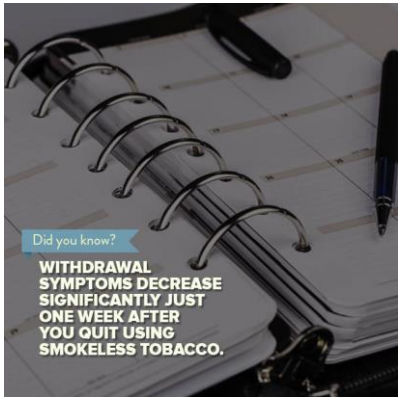



<u>Date</u>	<u>From Where?</u>	<u>What bucket?</u>	<u>So what?</u>	<u>Facebook Post</u>
<u>April:</u> National Stress Awareness Month <u>May:</u> National Recommitment Month National Asthma Awareness Month National Arthritis Awareness Month		(Does this fit into The Real Cost, Youth, Addiction, Disparities or Join the SF Community?)	(Why care? What's intriguing? How does this further the discussion?)	
Mon. 4/6 (Cessation Monday)	http://www.nidcr.nih.gov/OralHealth/Topics/SmokelessTobacco/SmokelessTobaccoAGuideforQuitting.htm#copingwithwithdrawal	Addiction/Disparities	Smokeless tobacco withdrawal symptoms are strongest during the first week and are significantly reduced by the second and third week. If people can push through the first week, they are more likely to quit using smokeless tobacco for good.	<p>If you or someone you know is ready to quit, call 1-800-QUIT-NOW or visit www.quitnow.net/oregon/.</p> 


Tue. 4/7 (Trivia Tuesday)	http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3088460/	Youth	A fatal dose of ingested nicotine for a child four years old or younger is 10mg. A single cigarette contains 9 to 30 mg, and a butt contains .1 to 1.5 mg.	True or False: Ingesting a single cigarette butt can make a young child sick. Watch the video for the answer.
				Video file "Butts": https://www.dropbox.com/sh/ie61kkIfptxd3n7/AAA6wEgeTee4UE1DOQZ0x1jCa?lst
Wed. 4/8				
				<i>(Link to partner post)</i>
Thur. 4/9	http://www.cdc.gov/media/releases/2013/p1022-flavored-cigarettes.html?utm_source=rss&utm_medium=rss&utm_campaign=more-than-40-percent-of-middle-and-high-schoolers-who-smoke-use-flavored-little-cigars-or-flavored-cigarettes	Youth	Flavored little cigars are the tobacco product choice of Oregon teens. They are cheaper than cigarettes and come in a variety of flavors like candy.	Felicity at the Madras Truck Stop is protecting young people in her community from Big Tobacco. See How: http://bit.ly/1FYZdps (embed this video)
Fri. 4/10	http://no-smoke.org/pdf/Environmental_Impact_of_Tobacco.pdf	Environment	Cigarette butts are the most littered item in the US. In Oregon, 35.5% of litter collected in the	Beaches want to be smokefree too. http://smokefreeoregon.com/the-challenge/environment/


	<u>and</u> http://smokefreeoregon.com/the-challenge/environment/		Coastal Cleanup is smoking-related including cigarettes/filters , lighters, cigar tips, and packaging.	Video file "Beaches": https://www.dropbox.com/sh/ie61kklfptxd3n7/AAA6wEgeTee4UE1DOQZ0x1jCa?lst
Mon. 4/13	http://my.clevelandclinic.org/health/healthy_living/hic_Stress_Management_and_Emotiona_Health/hic_Stress_Stress_Management_and_Smoking	Cessation /Real Cost	April is National Stress Awareness month. A common misconception is that smoking helps people cope with stress. While an initial sense of calm can come from smoking, the nicotine is masking the stress and not allowing the smoker to effectively cope.	Build your quit plan by calling 1-800-QUIT-NOW http://smokefree.gov/quit-plan Video file "Daily Stress": https://www.dropbox.com/sh/ie61kklfptxd3n7/AAA6wEgeTee4UE1DOQZ0x1jCa?lst
Tue. 4/14 (Trivia Tuesday)	http://www.surgeongeneral.gov/library/reports/50-years-of-progress/full-report.pdf	Youth	The Surgeon General report states that most (87%) first-time use of cigarettes happens before the age of 18, and 98% happen before the age of 26.	True or False: Almost 9 out of 10 smokers had their first cigarette before the age of 18. Watch the video for the answer. Video file "Before 18": https://www.dropbox.com/sh/ie61kklfptxd3n7/AAA6wEgeTee4UE1DOQZ0x1jCa?lst
Wed. 4/15				


