lung transplant patients, ex-smokers, visually impaired and marathoners. They say 'I can do it'—and they do."

For the third year in a row, OfficeMax has been the event's title sponsor. For information about becoming a Lung Health Champion, call (312) 243-2000 or visit www.lungchicago.org.

New Stakeholders Project Helps CPS Students

The Stakeholders Collaboration to Improve Student Health, an ALMC initiative, received strong positive feedback on a recently completed pilot program in 15 Chicago Public Schools (CPS) designed to improve student health services.

The 18-month pilot program matched health care providers directly with schools that needed health programs and services. Programs addressed asthma, vision, dental, physical activity, nutrition and social/emotional issues.

Over ninety percent of the demonstration schools' principals said the project had a positive effect on student health and increased access to health-related resources; 60% reported increased student medical compliance rates at mid-program.

"The pilot program showed great potential for improving the overall health of public school students," said Rachel Duncan, Stakeholders Project Manager. "We look forward to continuing our productive relationship with the Chicago Public School system and taking steps to improve student health in Chicago."

To learn more about the Stakeholders Collaboration to Improve Student Health, visit www.stakeholderschicago.org or contact Rachel Duncan at (312) 628-0208.



In the News

Living Near Heavy Traffic Increases Asthma Severity

The UCLA Center for Health Policy Research found that children and adults who suffer from asthma and live near heavy traffic are almost three times more likely to have asthma-related hospitalizations than people living in low traffic areas.

Latino children with asthma are nearly 2.5 times more likely than White children to live near heavy traffic, while Asian and African American children are almost twice as likely.

Study published in the August 2006 *UCLA Health Policy Research Brief*.

One-Third of Fatal Asthma Attacks Involve Children with Mild Asthma

A survey published in Vienna, Austria determined that one in three fatal asthma attacks worldwide involves a child with a mild form of the disease, and nearly half of all parents are unaware of the death risk. Researchers found that both parents and doctors complained about a lack of communication about treatment and side effects, but experts agree that a well-educated parent is the key to controlling a child's asthma.

Study conducted by the European Academy of Allergy and Clinical Immunology.

Proteins May Be Key to Early Lung Cancer Detection

In October, Cancer Research UK announced that the measurement of certain "signature" proteins found in the blood may one day be used to detect lung cancer before it spreads. The test accurately identified lung cancer in nearly nine out of ten patients tested, but researchers say a larger, more refined study is needed. Currently, almost 75% of lung cancer cases are diagnosed in the advanced stages of the disease.

Study announced at the annual congress of the European Society for Medical Oncology.

For more information, please email Meghan Mahan at mmahan@alamc.org.

Interactions Q&A

WITH **DONNA MORRONE**

*Director, Corporate and Community Wellness
American Lung Association of Metropolitan Chicago*

What you need to know about the flu



What is the flu?

Influenza, “the flu,” is a contagious disease caused by a virus. It infects the lungs and causes weakness, high fever and aching. It spreads when infected people sneeze, cough or even talk. Anyone, any age, anywhere can get it.

Is the flu really dangerous or just an inconvenience?

The flu is much more than an inconvenience. It can leave you exhausted for days or even weeks. The flu kills about 36,000 people in the United States every year, mostly among the elderly.

What is the difference between a cold and the flu?

They are caused by different viruses but people confuse them because their symptoms are similar. However, the flu is generally worse than a cold and causes fever and aches where a cold does not. Flu can also result in serious health problems such as pneumonia and bacterial infections, and lead to hospitalization.

Who should get a flu vaccination?

Almost everyone. Certain groups of people are at risk for complications from the flu and are strongly urged to get vaccinated: the elderly, people with chronic health conditions such as lung disease (including children with asthma), diabetes or heart disease, health care workers, household members that live with people in high risk groups, and all children ages 6 months to 5 years.

Can the vaccine give you the flu or flu-like symptoms?

The flu vaccine cannot give you the flu. The LAIV (intranasal spray) contains live viruses and may produce very mild flu-like symptoms but will protect you from getting ill. LAIV should not be given to pregnant women. The flu shot contains dead viruses and will not cause any flu-like symptoms. Both cause the body to build antibodies that will protect you for up to a year.

Is there enough flu vaccine this year for all those who need it?

Yes. The Centers for Disease Control (CDC) expects a record number of flu vaccine doses to be available this flu season. Visit www.flucliniclocator.org to find a site in your community.

Does the vaccine protect against bird flu?

No. There is currently no vaccine for bird flu, but there are no cases of bird flu in the United States at this time, and the virus does not spread easily from human to human.

If the bird flu reaches the United States, what can I do to protect myself and my family?

The best way to protect yourself and your family from bird flu or any contagious virus is to practice good personal hygiene, have a plan, avoid public places if you're sick, and stay informed. Visit www.lungchicago.org for specific tips and the latest information on bird flu.

GET THE LATEST NEWS & INFORMATION ABOUT CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD)

To sign up for ALAMC's free quarterly *Inspiration* newsletter, contact Kristen Donnelly at kdonnelly@alamc.org



Hundreds “Blow the Whistle” on Asthma



Rob Elgas of NBC5 kicks off the walk in Lincoln Park and “blows the whistle on asthma” with Nicole and Zachary Nepper of Plainfield.

