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
Thurs day 5/1		The real cost	All Oregonians pay nearly \$2.4 billion in direct medical expenditures and lost productivity due to premature death from tobacco use. That equals \$1,600 a year per household. How could your family spend \$1,600 every year?	All Oregonians pay nearly \$2.4 billion in direct medical expenditures and lost productivity due to premature death from tobacco use.	SMOKING COSTS EVERY OREGON HOUSEHOLD \$1,600 A YEAR. What could you buy with that money? HOW ARE YOU IMPACTED BY TOBACCO?

Frida y 5/2	http://public.health.oregon.gov/Birt hDeathCertificates/Surveys/AdultB ehaviorRisk/brfssresults/09/Docum ents/tobaccouse.pdf	Addiction/ Disparities	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.ore gon.gov/DiseasesCond itions/ChronicDisease/Documents/table 5 race oversample 2010-2011.pdf	DESPITE HIGHER SMOKING RATES, AFRICAN AMERICAN OREGONIANS ARE MORE LIKELY TO TRY QUILTING THAN WHITE SMOKERS. FIND OUT MORE ABOUT SMOKING DISPARITIES IN THE SAFRICAN AMERICAN COMMUNITY.
Mond ay 5/5 (Cinc o De Mayo)		Addiction	Some uplifting news for those looking to quit.	Check out one of our partners to find out how the Latino community is being targeted: http://latinotobaccocontrol.org/, and call 1-800-QUIT-NOW for a quit plan.	Look at what https://www.facebook.com/NLTCN is posting on this day to possibly repost.

Mond ay 5/5 (Cinc o De Mayo)					The CDC is looking for REAL former smokers to be featured in the 2015 Tips from Former Smokers education campaign. Below find the link for more information and sign up by 5/30! http://www.plowsharegroup.com/TipsAdRecruitment/
Tues day 5/6	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	DONPT BE FOOLED BY BIG TOBACCO LEARN MORE ABOUT HOW SMOKELESS DOESN'T MEAN HARMLESS.

Wedn esday 5/7	http://tobaccocontrol.bmj.com/content/20/Suppl 1/i1.full.pdf+html	Environment	The most littered item in the world contains deadly chemicals.	Are you prepping for a garden? Be sure to look for cigarette butts in the soil. They don't decompose and can leech harmful chemicals i	https://www.dropbox.com/s/w5si8md7blj5zgx/Butts%20and%20Gardening%20Final.mov
Thurs day 5/8	http://tobacco.stanford.edu/tobacco _main/images.php?token2=fm_st1 35.php&token1=fm_img3908.php& theme_file=fm_mt015.php&theme_ name=Targeting%20Teens&subth eme_name=Comic%20Strips	Youth	Although tobacco companies no longer advertise in the comic section of the newspaper they continue to target children in other ways.	Big Tobacco might not be advertising in the comics anymore, but they are still targeting your kids. What's for sale in your neighborhood? #ThrowbackThursday	Big Tobacco might not be advertising in the comics anymore, but they are still targeting your kids. What's for sale in your neighborhood? SOCOLOGICATION OF THE PROPERTY OF T

Frida	http://www.lung.org/stop-	The real cost	Smoking comes at a	http://www.lung.org/sto	
y 5/9	smoking/tobacco-control-		high price for all	p-smoking/tobacco-	DID YOU KNOW?
	advocacy/reports-		Oregonians, even	control-	
	resources/cessation-economic-		those who don't	advocacy/reports-	TOBACCO COMPANIES
	benefits/states/oregon.html		smoke.	resources/cessation-	ARE SPENDING
				economic-	
				benefits/reports/OR.pdf	MILLIONS A YEAR
					IN OREGON, MOST
					OF IT AT STÓRES
					IN LOW-INCOME,
					MINORITY AND RURAL
					NEIGHBORHOODS.
					WHAT'S FOR SALE IN YOUR NEIGHBORHOOD?

Mono	https://www.tobaccofreekids.org/re	Addiction/	Exposure to	All moms can celebrate	
ay 5/12 (day after Moth	search/factsheets/pdf/0258.pdf	Cessation	cigarette smoke during childhood may lead to the development of cancer during	Mother's Day by protecting their kids from becoming another victim of Big Tobacco. Read some actions you	
er's Day)			adulthood.	can take here: https://www.tobaccofre ekids.org/research/fact sheets/pdf/0258.pdf	Share your story with us. DID YOU QUITING HONOR OF YOUR MOM? FOR HELP QUITTING CALL 1-800-QUIT-NOW FOR A QUIT PLAN.

