




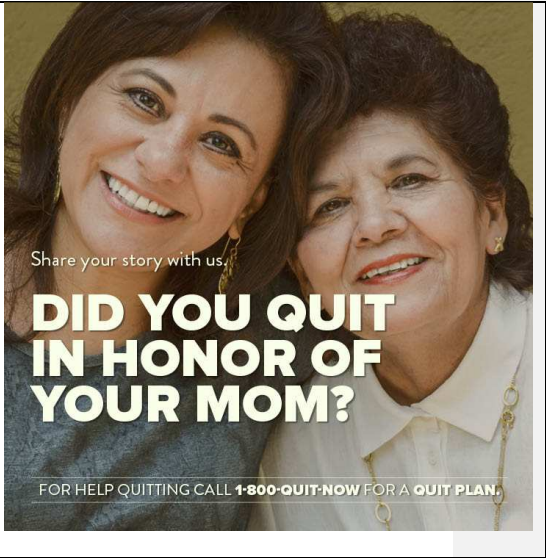
<u>Date</u>	<u>From Where?</u>	<u>What bucket?</u> (Does this fit into The Real Cost, Youth, Addiction, or Join the SF Community) ?	<u>So what?</u> (Why care? What's intriguing? How does this further the discussion?)	<u>Now What?</u> (What's the call to action: Support, Recognize, Talk, Learn)	<u>Post</u>
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.	

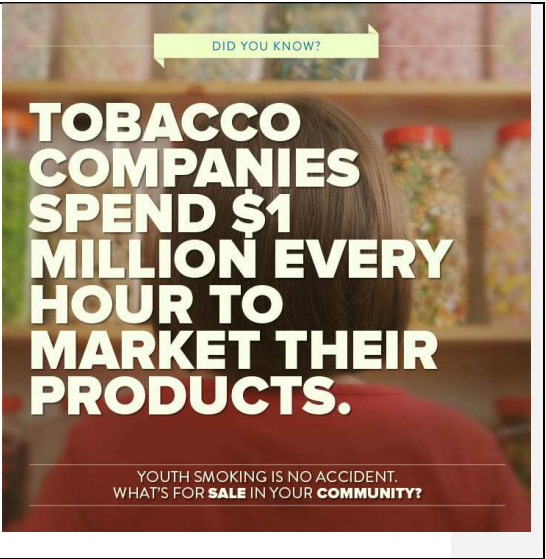
Friday 5/2	http://public.health.oregon.gov/BirthDeathCertificates/Surveys/AdultBehaviorRisk/brfssresults/09/Documents/tobaccouse.pdf	Addiction/Disparities	Proof of a community fighting disparities.	<p>Find out more about smoking disparities in the African American community at http://www.naatpn.org</p> <p>https://public.health.oregon.gov/DiseasesConditions/ChronicDisease/Documents/table_5_race_oversample_2010-2011.pdf</p>	
Monday 5/5 (Cinco De Mayo)		Addiction	Some uplifting news for those looking to quit.	<p>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.</p> <p>Look at what https://www.facebook.com/NLTCN is posting on this day to possibly repost.</p>	

Monday 5/5 (Cinco De Mayo)					<p>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!</p> <p>http://www.plowsharegroup.com/TipsAdRecruitment/</p>
Tuesday 5/6	http://www.tobaccofreekids.org/research/factsheets/pdf/0363.pdf	Youth	Smokeless doesn't mean harmless.	<p>Learn more about how smokeless doesn't mean harmless:</p> <p>http://www.tobaccofreekids.org/research/factsheets/pdf/0363.pdf</p>	

