| Date             | Theme                      | Post Copy  | Link   | Visual                    |
|------------------|----------------------------|--|--|---------------------------|
|                  | Bucket                     |  |  |                           |
| Wednesday<br>2/1 | Real Cost                  | Our vision is a healthier<br>Oregon for all. You may<br>have questions about<br>what the new<br>immigration policy may<br>mean to public health<br>services. We want you<br>to know that our quit<br>line services will still be<br>available to all people in<br>Oregon. Call 1-800-<br>QUIT-NOW or visit<br>www.quitnow.net/oreg<br>on/. | www.quitno<br>w.net/oregon<br>L  |                           |
| Thursday 2/2     | Real Cost/<br>Partner Post | #DYK: The affect of<br>smoking on kidney and<br>heart disease isn't the<br>same for all of us.   | https://www.<br>facebook.co<br>m/American<br>Heart/videos<br>/1015369988<br>2561139/ | NA                        |
| Friday 2/3       | Real Cost                  | There's no such thing as<br>a safe level of tobacco<br>use. http://bit.ly/2izYbr2  | http://bit.ly/<br>2izYbr2  | CIGARS ARE<br>NOT EXEMPT. |
| Monday 2/6       | Cessation                  | Brett lost most of his<br>teeth due to gum<br>disease caused by<br>cigarettes. He now<br>wears dentures. He's<br>only 42.  | https://www.<br>youtube.com<br>/watch?v=y7<br>0V5HGhpHs                              | NA                        |

|              | Disconsitions/ | Menthol flavored         | h.t.                  | NA   |
|--------------|----------------|--------------------------|-----------------------|--|
| Wednesday    | Disparities/   |                          | https://www.          | NA   |
| 2/8          | BHM            | tobacco products are     | youtube.com           |  |
|              |                | heavily targeted toward  | <u>/watch?v=ZZ</u>    |  |
|              |                | African Americans        | 7ZtFDOwTM             |  |
|              |                | through culturally       |                       |  |
|              |                | tailored advertising.    |                       |  |
| Thursday 2/9 | Real Cost      | Indoor smoking           | http://bit.ly/        |  |
|              |                | restrictions have        | 2iJC4ij               |  |
|              |                | reduced asthma-related   |                       | and the second s |
|              |                | ER visits for children.  |                       |  |
|              |                |                          |                       |  |
|              |                |                          |                       |  |
|              |                |                          |                       |  |
|              |                |                          |                       | THIS MAY COME<br>AS NO SURPRISE.   |
| Friday 2/10  | Environment    | Would this grab your     | <u>http://bit.ly/</u> | NA   |
|              |                | attention?               | <u>2j0P1Vw</u>        |  |
| Monday 2/13  | Cessation      | When James opted out     | <u>http://bit.ly/</u> | NA   |
|              |                | of picking up cigarettes | <u>2iM1E9a</u>        |  |
|              |                | for a friend, it meant   |                       |  |
|              |                | something more. He       |                       |  |
|              |                | was serious about not    |                       |  |
|              |                | smoking.                 |                       |  |
| Wednesday    | Youth          | @portlandstatefans       | http://bit.ly/        |  |
| 2/15         | routin         | researchers determined   | 1mJX2sk               | WHO DO<br>YOU THINK  |
| 2/15         |                |                          |                       | THEY ARE<br>TRYING TO  |
|              |                | Big Tobacco adds the     |                       | ATTRACT?   |
|              |                | same flavor chemicals    |                       |  |
|              |                | used in LifeSavers and   |                       |  |
|              |                | Kool-Aid to their        |                       | A Charlen Goods  |
|              |                | tobacco products.        |                       | STOR CAS   |
|              |                |                          |                       | alle provide to  |
|              |                |                          |                       | and the second second  |
|              |                |                          |                       | and the second s |
|              |                |                          |                       |  |
| Thursday     | Real Cost      | Most people believe if   | http://wapo.s         | IN REALITY.  |
| 2/16         |                | you don't smoke, you     | <u>t/2k28lpp</u>      | TOBACCO ÚSE  |
|              |                | don't pay for it.        |                       | COSTS US ALL.  |
|              |                |                          |                       | and a little m   |
|              |                |                          |                       |  |
|              |                |                          |                       |  |
|              |                |                          |                       |  |
|              |                |                          |                       |  |
|              |                |                          |                       | 1250   |
|              |                |                          |                       | OPASIAGALASA S   |
|              |                |                          |                       | E Internet F   |
|              |                |                          | 1                     |  |