				(link to partner post)
Thur. 4/16	http://www.nytimes.com/2014/11/25/health/hookah-as-health-risk-still-qualifies-as-smoking.html?_r=0 and http://cebp.aacrjournals.org/content/23/12/2793.abstract?sid=c08755ff-5ad5-4266-afba-af3e3a03236c	Real Cost	Hookah is not harmless. In addition to the usual tobacco carcinogens found in cigarettes, dangerous levels of benzene are inhaled from the lump of smoldering charcoal. Benzene is known to cause leukemia and a suspected cause of other cancers.	Think hookah is safer than cigarettes? Thank again. http://bit.ly/1CsNbBR 
Fri. 4/17	http://www.surgeongeneral.gov/library/reports/secondhandsmoke/secondhandsmoke.pdf	Secondhand smoke	Second-hand smoke has many dangerous effects on people, especially if continuously exposed to it. One dangerous result is high bad cholesterol levels, which could lead to artery clogs.	Want to know the truth about secondhand smoke? http://1.usa.gov/19taTjX Video file "Smoke": https://www.dropbox.com/sh/ie61kklfptxd3n7/AAA6wEgeTee4UE1DOQZ0x1jCa?lst
Mon 4/20 (Cessation Monday)	http://smokefree.gov/steps-on-quit-day and http://smokefree.gov	Addiction	Building a quit plan that combines quit strategies to keep you focused, can	When you're ready to quit, you don't have to do it alone.


	gov/quit-plan		build confidence and motivation. This can help you identify the challenges you will face as you quit and ways to overcome them and improve your chances of quitting for good.	(Drive to the new cessation TV spots on YouTube)
Tue. 4/21 (Trivia Tuesday)				
<i>E-cigarette placeholder : Give Holly a heads up and work with her on post</i>				
Wed. 4/22 (Earth Day)		Environment		
				(link to partner post)
Thur. 4/23	http://www.tobaccofreemaine.org/channels/special_populations/native_americans.p	Disparities	The tobacco industry targets minority groups with their advertising.	


	hp		This is especially true for Native Americans, as Big Tobacco capitalizes on traditions that include smoking.	See how the Confederated Tribes of Warm Springs define their own culture, without Big Tobacco: (link to video not up yet)
Fri 4/24	https://lgbthealthlink.files.wordpress.com/2015/02/screenshot-2015-02-12-16-11-51.png	Youth	The FDA banned flavored cigarettes, excluding menthols, in 2009. Kids are more likely to smoke menthols because they taste better than unflavored cigarettes.	<p>What's for sale in your community? http://smokefreeoregon.com/what-you-can-do/whats-for-sale-in-your-neighborhood/</p> <p>In Oregon, almost half of 11th-graders who smoke cigarettes, smoke menthols.</p> <p><i>(animated graph from flavored product by age group on SFO site, or some version of this)</i></p>
Mon. 4/27				
<i>E-cigarette placeholder : Give Holly a heads up and work with her on post</i>				
Tue. 4/28 (Trivia Tuesday)	http://my.clevelandclinic.org/health/healthy_living/hic_Stress_Management_and_Emotiona_Health/hic_Stress_Stress_Management_and_Smoking	Real Cost	April is National Stress Awareness month. A common misconception is that smoking can help people cope with	<p>True or False: Smoking decreases stress.</p> <p>Watch the video for the answer.</p>


