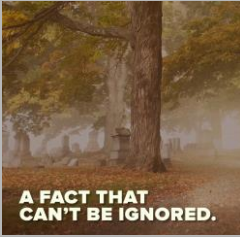




| Date | Theme Bucket | So what? | Post (copy) | Photo |
|------------|------------------------------|---|---|---|
| 12/5/2016 | cessation | tobacco related cancer deaths | Over 25% of cancer deaths in the U.S. can be attributed to tobacco use. http://nyti.ms/2fEM1jA |  |
| 12/7/2016 | Partner Post | a new take on the story of the big bad wolf- teen prevention | The big bad wolf who blew...nothing down. http://bit.ly/2fbBPOB | NA |
| 12/8/2016 | environment | Smoke-freee public housing | The U.S. Housing and Urban Development announced a final smoke-free public housing rule requiring more than 3,100 Public Housing Agencies in the U.S. to implement smoke-free policies over the next 18 months. http://nyti.ms/2glxEjy | NA |
| 12/9/2016 | Tobacco retail environment | Showing the tobacco retail environment in Oregon. | The Tobacco industry spends \$112 million every year in Oregon on ads and promos in stores where tobacco is sold. http://bit.ly/1Lnfcwa |  |
| 12/12/2016 | cessation | Tips from former smokers- COPD | "My tip is, if you keep smoking, your freedom may only go as far as your oxygen tube." — Becky http://bit.ly/2fAnb3Q | NA |
| 12/14/2016 | cessation | Tips from former smokers- second hand smoke | Though Nathan never smoked himself, his work environment exposed him to secondhand smoke. It robbed him of his health and a favorite pastime—tribal dancing. http://bit.ly/VTtkKa | NA |
| 12/15/2016 | dechutes county partner post | Smokefree areas in our community. | Bend Park and Recreation District offers more than 2,600 acres of tobacco, smoke and vapor-free parks! Learn more here: http://smokefreeoregon.com/what-you-can-do/ |  |
| 12/16/2016 | heroes video | Heroes video showing people doing great things in the community | The community of Roseburg came together to create a smokefree environment. http://bit.ly/2gh5bZ7 | NA |
| 12/21/2016 | partner post | what's in dip | You wouldn't eat moldy fruit, would you? Call 1-800-QUIT-NOW or visit www.quitnow.net/oregon/ | NA |

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|------------|------------------------------|---|---|---|
| 12/22/2016 | Disparities/ partner post | brands most smoked by teens | Big Tobacco spends \$1 million an hour advertising their deadly products. http://bit.ly/2dGRjFT | NA |
| 12/23/2016 | Disparities | Targeting Latino communities | Concentrated advertising at cultural festivals and in magazines make it nearly impossible to avoid Big Tobacco's reach in the Latino community. http://bit.ly/2fl4GiL |  |
| 12/24/2016 | Smoking causes DNA mutations | DNA mutations can be attributed to higher rates of cancer | "For every year that you continue your pack-a-day habit, the DNA in every cell in your lungs acquires about 150 new mutations." http://lat.ms/2fhg4e9 |  |
| 12/26/2016 | partner post | Real cost on Oregon's youth | Tobacco remains the leading cause of preventable death in Oregon. Call 1-800-QUIT-NOW or visit www.quitnow.net/oregon/ | NA |
| 12/28/2016 | Tobacco retail environment | Showing Big Tobacco's stength in Oregon | Big Tobacco spends millions annually to attract the eyes of young consumers to their addictive products. |  |
| 12/29/2016 | Real cost | Smoking can cause type 2 diabetes | Did you know that smoking cigarettes can actually cause type 2 diabetes? http://bit.ly/1k4iDyZ |  |
| 12/31/2016 | Holiday | New Years resolutions | New Year, new you! Call 1-800-QUIT-NOW or visit www.quitnow.net/oregon/ |  |

| Link |
|---|
| http://nyti.ms/2fEM1jA |
| http://bit.ly/2fbBP0B |
| http://nyti.ms/2glxEjy |
| http://bit.ly/1Lnfcwa |
| http://bit.ly/2fAnb3Q |
| http://bit.ly/vTtkKa |
| http://smokefreeoregon.com/what-you-can-do/ |
| http://bit.ly/2gh5bZ7 |
| http://bit.ly/2e8ehXu |

<http://bit.ly/2dGRiFT>

<http://bit.ly/2fl4GiL>

<http://lat.ms/2fhg4e9>

<http://bit.ly/2fjYSXg>

<http://bit.ly/1Lnfcwa>

<http://bit.ly/1k4iDyZ>

www.quitnow.net/oregon/