

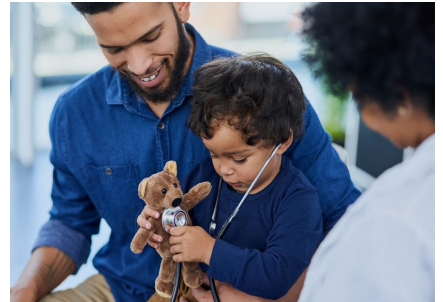
Our Vision: A World Free of Lung Disease

Our Mission

To save lives by improving lung health and preventing lung disease.
We accomplish our mission through: Education, Advocacy, and Research.

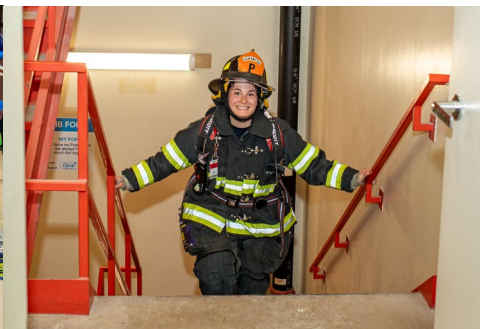
Your Trusted Champion

- Trusted by consumers for more than 120 years.
- 96% of Americans have Lung Association brand awareness.
- 98% of Americans surveyed believe that Lung Health is an important issue.
- \$.90 of every dollar raised supports our mission.
- Consistently rated a Four Star Charity by Charity Navigator since 2019.



Your Dollars at Work

90 cents from every dollar raised from the Buffalo Fight For Air Climb is reinvested back into our Western New York community to support the Lung Association's four strategic imperatives through advocacy, education, and research.



Our Strategic Imperatives



Defeat Lung Cancer



Champion Clean Air For All



Improve the Quality of Life for those Living with lung disease & their families



Create a Tobacco-Free Future

The Western New York Impact:

Since 2011, the Western New York market has raised \$2.8 million through our Fight For Air Climb and LUNG FORCE Walk to directly impact education, advocacy, and research around lung disease, clean air, and tobacco-control in Western New York.

As a part of a national organization, we are able to realize greater outcomes in our mission delivery, far beyond our local fundraising. Fundraising in the Western New York stays local to fund these initiatives, but even greater, we see additional investment beyond what we have fundraised locally because of our affiliation while also utilizing our 120-year brand to further lung health nationwide.

Below are some of our local mission activities where your funds will directly make an impact. Additionally, your investment into our local organization helps support the staffing needs to deliver these programs.

Research



Funded over \$1.15 million in local research since 2018

The American Lung Association's Research Investment in Western New York has provided significant enhancements in several of our mission focal point areas. These research studies funded include lung cancer, neonatal hyperoxia, asthma, COPD, influenza, and utilizing texting to stop vaping.

Local institutes that received these funds include Roswell Park Comprehensive Cancer Center, University of Buffalo & University of Rochester. [Learn more about our local researchers here.](#)

Lung Health Cohort Study

Little is currently known about the evolution of lung disease and how a young, healthy adult's lung function changes over time. Made possible by a grant from the National Heart, Lung and Blood Institute, this is the first-ever longitudinal lung health study following 4,000 healthy individuals between the ages of 25 and 35. It aims to unlock the mysteries of preventing lung disease to ultimately stop it in its tracks.

The results of this multi-year study, anticipated to be synonymous to the cholesterol discovery for cardiovascular health, will help shift pulmonary medicine from reactive treatment to preventive lung health care.

To date, this study has enrolled over 1,500 people. This study is being conducted nationwide through our Airways Clinical Research Centers, with a local site located at the University of Rochester. [Learn how to participate in the study here.](#)



The Western New York Impact:

Research (continued)

“State of” Reports

Annually, the Lung Association releases the [State of Tobacco Control](#), [State of the Air](#), and [State of Lung Cancer](#) reports to report on trends, disparities, and identify action items to improve lung health, which shapes our federal, state and local priorities. State of the Air analyzes individual county data (including every county in New York) on air quality and pollution. Additionally, the State of Tobacco Control and State of Lung Cancer analyzes state data to identify areas of improvement for lung health within our Western New York area. All reports further analyze health disparities.

Advocacy



New York State Budget Approves \$1.00 cigarette tax increase

On Tuesday, May 2, 2023, the New York State Legislature passed the FY 2024 budget bills, which included several Lung Association priorities. This approval included a \$1.00 increase in the cigarette tax, bringing New York's rate to \$5.35 a pack, the highest in the nation. There was an additional \$7.5 million in funding for the State Bureau of Tobacco Control, including \$5 million from the recent JUUL settlement. Omitted from the final budget was the ban on flavored tobacco products, including menthol, and the e-cigarette law loophole closures, which will be a priority for the next legislative cycle.

Buffalo Leadership Board member attended LUNG FORCE Advocacy Day on Capitol Hill

April DeArmitt, a LUNG FORCE Hero and Buffalo Leadership Board member attended our 2023 LUNG FORCE Advocacy Day on Capitol Hill in Washington D.C. April worked met with Chuck Schumer, Kirsten Gillibrand, and other Congress members.

The LUNG FORCE Heroes and our Lung Association advocacy staff came together to ask members of Congress to:

- Support \$51 billion in funding for the National Institutes of Health so there can be better early detection, treatments and cures for lung cancer.
- Support \$11.6 billion in funding for the Centers for Disease Control and Prevention to rebuild healthier communities and protect our nation's health from disease, including lung cancer.
- Support and protect Medicaid.