			stress. While one may feel an initial sense of calm when he/she smokes, blood pressure and heart rate increase, muscles become tense, blood vessels constrict, and less oxygen is available to the brain and body to facilitate healthy coping.	<p>Video:</p> <p>The answer to today's trivia question is: False</p> <p>Smoking actually creates more stress as blood pressure rises, muscles tense and blood vessels constrict.</p> <p><i>(Can this be a cartoon video demonstrating the physical signs of stress that happen if your body when you smoke?)</i></p>
Wed. 4/29				<p>(Link to Partner Post)</p>
Thur. 4/30	http://www.cdc.gov/tobacco/campaign/tips/diseases/periodontal-gum-disease.html#gum-disease	Real Cost	Smoking weakens your immune system, making it harder to fight off a gum infection. Once you have gum damage, smoking also makes it harder for your gums to heal.	<p>Smoking does more than stain your teeth.</p> <p>http://1.usa.gov/1AX8V97</p> 
Fri. 5/1	http://studenthealth.oregonstate.edu/health-promotion/tobacco-cessation	Join the SF Community	OSU is a smokefree campus, and students are encouraged to	<p>Learn what Benton County is doing to protect their community from Big Tobacco:</p> <p>http://smokefreeoregon.com/what-you-can-do/benton-county/</p>


			take advantage of their Student Health Services Tobacco Cessation Program if they smoke.	(use Sara Hartstein hero video)
Mon. 5/4	https://www.quitnow.net/OREGON	Cessation	May is National Recommitment Month; this is a good opportunity to congratulate smokers who have quit and encourage those who need it to get help.	<p>If you're ready to commit or recommit to a tobacco-free life, visit www.quitnow.net/oregon/ to create your quit plan.</p> 
Tue. 5/5 (Trivia Tuesday)	http://www.cdc.gov/tobacco/data_statistics/factsheets/tobacco_industry/marketing/	Disparities	Marketing to Hispanics and American Indians/Alaska Natives has included advertising and promotion of cigarette brands with names such as Rio, Dorado, and American Spirit.	<p>The tobacco industry uses which of the following cigarette brand names to target American Indians and African Americans:</p> <p>A) Rio B) American Spirit C) Kool D) All of the Above</p> <p>Watch the video for the answer.</p> <p>Video:</p> <p>The answer to today's trivia question is: D</p> <p>The tobacco industry chooses product names that encourage certain groups to equate smoking with their heritage.</p> <p>(Video: a 15-30 sec mash-up</p>

				video of Midge and Scott talking about cultural appropriation)
Wed. 5/6				
				(link to partner post)
Thur. 5/7	http://www.nlm.nih.gov/medlineplus/news/fullstory_150327.html	Real Cost	A 2015 study suggests that the vapor produced from e-cigarettes increases the risk of respiratory infection.	<p>Get all the facts about e-cigarettes. http://1.usa.gov/1xLk3kf</p> 
Fri. 5/8 (Fri. before Mother's Day – Sun. 10 th)	https://www.quit.com/considering/quit-smoking-timeline.html	Cessation	This is the day before Mother's Day, so it's a good time to touch on the health benefits of quitting. The risk of heart attack decreasing means more healthy years with your children.	Take care of yourself now to create more memories with your kids later. Call 1-800-QUIT-NOW or visit www.quitnow.net/oregon/ .
				<p>Three months after you quit smoking, your risk of heart attack begins to drop.</p> <p>(Stock video of a happy mother with smiling child or children)</p>

Mon. 5/11	http://www.mayoclinic.org/diseases-conditions/nicotine-dependence/expert-answers/rheumatoid-arthritis-smoking/faq-20119778	Real Cost	Smoking is a major risk factor for developing rheumatoid arthritis that is completely preventable. Smoking also decreases the effectiveness of drugs prescribed to treat rheumatoid arthritis and can be a barrier to engaging in activities that may relieve symptoms of rheumatoid arthritis, such as exercise.	<p>What does tobacco use has to do with Rheumatoid Arthritis? http://mayocl.in/1BO9DnT</p> 
Tue. 5/12 (Trivia Tuesday)	http://smokefreeoregon.com/oregonians/	Join the SF Community	<p>Seven Oregon counties have passed tobacco-free policies for county properties including Clatsop</p> <p>Multnomah</p> <p>Hood River</p> <p>Umatilla</p> <p>Deschutes</p> <p>Benton</p> <p>Marion</p>	<p>Which of the following counties have passed tobacco-free policies for all county properties:</p> <p>A) Deschutes B) Benton C) Multnomah D) Clatsop E) All of the above</p> <p>Watch the video for the answer.</p> <p>Video:</p> <p>The answer to today's trivia question is: E</p> <p>Seven Oregon counties have passed tobacco-free policies for county properties.</p> <p><i>(Maybe an animated video of stars showing up on each county in Oregon that has passed tobacco-free policies)</i></p>

