



Challenge

JUNE 2010

RESEARCH

Researchers study lung disease among targeted groups

In 2010, we supported investigators conducting research on asthma, lung cancer, LAM and COPD at University of Illinois at Chicago, Northwestern University and University of Chicago. Our research program received new funding from Blowitz Ridgeway Foundation (\$100,000 over two years for biomedical pediatric asthma research), Chicago Lung Run (\$50,000 for lung cancer) and joint funding from LUNGevity Foundation and Illinois Department of Public Health (\$55,000 each for lung cancer). We are currently accepting research applications for these funding opportunities. We also initiated a new partnership with the CHEST Foundation to fund research on women's lung health.

TOBACCO PREVENTION



\$11.5 million award launches local tobacco prevention efforts

Respiratory Health Association of Metropolitan Chicago is the proud recipient of an \$11.5 million grant from the CDC to support a two-year Chicago Tobacco Prevention Project. The goal of this project is to reduce adult smoking by 25 percent, reduce youth smoking by 10 percent and decrease exposure to secondhand smoke by promoting smoke-free policies and systems. Strategies include hard-hitting counter advertising campaigns and partnerships with other community organizations to serve vulnerable population groups. As the official designee for Chicago, one of 44 communities awarded funding, we will staff the project, oversee strategies and deliverables and manage the financial reporting on the grant, which is administered through the American Recovery and Reinvestment Act.

Joel Africk, Sen. Roland Burris, Asst. Surgeon General James Galloway, Dr. Bechara Choucair launch the project.

SPECIAL EVENTS



Adventurers Plunge! for lung health

Last fall, we hosted Chicago's first-ever Skyline Plunge! Partnering with the Wit Hotel at State and Lake Streets and Over the Edge (a rappelling company), we offered 80 participants the opportunity to rappel 27 stories down the lightning bolt façade of the Wit. Adventurous participants committed to raising at least \$1,000 to be part of this experience and collectively raised more than \$110,000 to support local research and programs. Participants shared touching stories of their motivation, ranging from loved ones lost to lung disease to facing personal fears to conquer this event. Skyline Plunge! Chicago was covered in blogs, traditional print media and by every local TV station, in addition to being featured nationally on the *FOX and Friends* weekend morning show.

Jennifer Kowall rappels the Wit Hotel.

Climbers top \$1M goal in Hustle Up the Hancock

In its 13th year, Hustle Up the Hancock continued to be our most popular event, selling out the full climb in an hour and a half. For the fourth consecutive year, event fundraising surpassed \$1 million thanks to the event's 4,100 participants, more than 10,000 donors and a 100% return-rate of corporate sponsors from the previous year. Some new sponsors included the Museum of Science and Industry and Life Fitness, who each provided fundraising incentive prizes. This year's event also generated strong media coverage; more stations participated as climbers than ever before, earning Hustle television coverage on WGN, FOX, NBC, ABC, CBS and WCIU.



Patients breathe easier with Healthy Lungs Initiative

Healthy Lungs Initiative is our program partnership with Cook County Health and Hospitals System. As of April 30, 2010, we have provided nearly 5,000 asthma/COPD educational interventions and screened almost 25,000 patients for tobacco use. The tobacco use screening has resulted in nearly 10,000 current smokers being offered cessation counseling. An initial assessment of cessation counseling recipients showed a quit rate of 14.6 percent. Those who continued to smoke reported decreased daily cigarette intake and positive changes in their household smoking status. Healthy Lungs Initiative also conducted a multi-media campaign this past year, “Not One More Cigarette” (a billboard is pictured above), which more than doubled the number of calls to the statewide tobacco Quitline and increased the proportion of African-American and Hispanic callers.

H1N1 response demonstrates partnership, readiness

Respiratory Health Association of Metropolitan Chicago was a frontline participant in Chicago’s preparedness efforts and response to the 2009 H1N1 pandemic. In cooperation with Chicago Department of Public Health, we managed 37 city clinics, including Wright College, which saw the highest volume of clients anywhere in Chicago. We also partnered with Cook County Department of Public Health to staff 56 sites and hosted 41 sites of our own.

Asthma and COPD community education reaches thousands

As a leader in school-based asthma education, over the past decade we have reached approximately 10,000 children and more than 37,000 school staff, parents and caregivers. Results demonstrating knowledge gain and behavior change (proper use of asthma medication) by participants in our youth and teen Fight Asthma Now curricula were shared at the 2010 American Academy of Allergy Asthma and Immunology Conference.

Last fall, we were awarded a \$47,000 subcontract from the National Heart, Lung and Blood Institute’s COPD Learn More Breathe Better Campaign® in recognition of our COPD work. The funding will help us expand programming and raise awareness about COPD among individuals who are undiagnosed. We were one of just 15 organizations nationwide to receive this award.



Asthma Case Manager Brandi Godbolt shows a mother and child how to use an inhaler with a spacer.

Addressing Asthma in Englewood Project celebrates success

The Addressing Asthma in Englewood Project successfully completed Phase 1, which included: asthma screenings in 30 schools, asthma education for nearly 1,000 school staff and community members, education for 500 local students and attendance at more than 200 events reaching nearly 8,000 community residents to raise awareness about asthma and the dangers of tobacco smoke. In addition, they surpassed their enrollment goal of 300 children and enrolled 387 children in the home intervention program. The project is a joint effort of Respiratory Health Association and University of Illinois at Chicago’s School of Public Health.

LUNG HEALTH ADVOCACY



Columbia College students developed a public service announcement about radon. View the short video on our website: www.lungchicago.org/radon-psa

New laws protect against radon

In August, Gov. Quinn signed three state laws to raise awareness and protect Illinoisans from radon. Radon is the second leading cause of lung cancer in the United States, and it is responsible for 22,000 deaths each year. The new laws: set standards for radon detection devices to ensure reliable results; recommend school district testing every five years; and require sellers of homes to disclose the results of any radon test to buyers.

Policies to limit diesel emissions gain momentum

In October 2009, Chicago City Council passed an ordinance that includes an anti-idling law for diesel vehicles, which sets a 3-minute idling limit for diesel vehicles. The rule is stronger than the 10-minute idling limits in state law, and one of the tightest local idling laws in the country.

In April 2010, Illinois Department of Transportation adopted clean diesel construction requirements for road construction projects in the Chicago metropolitan region. These requirements will protect public health and improve air quality for people who live and work close to construction projects.