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| --- | --- | --- | --- | --- | --- |
| **Date** | **From Where?** | **What bucket?**  **(does this fit into The Real Cost, Youth, Addiction, or Join the SF Community)?** | **So what?**  **(Why care? What’s intriguing? How does this further the discussion?)** | **Now What?**  **(What’s the call to action: Support, Recognize, Talk, Learn)** | **Post** |
| Fri 4/4 | <http://www.lung.org/stop-smoking/tobacco-control-advocacy/reports-resources/cessation-economic-benefits/states/oregon.html> | The Real Cost | Cigarettes are much more devastating economically than represented by their cost. | Wouldn’t you rather spend that somewhere else? http://www.youtube.com/watch?v=H6F3HCgl8pM | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\OHA-April-SmokeFree-FB-Posts11.jpg |
| Mon 4/7 |  | Addiction | Most people don’t realize their health plan offers cessation tools. | Join the Smokefree Community today! Call your insurance provider to find out what your cessation benefits are and start quitting today. | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\OHA-April-SmokeFree-FB-Posts4.jpg |
| Tues 4/8 | <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/exec-summary.pdf> | Youth | A milestone age that provides a positive goal for teenagers. 88 percent of smokers used tobacco by age 18. | What’s for sale in your neighborhood? http://www.youtube.com/watch?v=lHcZeHziQi8 | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\OHA-April-SmokeFree-FB-Posts5.jpg |
| Wed 4/9 | http://www.cbnb.us/news-events/news/coastal-news/7927-cigarette-butts-on-oregons-beaches-june-26.html | Environmental | The most littered item in the world contains deadly chemicals. | Read more about the environmental impact of cigarettes: <http://tobaccocontrol.bmj.com/content/20/Suppl_1/i1.full.pdf+html> | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\OHA-April-SmokeFree-FB-Posts12.jpg |
| Thurs 4/10 | [~~http://public.health.oregon.gov/preventionwellness/tobaccoprevention/documents/medicaidburden.pdf~~](http://public.health.oregon.gov/preventionwellness/tobaccoprevention/documents/medicaidburden.pdf) | Join the SF Community | Oregonians are making strides to cut tobacco use but there’s still a lot of work to be done. | What other locations would you like to see #smokefree? | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\OHA-April-SmokeFree-FB-Posts16.jpg |
| Fri 4/11 | http://well.blogs.nytimes.com/2014/01/27/helping-smokers-quit-or-not-start-in-the-first-place/?\_php=true&\_type=blogs&\_php=true&\_type=blogs&\_php=true&\_type=blogs&\_php=true&\_type=blogs&\_php=true&\_type=blogs&\_php=true&\_type=blogs&ref=smokingandtobacco&\_r=5&module=ArrowsNav&contentCollection=Health&action=keypress&region=FixedLeft&pgtype=Blogs | Youth | E-cigarettes are available to children and getting them addicted to nicotine. | What’s for sale in your community? <http://www.cdc.gov/media/releases/2013/p0905-ecigarette-use.html> | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\OHA-April-SmokeFree-FB-Posts7.jpg |
| Mon 4/14 | http://www.surgeongeneral.gov/library/reports/50-years-of-progress/exec-summary.pdf | Addiction | Diabetes is a dangerous disease that receives a lot of attention. This is a new fact from Surgeon General 2014. | We’re here to help you on your quitting journey. Call 1-800-quit-now for help and learn more about health effects of smoking in the Surgeon General’s Report: http://www.surgeongeneral.gov/library/reports/50-years-of-progress/exec-summary.pdf |  |
| Tues 4/15 | http://www.mailtribune.com/apps/pbcs.dll/article?AID=/20140321/NEWS/403210322 | Join the SF Community |  | What other places would you like to see smokefree? | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\OHA-April-SmokeFree-FB-Posts19.jpg |
| Wed 4/16 |  | Youth | E-cigarettes are marketed to youth. | What’s for sale in your community? |  |
| Thurs 4/17 | http://www.lung.org/assets/documents/publications/lung-disease-data/lgbt-report.pdf | Addiction | Specific methods of Big Tobacco’s subversive efforts. | Learn more about Big Tobacco’s targeting in the LGBT community:  http://www.lung.org/assets/documents/publications/lung-disease-data/lgbt-report.pdf | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\OHA-April-SmokeFree-FB-Posts10.jpg |
| Fri 4/18 | http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/exec-summary.pdf | Youth | Big Tobacco’s subversive methods of reaching children. | What’s for sale in your community?  <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/exec-summary.pdf> | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\OHA-April-SmokeFree-FB-Posts13.jpg |
