


Date	Theme Bucket	Post Copy	Link	Visual
Thursday 8/4	Brand	"Have you visited our website recently? Check out http://placemattersoregon.com/ for stories and more information on how place matters in Oregon."	http://placemattersoregon.com/	
Friday 8/5	Problem	The average American woman today now weighs almost exactly as much as the average American man did in the 1950s. Check out the surprising animated graph at the bottom of this article:	https://www.washingtonpost.com/news/wonk/wp/2016/06/15/watch-how-america-got-fat-in-one-gif/?tid=sm_fb	
Thursday 8/11	Problem	Our life expectancy is 43rd in the world. What do you think is the core reason? Watch this fascinating video, narrated by @George Takei, for the answer:	http://www.slate.com/articles/video/video/2016/06/takei_his_video_from_the_california_endowment_explains_how_zip_code_affects_life.html	
Friday 8/12	Problem	If you want to be healthy, you should exercise. But exercising probably isn't going to help you lose weight as much as you think it will. Learn why here:	http://www.oregonlive.com/health/index.ssf/2016/06/exercise_doesnt_really_aid_weight_loss.html	
Thursday 8/18	Problem	Gather your friends and family this weekend for Sunday	http://www.portlandoregon.gov/transportation/58929	

		Parkways in SE Portland. What a great active way to explore our beautiful neighborhoods, traffic-free!		
Sunday 8/21	Seasonal	By 2050, the number of Oregon adults over the age of 65 will more than double. What do you do if healthy options aren't in reach? What do we do?	http://placemattersoregon.com/what-if/	
Thursday 8/25	Problem	Check out what @CVSParmacy is doing. What do you think about "healthier" choices?	https://www.facebook.com/RobertWoodJohnsonFoundation/posts/10155122054568782	
Friday 8/26	Problem	How can you "show the love" for PE in Oregon?	https://www.facebook.com/RobertWoodJohnsonFoundation/posts/10154961706888782	
Monday 8/29	Problem	(repost Surgeon General's 5/9 FB post) How easy is it for you to get out and walk? #placemattersOR #stepitup	https://www.facebook.com/USSurgeonGeneral/photos/a.565724746901328.1073741828.524210191052784/717098398430628/?type=3&theater	
Wednesday 8/31	Problem	"I would love to be able to walk to our neighborhood school or to the park on a more regular basis, but it just doesn't feel comfortable - or safe."		https://www.youtube.com/watch?v=bd5-fkk2kuw