Tues day 5/13	http://www.tobaccofreekids.org/fact s_issues/tobacco_101	Youth	Convenience stores are the battleground for youth and adult	Youth smoking is no accident. What's for sale in your	DID YOU KNOW?
			cigarette sales and advertising.	community?http://www.tobaccofreekids.org/facts issues/tobacco 101	TOBACCO COMPANIES SPEND \$1 MILLION EVERY HOUR TO MARKET THEIR PRODUCTS. YOUTH SMOKING IS NO ACCIDENT. WHAT'S FOR SALE IN YOUR COMMUNITY?

Wedn esday 5/14	. http://www.no-smoke.org/learnmore.php?id=731	Environment	Cigarette butts are the number one littered item on US beaches and roadways. They leach chemicals that are poisonous to wildlife and can contaminate water sources.	https://www.youtube.co m/watch?v=n5K4olXrC o8	CIGARETTE BUTTS AREN'T BIODEGRADABLE. LEARN MORE ABOUT HE IMPACT OF TOBACCO LITTER ON THE ENVIRONMENT
Thurs day 5/15	http://www.tobaccofreekids.org/research/factsheets/pdf/0208.pdf	Addiction/Dis parities	Proof of a community fighting disparities.	Find out more about smoking disparities in the African American community at http://www.tobaccofreekids.org/research/factsheets/pdf/0208.pdf#ThrowbackThursday	Big Tobacco has a long history of targeting African Americans. Unfortunately, it works – more than 70% of African-American youth smokers prefer Newport cigarettes.

					Neuport Alive with pleasure! When it is the pleasure in the p
Frida y 5/16	http://www.legacyforhealth.org/our-issues/cigarettes-and-the-environment/?o=3571	Environment	Cigarette butts are the number one littered item on US beaches and roadways. They leach chemicals that are poisonous to wildlife and can contaminate water sources.	NA	Did you know cigarette butts aren't biodegradable? Check out this TEDx talk about the environmental impacts of tobacco. https://www.youtube.com/watch?v=mxCYEOoAA9k

Mond	http://www.surgeongeneral.gov/libr	Youth/Cessat	Kids don't tend to	Call 1-800-QUIT-NOW	
ay	ary/reports/preventing-youth-	ion	think about the long-	for a quit plan.	DID YOU KNOW?
5/19	tobacco-use/exec-summary.pdf		term health effects	h. tt //	
			of smoking.	http://www.youtube.co	
				m/watch?v=lHcZeHziQi	
				8	
					ONLY ONE OUT OF
					EVERY THREE YOUTH
					EVERT TRIEF TOUTS
					SMOKERS WILL BE
					ABLE TO QUIT LATER IN
					LIFE. WHAT HAPPENS
					TO THE REST?
					CALL 1-800-QUIT-NOW FOR A QUIT PLAN.

Tues	http://www.lung.org/stop-	The real cost	Smoking comes at a	http://www.lung.org/sto	
day	smoking/tobacco-control-		high price for all	p-smoking/tobacco-	
5/20	advocacy/reports-		Oregonians, even	control-	
	resources/cessation-economic-		those who don't	advocacy/reports-	
	benefits/states/oregon.html		smoke.	resources/cessation-	
				economic-	
				benefits/reports/OR.pdf	
					The concentration of stores selling
					TOBACCO IS HIGHER IN NEIGHBORHOODS WITH
					NEIGHBORHOODS WITH
					MINORITY AND LOW-INCOME FAMILIES.
					LOW-INCOME FAMILIES.
					WHAT'S FOR SALE IN YOUR NEIGHBORHOOD?

Wedi	ln l	Smokefree	By making Oregon	What places would you	
				-	1
esda	ay	Places/	parks smokefree we	like to see smokefree?	
5/21		Second Hand	are protecting		
		smoke	everybody from		
		omono	secondhand smoke		
			exposure.		READY FOR SUMMER?
					PARKS IN DAY ION,
					MEDFORD, NEWBERG.
					PARKS IN DAYTON, MEDFORD, NEWBERG, DALLAS, CORVALLIS,
					INDEPENDENCE AND ROSEBURG ARE
					INDEPENDENCE
					AND ROSEBURG ARE
					SMOKEFREE!
					Enjoy the clean air.
					WHAT OTHER PLACES WOULD YOU LIKE TO SEE #SMOKEFREE?
					SMOKEFREE!