The Western New York Impact:

Education & Programming



Re-Introduced Local Education Event, Community Connections

On March 23, 2023, we were able to re-introduce an in-person education seminar as a part of our Community Connections program. This program focused on lung cancer, specifically lung cancer screening guidelines and updates on surgical and medical oncology treatments.

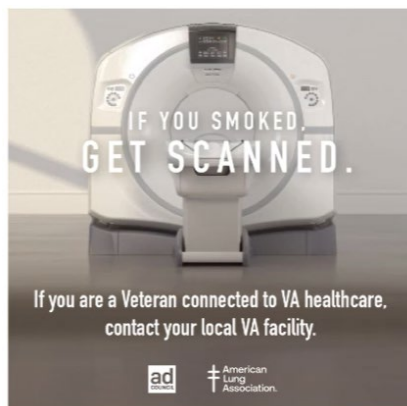
Over 50 local healthcare professionals attended our program and learned more about lung cancer screening so that more people may be screened, and thus, more lives saved.

Support Groups

Better Breathers Clubs are welcoming support groups for individuals with chronic lung disease and their caregivers. Learn better ways to cope with conditions such as COPD, pulmonary fibrosis, and asthma while getting the support of others in similar situations. Led by a trained facilitator, these in-person adult support groups give you the tools you need to live the best quality of life you can.

Our local [Better Breathers Club](#) will begin January 2024, every 4th Tuesday of the month at the Amherst Senior Center.

Launching in December 2023, our Lung Cancer Support Group Facilitator Training will train and support groups wishing to lead a lung cancer specific support group. We are excited to share our first local pilot with Catholic Health!



American Lung Association partnership with the VA

In partnership with the Ad Council, the Lung Association launched the Saved By the Scan campaign to bring more awareness to low-dose CT screening for lung cancer. Since its launch in 2017, over 1 million people have taken the quiz with 25% finding out they are at high risk for lung cancer and 26% more talking to their doctor about screening and getting screened.

Newly announced, the Lung Association is partnering nationally with the VA to help increase screening for lung cancer in veterans. This includes a local partnership with the Buffalo VA.

The Western New York Impact:

Education & Programming (continued)



[Asthma Basics](#) & Other “Basics” programs & [Lung Association Trainings](#)

The Lung Association’s “Basics” programs are offered as self-paced online learning module designed to help anyone learn more about asthma. The program is ideal for frontline healthcare professionals, such as school nurses or community health workers, as well as individuals with lung disease, parents, and coworkers, coaches, friends and family who want to learn about a specific lung disease topic.

We offer [COPD](#), [Asthma](#), [Infectious Respiratory Disease](#), [Radon](#), [Tobacco](#), and more “Basics” programs. To date, over 85 local Western New Yorkers have completed Asthma Basics alone.



**VAPE-FREE
SCHOOLS
INITIATIVE**

Vape Free Schools Initiative

One in four teens has vaped, and the number of middle and high school students using e-cigarettes further increased to 5.4 million in 2019, prompting the U.S. Surgeon General to call youth vaping an “epidemic”.

Through our Vape Free Schools Initiative, the Lung Association is helping schools navigate this public health emergency with tools to protect and support schools and their students.

Being recognized as a member of the American Lung Association Vape-Free Schools Initiative means that your school is a leader in supporting students affected by e-cigarettes, offering clear guidance, education, and cessation.



Programs for this Initiative include our [INDEPTH](#)® program; an alternative to suspension program, and our [Not On Tobacco](#)® (N-O-T) program; a youth vaping education and tobacco cessation program. This is a project that the Buffalo team is taking on to get Western New York schools involved in looking to 2024.

The Western New York Impact:

Education & Programming (continued)

Project BREATHE NY

Project BREATHE NY is an innovative quality improvement (QI) program which aims to improve the quality of life and health outcomes for children with asthma and their families by expanding the delivery of quality, guidelines-based asthma care across health systems in New York State.

Project BREATHE NY provides a comprehensive framework to engage health systems (in-patient, emergency department, and primary care) and community-based partners in integrating sustainable, evidence-based strategies and best practice tools across settings to educate patients and providers, drive QI in asthma care, build clinical-community linkages, and address health equity and social determinants of health.

Locally, this program is being implemented in partnership with Kaleida Health at Oishei Children's Hospital in their ED and in-patient teams and other primary care & home care partners in WNY.



SHAC – The Smoking & Health Action Coalition of Livingston & Monroe Counties & TACFL – Tobacco Action Coalition of the Finger Lakes

The Smoking & Health Action Coalition (SHAC) and Tobacco Action Coalition of the Finger Lakes (TACFL) are two of 25 statewide Advancing Tobacco-Free Communities grantees of the NYS Department of Health serving Livingston & Monroe Counties (SHAC) and Ontario, Seneca, Wayne & Yates counties (TACFL). They work to change the community environment that will develop and support tobacco-free norms.

The program includes a Reality check Youth action component where peer-to-peer and youth-to-community education is utilized to effectively communicate the major impact tobacco use has on community health. Additionally, they support awareness and policy around Point of Sale marketing, Tobacco-Free outdoors, Smoke-Free Housing and Smoke-Free Media.



Their efforts are evidence based, cost effective and an education-driven approach to decrease youth tobacco use. It helps reduce and eliminate secondhand smoke exposure and supports adult smokers decisions to quit. SHAC and TACFL are a part of the American Lung Association and further funded through the New York State Department of Health's Bureau of Tobacco Control.