Nearly 800 walkers in Lincoln Park and Palatine raised over \$80,000 at the American Lung Association’s sixth annual “Blow the Whistle on Asthma” Walk and Family Fun Fest.

Rob Elgas of NBC5 served as emcee at the Lincoln Park site and U.S. Congresswoman Melissa Bean appeared in Palatine. The three-mile walk featured games, food, and a presentation from Radio Disney. Funds raised support asthma education and research programs.

If you’d like to support Asthma Walk, donations can still be accepted by calling (312) 628-0209.



Lincoln Park participants enjoy the warm October sunshine while walking along the Chicago lakefront.



Over 75 corporate and family teams participated and raised funds for asthma education and research programs.

ALAMC Funds Promising Asthma Research

Dr. Anne Sperling, a researcher at the University of Chicago, was recently awarded a \$100,000 asthma grant from the Blowitz Ridgeway Foundation and ALAMC. This biomedical research grant will allow her to investigate promising therapies to suppress asthma and allergies.



Dr. Anne Sperling

She seeks to better understand the binding process of a specific cell receptor and protein because preliminary studies show that asthma-like symptoms occur when they bind in the presence of an allergen. Discovering more about this process could lead to a more efficient design of current asthma and allergy immunotherapies.

ALAMC funds a broad program of grants and awards designed to further both basic and applied research in lung function and lung disease. For more information on ALAMC funded research, or how to make a donation to support it, visit www.lungchicago.org or contact Stacy Ignoffo at (312) 628-0205.

Get a Sneak Preview of the Chicago Auto Show and Support ALAMC

If you want an exclusive sneak peek at the 2007 Chicago Auto Show, be sure to buy your First Look for Charity tickets from ALAMC (or designate us as your charity) so you can enjoy cocktails and hors d'oeuvres at our *Drive Green, Drive Healthy* private reception.

If your company purchases tickets to entertain clients or as thank you gifts to employees, we'd appreciate being designated as your official charity. Funds raised from ticket sales support lung disease education and research programs. Since ALAMC became one of the 19 official charities benefiting from the event, we've raised almost \$200,000.

Steve Victor, an ALAMC board member who attends the event with his client FCL Graphics, Inc., has been a strong supporter of First Look for Charity, "This is one of my favorite events of the year. We get a chance to see new cars, socialize with some great folks and raise a lot of money for charity."

First Look for Charity is on February 8, 2007 at McCormick Place. For more information on sponsorship packages and ticket prices, please contact Kendra Meyer at (312) 628-0207 or visit www.lungchicago.org.

First Look for Charity and the Chicago Auto Show are presented by the new-car dealers of Chicagoland and northwest Indiana, who form the Chicago Automobile Trade Association.

Let Your Voice Be Heard for Lung Cancer Awareness

November is lung cancer awareness month. Do you want to help others understand the devastating impact of the disease and advocate for more research funding? Write a letter to your community newspaper. Tell the editor that over 165,000 people will die from lung cancer this year and nearly 7,000 of those will be from Illinois. Demand more research funding! Visit www.lungchicago.org to find out how you can get involved in our Lung Cancer and Women and Lung Health Initiatives.

Act Now to Maximize Your Year-End Gift and Tax Savings!

Charitable giving before December 31st can significantly reduce your 2006 income taxes, while providing meaningful support to ALAMC to prevent lung disease and promote lung health through research, advocacy, and education.

What should you give?

Cash. Donations of cash or checks are the most common type of gift. Cash gifts can eliminate tax on up to 50% of adjusted gross income (AGI) if you itemize your charitable deductions.

Stocks & Bonds. Stocks, bonds, and/or mutual funds are other donation options that can yield substantial tax savings. If you have owned the securities for more than one year, you may deduct the full fair market value as a charitable contribution, while bypassing applicable capital gains taxes.

Retirement Accounts (IRAs). For donors over age 70½, the Pension Protection Act of 2006 enables tax-free charitable gifts directly from your IRA (up to \$100,000). These gifts are exempt from income or estate taxes, which may make it possible to give more at the same or lower cost than in the past.

Other Assets. Appreciated real estate, other personal property, and life insurance are other donation vehicles that can help maximize your charitable tax deductions.

MAKE A DIFFERENCE THIS YEAR with gifts of cash, stock/securities, IRAs, or other appreciated assets. Don't delay! Use the enclosed envelope to send your donation today or visit www.lungchicago.org to donate online. Gifts must be received by December 31st to qualify for 2006 tax savings. Contact Audrey Eisenberg at (312) 628-0214 for more information.

This article is not intended as legal, accounting, or other professional advice. ALAMC recommends that donors planning gifts with tax and other financial implications should consult appropriate advisors.



Meaningful Gifts for the Holiday Season

Wondering what to give some special people in your life this holiday season? Looking for a gift that makes a difference?