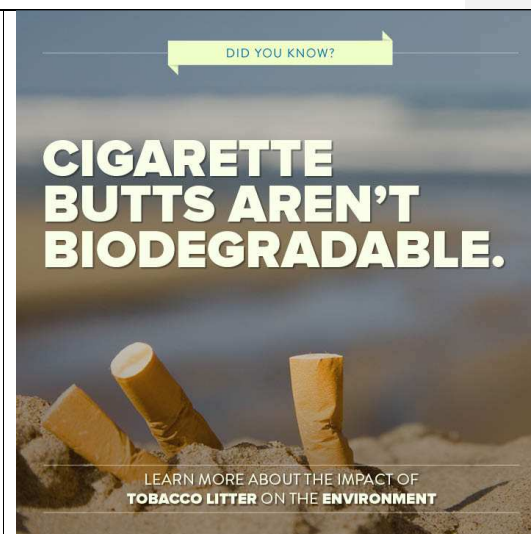
Frida y 5/9	http://www.lung.org/stop-smoking/tobacco-control-advocacy/reports-resources/cessation-economic-benefits/states/oregon.html	The real cost	Smoking comes at a high price for all Oregonians, even those who don't smoke.	http://www.lung.org/stop-smoking/tobacco-control-advocacy/reports-resources/cessation-economic-benefits/reports/OR.pdf	
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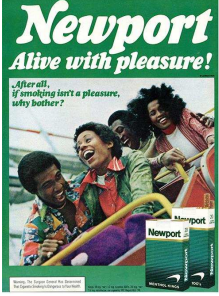

Mond ay 5/12 (day after Moth er's Day)	https://www.tobaccofreekids.org/research/factsheets/pdf/0258.pdf	Addiction/ Cessation	Exposure to cigarette smoke during childhood may lead to the development of cancer during adulthood.	All moms can celebrate Mother's Day by protecting their kids from becoming another victim of Big Tobacco. Read some actions you can take here: https://www.tobaccofreekids.org/research/factsheets/pdf/0258.pdf
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Tues day 5/13	http://www.tobaccofreekids.org/facts_issues/tobacco_101	Youth	Convenience stores are the battleground for youth and adult cigarette sales and advertising.	Youth smoking is no accident. What's for sale in your community? http://www.tobaccofreekids.org/facts_issues/tobacco_101	
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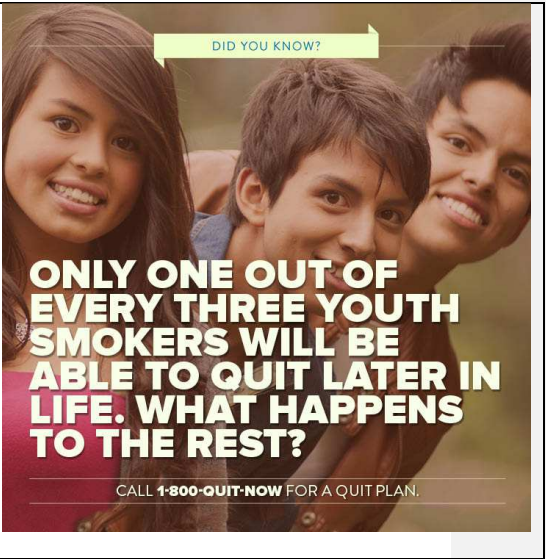
Wednesday 5/14	http://www.no-smoke.org/learnmore.php?id=731	Environment	Cigarette butts are the number one littered item on US beaches and roadways. They leach chemicals that are poisonous to wildlife and can contaminate water sources.	https://www.youtube.com/watch?v=n5K4olXrCo8	
Thursday 5/15	http://www.tobaccofreekids.org/research/factsheets/pdf/0208.pdf	Addiction/Disparities	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.



					 <p>1975</p>  <p>Today</p>
Friday 5/16	http://www.legacyforhealth.org/our-issues/cigarettes-and-the-environment/?o=3571	Environment	<p>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.</p>	NA	<p>Did you know cigarette butts aren't biodegradable? Check out this TEDx talk about the environmental impacts of tobacco.</p> <p>https://www.youtube.com/watch?v=mxCYEOoAA9k</p>

Mond ay 5/19	http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/exec-summary.pdf	Youth/Cessation	Kids don't tend to think about the long-term health effects of smoking.	Call 1-800-QUIT-NOW for a quit plan. http://www.youtube.com/watch?v=IHcZeHzQi8
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DID YOU KNOW?





ONLY ONE OUT OF EVERY THREE YOUTH SMOKERS WILL BE ABLE TO QUIT LATER IN LIFE. WHAT HAPPENS TO THE REST?



CALL **1-800-QUIT-NOW** FOR A QUIT PLAN.