| Mon 4/21 | http://www.surgeongeneral.gov/library/reports/50-years-of-progress/exec-summary.pdf | Addiction | The juxtaposition shows the enormous impact of tobacco. | Let’s end this epidemic. Call 1-800-quit-now for help. | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\OHA-April-SmokeFree-FB-Posts6.jpg |
| Tues 4/22 (Earth Day) | <http://www.cdc.gov/tobacco/calendar/apr/earth_day/>  http://www.legacyforhealth.org/our-issues/cigarettes-and-the-environment/help-us-stop-toxic-litter | Environmental | The most littered item in the world contains deadly chemicals. | Join an organization that is working to clean up cigarette butt litter in your community. <http://www.solv.org/>  http://www.surfrider.org/campaigns/entry/hold-on-to-your-butt | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\OHA-April-SmokeFree-FB-Posts18.jpg |
| Wed 4/23 | <http://public.health.oregon.gov/BirthDeathCertificates/Surveys/AdultBehaviorRisk/brfssresults/09/Documents/tobaccouse.pdf>  <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/exec-summary.pd>f | Join the SF Community/Youth | Convenience stores are the battleground for youth and adult cigarette sales and advertising. | Find out what’s for sale in your community at smokefreeoregon.com or read more in the Surgeon General’s Report http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/exec-summary.pdf | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\OHA-April-SmokeFree-FB-Posts2.jpg |
| Thurs 4/24 | http://1.usa.gov/1ccP23M | Addiction | American Indians have the largest prevalence of smoking among population groups. | What’s for sale in your community? | In the linked podcast, Dr. Patricia Nez Henderson, vice president, Black Hills Center for American Indian Health, discusses the importance of educating tribal people that cigarettes are not traditional. She and other tribal support centers are working to end commercial tobacco use among American Indians.  <http://1.usa.gov/1ccP23M>  http://www.ucdmc.ucdavis.edu/newsroom/images/Nez_Henderson.JPG |
| Fri 4/25 | OHT, 2013 | Youth | Big tobacco’s subversive methods reach children. | What’s for sale in your community?  <https://public.health.oregon.gov/BirthDeathCertificates/Surveys/OregonHealthyTeens/Documents/2013/2013_OHT_State_Report.pdf> | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\OHA-April-SmokeFree-FB-Posts14.jpg |
| Mon 4/28 | <http://public.health.oregon.gov/BirthDeathCertificates/Surveys/AdultBehaviorRisk/brfssresults/09/Documents/tobaccouse.pdf> | Addiction | Some uplifting news for those looking to quit. | Call 1-800-QUIT-NOW to join them. | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\OHA-April-SmokeFree-FB-Posts15.jpg |
| Tues 4/29 | http://www.legacyforhealth.org/our-issues/cigarettes-and-the-environment/help-us-stop-toxic-litter/?o=3571# | Environmental | The most littered item in the world contains deadly chemicals. | Read more about the environmental impact of cigarettes: https://www.youtube.com/watch?v=FfXgmHihfWk&list=UULTcqjxNhju\_E9eq\_uO\_wrg | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\OHA-April-SmokeFree-FB-Posts17.jpg |
| Wed 4/30 | http://global.tobaccofreekids.org/en/industry\_watch/marketing/youre\_the\_target | Youth | Tobacco companies are targeting our children with images that appeal to our them. | If you’re unsure about how Big Tobacco targets kids, take a look at some of the marketing techniques they are using around the globe. http://global.tobaccofreekids.org/en/industry\_watch/marketing/youre\_the\_target | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\OHA-April-SmokeFree-FB-Posts20.jpg |
| *TO KEEP FOR MAY* | <http://www.tobaccofreekids.org/research/factsheets/pdf/0363.pdf> | Youth | Smokeless doesn’t mean harmless. | Learn more about how smokeless doesn’t mean harmless: <http://www.tobaccofreekids.org/research/factsheets/pdf/0363.pdf> | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\haven't used yet\OHA-April-SmokeFree-FB-Posts.jpg |
| *TO KEEP FOR MAY* | <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/exec-summary.pdf> | Youth | Kids don’t tend to think about the long-term health effects of smoking. | What’s for sale in your community?  http://www.youtube.com/watch?v=lHcZeHziQi8 | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\haven't used yet\OHA-April-SmokeFree-FB-Posts3.jpg |
| *TO KEEP FOR MAY* | http://public.health.oregon.gov/BirthDeathCertificates/Surveys/AdultBehaviorRisk/brfssresults/09/Documents/tobaccouse.pdf | Addiction | Proof of a community fighting disparities. | Find out more about smoking disparities in the African American community at <http://www.naatpn.org>  <https://public.health.oregon.gov/DiseasesConditions/ChronicDisease/Documents/table_5_race_oversample_2010-2011.pdf> | C:\Users\Anri.HEADQUARTERS\Documents\OHA\TPEP April Social Media Posts\FINAL\haven't used yet\OHA-April-SmokeFree-FB-Posts9.jpg |