

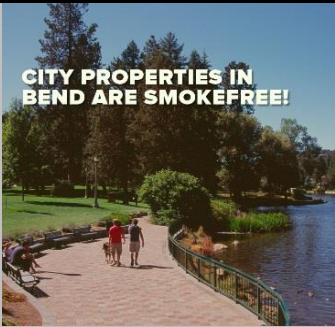



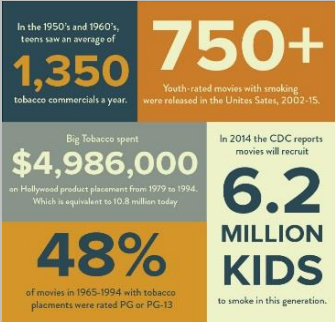



Date	Theme Bucket	So what?	Post (copy)	BudURL	Link	Photo
10/3/2016	Cessation	TIPS from a former smoker	<p>"A lot of people think, 'oh, cancer it's not going to happen to me'. But look at myself." Watch Rose's story.</p> <p>http://bit.ly/2cRt6jh</p> <p>http://bit.ly/1Kmpyyq</p>	http://bit.ly/1Kmpyyq	http://www.cdc.gov/tobacco/campaign/tips/stories/rose.html	NA
10/5/2016	Partner Post	disparities-targeting the black community	<p>The sad truth about how Big Tobacco has targeted the African American community throughout the years.</p>		https://www.facebook.com/ItStartsHere/posts/1043997048989545	NA
10/6/2016	Tobacco retail environment	Showing the tobacco retail environment in Oregon.	<p>Post copy: The tobacco industry knows that 70 percent of teens shop in convenience stores at least once a week.</p> <p>http://bit.ly/1Lnfcwa</p> <p>Picture copy: The industry starts targeting kids before they even get inside.</p>	http://bit.ly/1Lnfcwa	http://smokefreeoregon.com/wp-content/uploads/2014/07/StatewideRetailRollup.pdf	
10/7/2016	Events and key dates cessation	world smile day	<p>What better reason to smile then quitting smoking. Call 1-800-QUIT-NOW or visit www.quitnow.net/oregon/</p> <p>picture copy: Happy World Smile Day from Smokefree Oregon!</p>			

10/10/2016	cessation	partner post cessation	Smoking today could impact your lung capacity later.		https://www.facebook.com/KnowTheRealCost/photos/a.709399609092595.1073741828.698179880214568/1267137333318817/?type=3	NA
10/12/2016	Smokefree environments	Smokefree areas in our community.	<p>Learn how you can get involved in your community: http://smokefreeoregon.com/what-you-can-do/</p> <p>Picture copy: City properties in Bend are Smokefree!</p>			
10/13/2016	Environment	Philadelphia's "Break the Cycle" public-health campaign	<p>Check out Big Tobacco's marketing to lower-income and African American communities. #breakthecycle http://bit.ly/2cZNIDf</p>	Linking to Smokefreephilly's FB page		
10/14/2016	general wellness	Costco phasing out tobacco sales	Is Costco following in CVS' footsteps? #BeTheFirst	http://bit.ly/1XsY92u	http://www.csnews.com/product-categories/tobacco/costco-phasing-out-tobacco-sales	NA

10/17/2016	cessation	Real cost	<p>Post copy: Did you know that it takes around 6 minutes to smoke a single cigarette? If you smoke a pack per day that's 2 hours every day, or 60 hours a month. http://bit.ly/2cdVHvC</p> <p>picture copy: What would you do with all that extra time?</p>	http://bit.ly/2cdVHvC	https://www.quitcircle.com/sites/default/files/Cigarette%20Time%20Cost%20Calculator.pdf	
10/19/2016	Environment	TIPS from a former smoker	<p>Second-hand smoke can be detrimental to those suffering from asthma. Hear Jamason's story. https://youtu.be/-xHloYhpY_Q http://bit.ly/1fTbD1t</p>	http://bit.ly/1fTbD1t	http://www.cdc.gov/tobacco/campaign/tips/stories/jamason.html	NA
10/20/2016	Join the SF Community	Heroes video showing people doing great things in our community.	<p>Businesses can help keep our community healthy with the products they choose to sell. https://youtu.be/YxD5u7cTULU</p>	https://youtu.be/YxD5u7cTULU	https://youtu.be/YxD5u7cTULU	NA
10/21/2016	Tobacco Retail Environment	Showing the tobacco retail environment in Oregon.	<p>Post copy: Out of sight, out of mind. Something Big Tobacco doesn't let happen. http://bit.ly/1LnfCwa</p> <p>picture copy: Exposure to tobacco ads has been linked to impulse purchases in adults who are trying to quit, and to relapse in former smokers.</p>	http://bit.ly/1LnfCwa	http://smokefreeoregon.com/wp-content/uploads/2014/07/StatewideRetailRollup.pdf	

10/24/2016	Cessation	What happens to your lungs after just 20 cigarettes	Medical students feed a healthy pair of lungs 20 Menthol cigarettes. Take a look at what happens. Call 1-800-QUIT-NOW or visit www.quitnow.net/oregon/	http://bit.ly/2dDw9K5	https://youtu.be/3OPb8l4rcc0	NA
10/26/2016	general wellness	Walgreens shareholders want retail chain to stop selling tobacco	"In the end, Walgreens needs to decide whether it truly wants to be credibly seen as a company that cares about the health needs of the communities it serves." Learn more here: http://bit.ly/2cGmu86 #BeTheFirst	http://bit.ly/2cGmu86	http://www.csnews.com/product-categories/tobacco/walgreens-shareholders-want-chain-stop-selling-tobacco	NA
10/27/2016	disparities	exposure to tobacco in lower-income communities	Post copy: tobacco companies sell their products in more stores, at deeper discounts, and place more ads in minority and low income neighborhoods, compared to wealthier, predominantly white neighborhoods. Picture copy: Repeated exposure to tobacco ads leads to an increased likelihood of tobacco use.	http://bit.ly/2cpCpYB	http://www.tobaccopolicycenter.org/documents/Tobacco%20Disparities-Evidence%20Supports%20Policy%20Change.pdf	
10/28/2016	disparities	tobacco and the film industry	How the tobacco industry has paid to promote smoking in movies through the decades. http://bit.ly/2cVWAcY	http://bit.ly/2cVWAcY	https://smokefreemovies.ucsf.edu/sites/default/files/sfm_ad113.pdf	

10/31/2016	holiday	halloween	<p>Post copy: Sometimes it helps to pick a special date to quit on. What better day then today?</p> <p>Call 1-800-QUIT-NOW or visit www.quitnow.net/oregon/</p> <p>Picture copy: Happy Halloween from Smokefree Oregon!</p>			
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