

PROCLAMATION

Presented By Supervisor Dave Roberts

HONORING THE AMERICAN LUNG ASSOCIATION

WHEREAS, the health, safety and well-being of residents is of primary concern for the County of San Diego and on July 13, 2010, the San Diego County Board of Supervisors adopted the Live Well San Diego initiative to achieve the County's vision of safe, healthy and thriving communities; and

WHEREAS, the American Lung Association was founded in 1904, when it joined forces with public health departments across the country to combat tuberculosis, one of the nation's deadliest diseases at that time; and

WHEREAS, today the American Lung Association in California mission is to save lives by improving lung health and preventing lung disease, which is one of four diseases responsible for more than 50% of all deaths in the San Diego region; and

WHEREAS, the Lung Association offers educational programs and support for those with lung cancer, chronic obstructive pulmonary disease (COPD) and asthma, as well as free telephone counseling; and

WHEREAS, the Lung Association funds a nationwide peer-reviewed research program, including the Asthma Clinical Research Center in San Diego, which is part of the nation's largest network of clinical research centers dedicated solely to asthma treatment; and

WHEREAS, the Lung Association has demonstrated leadership in advocating for smoke free indoor and outdoor environments, reducing youth access to tobacco, and helping people quit smoking, resulting in a 50% reduction in California smoking rates since 1990; and

WHEREAS, the Lung Association is one of the premier public health voices calling for regional planning policies such as complete streets, safe routes to schools and transit-oriented development that will lead to cleaner air and increased physical activity; and

WHEREAS, the Lung Association has launched LUNG FORCE, a new national movement uniting people to stand together with a collective strength and determination to lead the fight against lung cancer; and

WHEREAS, the Lung Association has collaborated with the County of San Diego on many community efforts, including coordinating the County's Tobacco Control Coalition, securing new e-cigarette policies, helping the County's affordable housing program go smokefree, collaborating with the Air Pollution Control District, and supporting the tuberculosis and influenza control programs; and

WHEREAS, the Lung Association is a member of the Live Well San Diego Leadership Team and plays an active role in several regional leadership teams; and

WHEREAS, the Lung Association is committed to working with and advancing the Live Well San Diego initiative into the future by continuing to manage the Tobacco Control Coalition, participating in the Healthy Stores for a Healthy Community program which encourages stores to offer healthier products, assisting the County to adopt additional smoke free policies, and partnering with the County to implement an innovative program to train behavioral health services providers in tobacco cessation and increase clients' access to nicotine replacement therapy; and

WHEREAS, the County of San Diego is committed to recognizing and honoring those organizations that are dedicated to the best ideals of public service, and the American Lung Association is one such worthy organization; **NOW THEREFORE**,

BE IT PROCLAIMED by Chairwoman Dianne Jacob and all members of the San Diego County Board of Supervisors on this 20th day of November, 2014, that they commend the **AMERICAN LUNG ASSOCIATION** for its outstanding service, leadership and commitment to the health of area residents, and do hereby declare today to be "**AMERICAN LUNG ASSOCIATION LIVE WELL SAN DIEGO DAY**" throughout San Diego County.