|             | · ·          | " <del>_</del>                                 | 1.00 00.00 100        |   |
|-------------|--------------|--|-----------------------|---|
| Friday 2/17 | Disparities/ | "They're talking about                         | http://bit.ly/2k      | NA  |
|             | BHM          | people as commodities                          | <u>nb35o</u>          |   |
|             |              | and as a profit as                             |                       |   |
|             |              | opposed to people who                          |                       |   |
|             |              | have lives and families<br>and whole histories |                       |   |
|             |              | behind them. It's                              |                       |   |
|             |              | unethical and immoral                          |                       |   |
|             |              | and it is unacceptable."                       |                       |   |
| Monday 2/20 | Cessation    | Is tobacco worth losing                        | http://bit.ly/        | NA  |
| wonday 2/20 | Cessation    | _  |                       | NA  |
|             |              | your teeth over?                               | <u>2jHoSvJ</u>        |   |
|             |              | Call 1-800-QUIT-NOW or                         |                       |   |
|             |              | visit  |                       |   |
|             |              | www.quitnow.net/oreg                           |                       |   |
|             |              | on/  |                       |   |
| Wednesday   | Tobacco      | More than 3 in 5 Oregon                        | http://bit.ly/        | S QUICKIE MART  |
| , 2/22      | retail       | 8th-graders said they                          | 1Lnfcwa               | THE MAN   |
| _/          | environment  | had seen a tobacco                             |                       | AUCIE   |
|             | chunonment   | advertisement on a                             |                       |   |
|             |              |  |                       |   |
|             |              | storefront, or inside a                        |                       | 24  |
|             |              | store.   |                       | 510   |
|             |              |  |                       |   |
|             |              |  |                       |   |
|             |              |  |                       |   |
|             |              |  |                       | MORE MARKETING.<br>MORE TOBACCO USE.                                    |
|             |              |  |                       | MORE TOBACCO USE.   |
| Thursday    | Environment  | Here's something to                            | <u>http://bit.ly/</u> |   |
| 2/23        |              | celebrate!                                     | <u>2jeQyq6</u>        | ANA SKA   |
|             |              |  |                       | A WI DEFY   |
|             |              |  |                       |   |
|             |              |  |                       |   |
|             |              |  |                       |   |
|             |              |  |                       |   |
|             |              |  |                       |   |
|             |              |  |                       | LANE COUNTY   |
|             |              |  |                       | PARKS WILL SOON   |
|             |              |  |                       | BE TOBACCO FREE!  |
|             |              |  |                       | *   |
| Friday 2/24 | Events and   | Why so much smoking                            | <u>http://bit.ly/</u> | 2015 TOBACCO APPEARANCES  |
|             | Key dates    | in kids films?                                 | <u>2izhZj0</u>        | in youth-rated (G/PG/PG-13) movies                                      |
|             |              |  |                       | Incidents per movie   |
|             |              |  |                       | 150% 53%  |
|             |              |  |                       | of PG-13 movies do not show tobacco.                                    |
|             |              |  |                       | from 2014 This has not changed since 2014.                              |
|             |              |  |                       | In- theater tobacco impressions   |
|             |              |  |                       | delivered by youth-rated films  |
|             |              |  |                       | 2.7 BILLION   |
|             |              |  |                       | 175% from 2014. Youth-rated films                                       |
|             |              |  |                       | 4 /5% trom 2014. Touth-rated films<br>delivered 30% of all impressions. |
|             |              |  |                       |   |

| Monday 2/27 | Disparities/<br>Cessation | #DKY: tobacco reps<br>infiltrated African<br>American communities<br>to distribute cigarettes.<br>Big Tobacco also used<br>culturally identifiable<br>figures in their<br>advertising to entice<br>people to smoke. | NA | LET'S PUT A STOP TO THIS.<br>CALL 1-800-OUIT-NOW OR<br>VISIT QUITNOW.NET/OREGON |
|-------------|---------------------------|---|----|---|
|-------------|---------------------------|---|----|---|