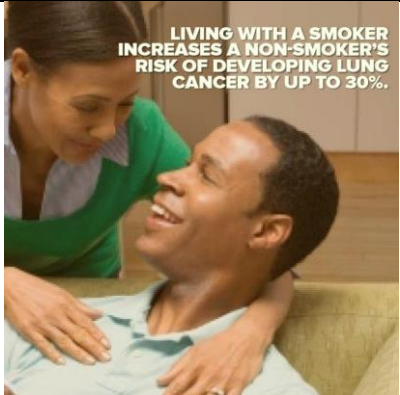
Wed. 5/13				
				(link to partner post)
Thur. 5/14	http://tobaccoeval.ucdavis.edu/documents/culture_lgbt.pdf	Disparities	Big Tobacco has targeted the LGBT community with advertisements to the point where people in the community feel that smoking is a part of their culture.	<p>About 31% of adult LGB Oregonians use tobacco. http://smokefreeoregon.com/the-challenge/targeted-communities/</p> <p>Ever wonder why?</p> <p>(Video: Graph showing LGB and generation population numbers comparison and transition to LGB-targeted ad)</p>
Fri. 5/15	http://smokefree.gov/node/34/donate?sid=136053 and http://smokefreeoregon.com/the-challenge/secondhand-smoke/	Secondhand Smoke/ Youth	Secondhand smoking causes lung problems, including coughing, too much phlegm, wheezing and breathlessness among school-aged kids.	<p>Smoking affects everyone. Visit http://bit.ly/1Bu8G0y to learn more.</p> 
Mon. 5/18 (Cessation Monday)	http://www.healthline.com/health-slideshow/quit-smoking-	Cessation	In just 12 hours, carbon monoxide levels, which are released	Ready to quit? Call 1-800-QUIT-NOW or visit www.quitnow.net/oregon/ to create your quit plan.

	timeline#4		from burning tobacco and inhaling smoke, decrease significantly and blood oxygen levels increase to normal.	
Tue. 5/19 (Trivia Tuesday)	http://smokefreeoregon.com/the-challenge/secondhand-smoke/	Secondhand smoke	<p>Most exposure to secondhand smoke occurs in homes or workplaces that are not covered under the Oregon Indoor Clean Air Act. 200,000 Oregonians are exposed at work in places like hotels, outdoor dining, home care settings and construction sites.</p>	<p>How many Oregonians are regularly exposed to secondhand smoke in the workplace?</p> <p>a) 50,000 b) 120,000 c) 200,000 d) 450,000</p> <p>Watch the video for the answer.</p> <p>Video:</p> <p>The answer to today's trivia question is: C</p> <p>About 200,000 Oregonians are exposed to secondhand smoke in workplaces such as hotels, casinos and construction sites</p> <p><i>(video – possibly of zoomed in shot of smoke, and then zoom out to smoky construction site or outdoor festival or seating area with employee working in smoky environment)</i></p>
Wed. 5/20				<p>(Link to partner post)</p>

Thur. 5/21	http://www.tobaccofreeca.com/smoking-problem/tobacco-industry/targeting/youth/	Youth	Walk into your local convenience store and look at the placement of tobacco ads. Many are hung at a kid's eye level on doors, counters and below the register. A 2001 study found that nearly 23 percent of the stores monitored had cigarettes placed within six inches of candy.	<p>In-store tobacco ads are often in a child's line of sight. What's for sale in your community?</p> <p>(Link to TV Spot.)</p>
Fri. 5/22	http://arthritis-research.com/content/11/4/238 and http://www.arthritis-today.org/about-arthritis/types-of-arthritis/rheumatoid-arthritis/who-gets-ra-and-why/causes-of-rheumatoid-arthritis/ra-and-smoking.php	Addiction	Most risk factors for developing Rheumatoid Arthritis are genetic or otherwise out of our control. Smoking can make the disease worse, making it the only risk factor we can control. Smoking might also trigger a particularly aggressive form of RA in certain people depending on genetics.	<p>http://bit.ly/ZI3Ule</p> 
Mon. 5/25 (Memorial Day)		Real Cost	Today is Memorial Day, so it's a good time to	Ready to find your freedom from Big Tobacco? Call -800-QUIT or visit www.quitnow.net/oregon/ for a quit plan.