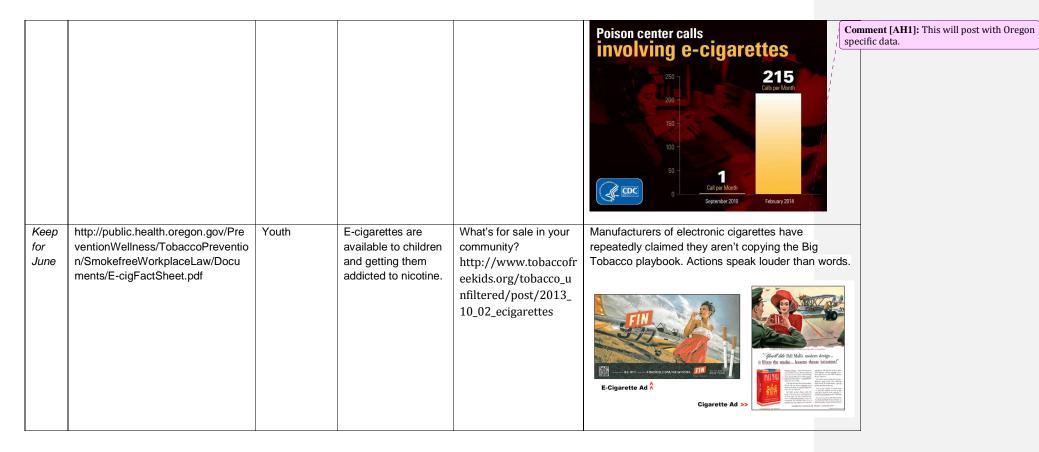
Thurs	http://www.legacyforhealth.org/our-	Environment	Cigarette butts are	NA	Cigarettes are toxic waste products. They are bad for
day	issues/cigarettes-and-the-		the number one		fish and wildlife. Cigarette butts can last in the
5/22	environment/?o=3571		littered item on US		environment for generations. Learn what you can do.
			beaches and		http://www.legacyforhealth.org/our-issues/cigarettes-
			roadways. They		and-the-environment/?o=3571
			leach chemicals that		
			are poisonous to		PLEASE
			wildlife and can		
			contaminate water		DO NOT THROW
			sources.		CIGARETTE
					BUTTS ON THE GROUND
					ON THE GROUND
					THE DUCKS
					ARE GETTING
					Z CANCER
					Gautte

Frida y 5/23	http://www.surgeongeneral.gov/libr ary/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 is your neighborhood? http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/execsummary.pdf	DON'T FALL FOR THE GRAPE FLAVORS ALL SMOKING ALL SMOKING ALL SMOKING FRESH GGARILLOS WHAT'S FOR SALE IN YOUR NEIGHBORHOOD? WHAT'S FOR SALE IN YOUR NEIGHBORHOOD? GRAPH THE GRAPE GGARILLOS WHAT'S FOR SALE IN YOUR NEIGHBORHOOD? GRAPH THE GRAPE GRAPH THE GRAPH THE GRAPE GRAPH THE GRAPE GRAPH THE GRAPH T
Mond ay 5/26 (Mem orial Day)	http://www.lung.org/stop- smoking/about-smoking/facts- figures/military-and-tobacco- use.html	Addiction	Some uplifting news for those looking to quit.	Call 1-800-QUIT-NOW for a quit plan.	As we honor our nation's heroes this Memorial Day, encourage them to quit tobacco to live longer and healthier lives. WE STAND united WE QUIT

Tues day 5/27	http://www.lung.org/stop-smoking/tobacco-control-advocacy/reports-resources/cessation-economic-benefits/states/oregon.html	The real cost	Smoking comes at a high price for all Oregonians, even those who don't smoke.	http://www.lung.org/sto p-smoking/tobacco- control- advocacy/reports- resources/cessation- economic- benefits/reports/OR.pdf		AS WITH PRICING, NTS AND OBACCO EMENTS.
Wedn esday 5/28	http://static.squarespace.com/static /52865b8ee4b08b83ea1731ef/t/53 18ac4ae4b02dddf757a8eb/139412 5898295/Time-to-ban- menthol%5B1%5D.pdf	Addiction/Dis parities	Proof of a community fighting disparities.	Find out more: https://www.facebook.c om/NAATPN	Taste extra cooliness as you smoke Kool your steady brand? Come up to Kool Filter Kings. Taste the most refreshing cooliness you can get in any cigarette.	African Americans have been targeted with menthol cigarette advertising. The Kool cigarette brand built the marketing model that linked the African American community with menthol cigarettes.