Tues day 5/20	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/stop-smoking/tobacco-control-advocacy/reports-resources/cessation-economic-benefits/reports/OR.pdf
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Wednesday 5/21		Smokefree Places/ Second Hand smoke	By making Oregon parks smokefree we are protecting everybody from secondhand smoke exposure.	What places would you like to see smokefree?	 <p>READY FOR SUMMER?</p> <p>PARKS IN DAYTON, MEDFORD, NEWBERG, DALLAS, CORVALLIS, INDEPENDENCE AND ROSEBURG ARE SMOKEFREE!</p> <p>Enjoy the clean air.</p> <p>WHAT OTHER PLACES WOULD YOU LIKE TO SEE #SMOKEFREE?</p>
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Thurs day 5/22	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	<p>Cigarettes are toxic waste products. They are bad for fish and wildlife. Cigarette butts can last in the environment for generations. Learn what you can do. http://www.legacyforhealth.org/our-issues/cigarettes-and-the-environment/?o=3571</p> 
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Friday 5/23	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 is your neighborhood? http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/exec-summary.pdf	
Monday 5/26 (Memorial 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.	<p>As we honor our nation's heroes this Memorial Day, encourage them to quit tobacco to live longer and healthier lives.</p> 

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/stop-smoking/tobacco-control-advocacy/reports-resources/cessation-economic-benefits/reports/OR.pdf	
Wedn esday 5/28	http://static.squarespace.com/static/52865b8ee4b08b83ea1731ef/t/5318ac4ae4b02dddf757a8eb/1394125898295/Time-to-ban-menthol%5B1%5D.pdf	Addiction/Disparities	Proof of a community fighting disparities.	Find out more: https://www.facebook.com/NAATPN	 <p>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.</p>



Thurs
day
5/29




Friday 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-tobacco-day/2014/event/en/	 A poster for World No Tobacco Day. It features a dark blue background with a map of the world. The text "MAKE EVERY DAY WORLD NO TOBACCO DAY." is written in large, bold, white capital letters. Below the text, there is a smaller line of text: "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/1mEDkj1	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://public.health.oregon.gov/PreventionWellness/TobaccoPrevention/SmokefreeWorkplaceLaw/Documents/E-cigFactSheet.pdf	Youth	E-cigarettes are available to children and getting them addicted to nicotine.	What's for sale in your community? http://www.tobaccofreekids.org/tobacco_unfiltered/post/2013_10_02_ecigarettes	<p>Manufacturers of electronic cigarettes have repeatedly claimed they aren't copying the Big Tobacco playbook. Actions speak louder than words.</p> <div>   </div>

Comment [AH1]: This will post with Oregon specific data.



Keep for June	http://global.tobaccofreekids.org/en/industry_watch/marketing/youre_the_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.tobaccofreekids.org/en/industry_watch/marketing/youre_the_target	Think Tobacco companies aren't targeting our kids? Check out the new Marlboro campaign that shows otherwise.
Keep for June	http://global.tobaccofreekids.org/en/industry_watch/marketing/youre_the_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/yourethetarget_quiz	 <p>ONE IS AN AD FOR FASHION FOR TEENS. THE OTHER IS FOR A DEADLY AND ADDICTIVE PRODUCT.</p>  <p>CAN YOU TELL THE DIFFERENCE?</p>



Keep for June	http://www.tobaccofreekids.org/research/factsheets/pdf/0008.pdf	Youth	A 1995 study in the Journal of the National Cancer Institute found that teens are more likely to be influenced to smoke by cigarette advertising than they are by peer pressure.	Find out how Big Tobacco is targeting our kids. http://www.tobaccofreekids.org/research/factsheets/pdf/0008.pdf	 <p>Big Tobacco targets little kids.</p> <p>“CHERRY SKOAL IS FOR SOMEBODY WHO LIKES THE TASTE OF CANDY, IF YOU KNOW WHAT I’M SAYING.”</p> <p>—Tobacco company executive.</p> <p>FIND OUT HOW BIG TOBACCO IS TARGETING OUR KIDS.</p>
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Keep for June	http://www.countertobacco.org/pos-marketing-advertising-and-promotions	Youth	Advertising at retail impacts youth smoking.	Unfortunately, tobacco companies continue to target youth through ads, retail marketing, social media and other tactics.	
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Keep for June	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.	Show us—what tobacco products are sold in your neighborhoods?
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THESE ARE JUST A SAMPLING OF PHOTOS TAKEN FROM AROUND OREGON BY TEENAGERS.





FIND OUT HOW BIG TOBACCO IS **TARGETING OUR KIDS.**