Make a tribute or memorial gift this holiday to honor friends or loved ones, or to celebrate a special accomplishment, like quitting smoking! This unique gift expresses your love, while helping ALAMC improve life, one breath at a time.

To make a tribute or memorial donation, contact Joann Morrone at (312) 628-0211, or visit www.lungchicago.org.

Bronchiectasis Patient Uses Personal Experience to Raise Awareness for A Lesser Known Lung Disease

Sandy Sapa knows firsthand the fear and frustration that can accompany having a lung disease that isn't well known. She endured nearly five years of medical misdiagnosis, ineffective treatments and poor health before finally being treated for bronchiectasis.

Bronchiectasis is an abnormal stretching of the airways due to mucus blockage. Over time, inflammation and infection causes the airways to weaken and scar. Patients complain of coughing, shortness of breath, weight loss and fatigue. But because more than half of bronchiectasis cases result from cystic fibrosis and its symptoms are shared with more well-known diseases such as asthma, pneumonia and chronic bronchitis, it is often misdiagnosed and can become serious if left untreated.

That is exactly what happened to Sandy. Several doctors misdiagnosed pneumonia and chronic bronchitis. And while doctors were puzzled over why treatment wasn't working, her health deteriorated.



Sandy Sapa and her husband Glenn.

"I wasn't getting any better. That's when I found Dr. Schraufnagel," referring to Dean Schraufnagel, a professor at UIC and past Chair of the ALA Board. Dr. Schraufnagel ran a battery of tests including a chest x-ray, catscan, sputum tests and bronchoscopy. After a correct diagnosis and a long treatment of antibiotics, Sandy is feeling better. She says, "I am doing super and my lungs are the best that they have been in years!"

Sandy's long journey inspired her to become an advocate for bronchiectasis research and improved care for patients. She is helping to organize seminars for the medical community and general public.

In one way, her work has already paid off. Several months ago her husband's cardiologist found a lung abnormality that he then had two pulmonary specialists review. They told him not to be concerned, but that it should be watched. Knowing better, she made sure that he was tested for bronchiectasis and it turns out that he has a mild case. Sandy explains, "This is a typical example of what is happening with this illness. Most doctors do not know how to diagnose and handle it." Sandy is grateful that something as simple as awareness saved her husband from enduring similar discomfort and frustration she experienced. For more information, visit www.lungusa.org. For a list of seminars and support groups, call the UIC Pulmonary Clinic at (312) 355-1700 or email sandy@thesapas.com.

ALAMC Introduces Fundraising Event Website

ALAMC recently launched a new website to assist people interested in hosting community or family events to support ALAMC's mission. Whether you'd like to host a small event in memory of a loved one affected by lung disease or a larger community event in support of a specific program, the fundraising event website can help. It provides creative tips and resources for effective fundraising and allows your friends, family members, and co-workers to donate to your event through a secure online donation form.

To visit the fundraising event website, go to www.lungchicago.org and click the donate tab. For more information, please contact Joann Morrone at (312) 628-0211.

Thank you!

Thank you to a few of our recent partners, donors and sponsors. Your generosity helps Chicago breathe easier.

Ms. Betty Angelos
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NBC 5
The Paul and Joan Rubschlager Foundation
Pfizer
The Ronald B. Shipka Family
Thorek Memorial Foundation

BLACK TEENS (from p. 1)

More research needs to be done to understand the effects of race, gender, and types of cigarettes on a person's health. But in the meantime, all of these findings point to a need to take some important action steps. Right now, by the time they graduate high school, more than one-third of teenagers are active smokers. This new evidence makes it more important than ever to urge black teens not to start smoking.

We offer two school-based programs—Teens Against Tobacco Use (TATU) and Not on Tobacco (NOT) that reach young African Americans. TATU is a peer education program in which older teens encourage elementary students to avoid smoking, while NOT is a teen-focused cessation program with excellent success.

Of course, everyone—black or white, teen or adult—should get help quitting. Go to www.freedomfromsmoking.org to join our free online program, or call the Lung Association at (312) 243-2000.

Mark Your Calendars

Now through May 2007

Chicago Thoracic Society is hosting a scientific lecture series on topics like COPD and lung cancer. For more information, visit www.lungchicago.org or contact Barbara Sudzus at (312) 628-0218.

February 8, 2007

Support the American Lung Association by purchasing tickets to First Look for Charity, the exclusive black-tie preview of Chicago's Auto Show. Tickets are \$200. Call Kendra Meyer for more information at (312) 628-0207 or visit www.lungchicago.org.

February 25, 2007

Over 4,000 people will climb the John Hancock Center to raise funds for lung disease research at the 10th annual *OfficeMax* Hustle Up the Hancock. For information on becoming a lung health champion, registration or sponsoring a climber, visit www.lungchicago.org or email Hustle@alamc.org.

Save the Date!

May 2, 2007

Don't miss the Catch Your Breath conference and reception that brings individuals and families touched by lung disease together with health and business professionals to explore women's lung health issues. For more information and ticket prices, visit www.catchyourbreathchicago.org or call Stacy Ignoffo at (312) 628-0205.

Challenge

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