Thurs		
day		
5/29		
		CONGRATULATIONS TO FOREST GROVE WHICH NOW HAS
		TO FOREST CROVE
		OF FOREST GROVE
		WHICH NOW HAS
		SMOKEFREE
		PARKSIAND
		PARKS AND CITY FACILITIES!
		WILL OTHER DIACES WOLLD VOLLING TO SEE
		WHAT OTHER PLACES WOULD YOU LIKE TO SEE #SMOKEFREE?

Frida y 5/30	http://www.who.int/campaigns/no-tobacco-day/2014/event/en/	Addiction	Every year, on 31 May, WHO and partners everywhere mark World No Tobacco Day, highlighting the health risks associated with tobacco use and advocating for effective policies to reduce tobacco consumption.	Tobacco use is the single most preventable cause of death globally and is currently responsible for 10% of adult deaths worldwide. http://www.who.int/campaigns/no-tobaccoday/2014/event/en/	MAKE EVERY DAY WORLD NO TOBACCO DAY. WHAT PLACES WOULD YOU LIKE TO SEE SMOKEFREE?
Keep for June	http://1.usa.gov/1mEDkj1	Youth/ Addiction	E-cigarettes are harmful to youth and adults.	Learn more about what can be done to help prevent future e-cig poisonings: http://1.usa.gov/1mEDk	What's for sale in your neighborhood? Learn more about what can be done to help prevent future e-cig poisonings



Keep for June	http://global.tobaccofreekids.org/en /industry_watch/marketing/youre_t he_target	Youth	Nearly 250 million children and young people alive today will die from tobacco-related diseases.	Every day 20 Oregon kids start smoking. What can we do to protect our youth? Read more about the tactics Marlboro is using. http://global.tobaccofre ekids.org/en/industry_w atch/marketing/youre_t he_target	Think Tobacco companies aren't targeting our kids? Check out the new Marlboro campaign that shows otherwise. Be Marlboro: Germany NO MORE MAYBE Bath San Bold San Bold San De Rack one Tigate door black entail. 13 pg lies 1 in g blant of 13 pg
Keep for June	http://global.tobaccofreekids.org/en /industry_watch/marketing/youre_t he_target	Youth	Tobacco use kills nearly six million people worldwide each year and is projected to kill one billion people this century if current trends continue. Nearly 250 million children and young people alive today will die from tobacco-related diseases.	Take a quiz to find out if you can tell the difference. http://tfk.org/youretheta rget_quiz	ONE IS AN AD FOR FASHION FOR TEENS. THE OTHER IS FOR A DEADLY AND ADDICTIVE PRODUCT. CAN YOU TELL THE DIFFERENCE?

Keep	http://www.tobaccofreekids.org/res	Youth	A 1995 study in the	Find out how Big	
for June	earch/factsheets/pdf/0008.pdf	Youth	Journal of the National Cancer Institute found that teens are more likely to be influenced to smoke by cigarette	Tobacco is targeting our kids. http://www.tobaccofree kids.org/research/facts heets/pdf/0008.pdf	Big Tobacco targets little kids. "CHERRY SKOAL IS FOR SOMEBODY
			advertising than they are by peer pressure.		WHO LIKES THE TASTE OF CANDY, IF YOU KNOW WHAT I'M SAYING." -Tobacco company executive. FIND OUT HOW BIG TOBACCO IS TARGETING OUR KIDS.

Keep	http://www.countertobacco.org/pos	Youth	Advertising at retail	Unfortunately, tobacco	
for	-marketing-advertising-and-		impacts youth	companies continue to	
June	promotions		smoking.	target youth through	
				ads, retail marketing,	"TODAY'S TEENAGER
				social media and other	IS TOMORROW'S
				tactics.	POTENTIAL REGULAR
					CUSTOMER, AND
					THE OVERWHELMING
					MAJORITY OF SMOKERS
					FIRST BEGIN TO SMOKE
					WHILE STILL IN THEIR
					TEENS."
					— Philip Morris, 1981
					- Frillip Morris, 1901
					FIND OUT HOW BIG TOBACCO IS TARGETING OUR KIDS.

Keep for June	http://www.surgeongeneral.gov/libr ary/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.	Show us—what tobacco products are sold in your neighborhoods?	THESE ARE JUST A SAMPLING OF PHOTOS TAKEN FROM AROUND OREGON BY TEENAGERS.
			tobacco by age 16.		Tesh Ouch 20 216 By All 216 Layton 55.99 ELIQUIOS PERIOD FIND OUT HOW BIG TOBACCO IS TARGETING OUR KIDS.