			encourage people to take their freedom back from Big Tobacco by quitting.	<p>Today we remember all the men and women who have died for our freedom.</p> <p><i>(video of someone waving a flag, ideally kid)</i></p>
Tue. 5/26	http://global.tobaccofreekids.org/files/pdfs/en/APS_youth_facts_en.pdf	Youth	The tobacco industry targets kids in a variety of ways including: Advertising near schools, sponsoring schools or school programs, placing ads at children's eye level, sponsoring sports team, advertising in youth magazines or movies.	<p>Which of the following is a common tactic the tobacco industry uses to target kids:</p> <p>A) In-store ads placed near candy or toys B) Sponsoring sports teams C) Advertising in youth-oriented magazines D) All of the above</p> <p>Watch the video for the answer</p> <p>Video:</p> <p>The answer to today's trivia question is: D</p> <p>The tobacco industry targets kids with advertising and sports sponsorships.</p> <p><i>(video of tobacco ad at rodeo)</i></p>
Wed. 5/27				<p><i>(Link to partner post)</i></p>
Thur. 5/28	http://tobaccofreeoregon.org/what_were_they_smoking	Youth	This quote is from Philip Morris, describing the	<p>Find out how today's teens plan to be the generation to end smoking.</p> <p>http://www.thetruth.com/</p>

			reason they market tobacco products to young people.	<p>"The ability to attract new smokers and develop them into a young adult franchise is key to brand development." –Philip Morris report</p> <p><i>(If we wanted this to be a video it could be the quote being typed out on the screen.)</i></p>
Fri. 5/29	http://www.cdc.gov/tobacco/campaign/tips/stories/jessica.html	Real Cost	<p>Jessica's son, Aden, was 3 years old when he was diagnosed with asthma. Although Jessica never smoked, many of Aden's attacks were triggered by exposure to secondhand smoke. Jessica's mother, who watched Aden during the day while Jessica was at work, was a smoker.</p>	<p>See how Jessica's son Aden, who was diagnosed with asthma when he was three, suffered from exposure to secondhand smoke.</p> <p><i>(Link to video: https://www.youtube.com/watch?v=3eUOjSTZMIE)</i></p>
Extra Post Cessation Monday	http://betobaccofree.hhs.gov/health-effects/secondhand-smoke/index.html#sick	Secondhand Smoke	<p>Inhaling secondhand smoke can cause lung cancer in nonsmoking adults. In the United States, approximately 3,000 adults die each year due to lung cancer from secondhand smoke exposure. According to the U.S. Surgeon General, living with a smoker increases a</p>	<p>If someone you live with is ready to quit, call 1-800-QUIT-NOW or visit www.quitnow.net/oregon/.</p>

			nonsmoker's chances of developing lung cancer by 20% to 30%.	
Extra Post	http://smokefree.org.nz/costs-smoking	Real Cost	The average pack of cigarettes costs about \$5 in Oregon. If a someone smokes a pack a day, it will cost more than \$1,800 a year	Find out how much smoking may be costing you. http://www.quit.org.nz/21/reasons-to-quit/money-benefits
				Smoking a pack a day adds up to more than \$1,800 per year. (video of register animation)
Extra Post	http://www.drugabuse.gov/publications/drugfacts/cigarettes-other-tobacco-products and http://www.cdc.gov/tobacco/data_statistics/factsheets/fast_facts/index.htm#toll	Addiction	Cigarette smoking is responsible for more than 480,000 deaths per year in the United States, including an estimated 41,000 deaths resulting from secondhand smoke exposure. This is about one in five deaths annually, or 1,300 deaths every day.	Learn more about nicotine addiction and recovery. http://1.usa.gov/1gl446R
				In Oregon, tobacco use is responsible for 7,000 deaths each year – that's 19 deaths every day. (animation of 7K deaths > 19 deaths a day)