








Date	Theme Bucket	Post Copy	Link	Visual
Thursday 11/2	Join the SF Community	Tobacco Prevention & Education Coordinator for the Confederated Tribes of Warm Springs, @ScottKalama, discusses how Big Tobacco has profited from using Native American imagery to appeal to his people. #NativeAmericanHeritageMonth #7thgeneration	http://bit.ly/2fBEdk7	NA
Friday 11/3	Disparities	When it comes to reducing tobacco use and improving health tobacco policies make a big difference.	http://bit.ly/2ypAbTV	NA
Monday 11/6	Cessation	Call 1-800-QUIT-NOW or visit www.quitnow.net/oregon/	www.quitnow.net/oregon/	
Wednesday 11/8	Disparities	#DYK: Big Tobacco sent free cigarettes to military bases under the guise of supporting our troops. http://bit.ly/2xQD3pl @truthorange	http://bit.ly/2xQD3pl !	
Thursday 11/9	Real Cost	Philip Morris pledges \$80M per year for 12 years to establish a Foundation for a Smoke-free World. http://bit.ly/2yKcbaC	http://bit.ly/2yKcbaC	

Friday 11/10	Events and Key dates	Encourage someone to use the day to make a quit plan. Call 1-800-QUIT-NOW http://bit.ly/1n2AKXz @AmericanCancerSociety	http://bit.ly/1n2AKXz	
Monday 11/13	Cessation	Motivation Monday.	http://bit.ly/2wPaJA	NA
Wednesday 11/15	Join the SF Community	#DYK: Big Tobacco spends \$111M a year promoting their products in Oregon. What's for sale in your neighborhood?	http://bit.ly/2hKN7ZF	NA
Thursday 11/16	Youth	Nine of 10 adults who smoke report that they started smoking before turning 18. The younger someone is when they start smoking, the harder it is to quit.	NA	
Friday 11/17	Environment	Did you hear the great news? Learn more about what this will mean for @umatillacountyhealth and @CityofPendleton: http://bit.ly/2gCpTVe	http://bit.ly/2gCpTVe	

Monday 11/20	Tobacco retail environment	In Oregon, convenience stores display brightly colored tobacco and nicotine products at eye-level making it hard to miss if you're a kid. http://bit.ly/1Lnfcwa	http://bit.ly/1Lnfcwa	
Wednesday 11/22	Youth	Streetwear brands, like cigarette companies, market ideas like rebellion and freedom to sell to the most impressionable of customers: teenagers.	http://bit.ly/2ypuRzJ	NA
Thursday 11/23	Events and Key Dates/Cessation	Cold turkey, not just for leftovers. For support, coaching and resources call 1-800-QUIT-NOW or visit www.quitnow.net/oregon/ .	www.quitnow.net/oregon/	
Friday 11/24	Real Cost	Tobacco companies load price increases onto premium brands and sell cheaper cigarettes at a loss so lower-income and young people can still take up smoking.	http://nyti.ms/2y4tvKH	
Monday 11/27	Cessation	"I would give anything to give back that first cigarette when I was 12 years old." Call 1-800-QUIT-NOW or visit www.quitnow.net/oregon/	http://bit.ly/2yK9wxd	NA
Wednesday 11/29	Real Cost	"Smoking kills, on average, 1,200 Americans every day." This is just one of the statements that is currently running on television and in	TBD	NA

		newspapers ads on behalf of Cigarette manufacturers.		
Thursday 11/30	Disparities	Big Tobacco has repeatedly made claims that cigarettes can "steady your nerves," targeting people with mental illness, depression and anxiety. #FactFriday @truthorange	NA	 <p>The infographic consists of three horizontal bars with orange and grey segments. The first bar states 'PEOPLE WITH ANY MENTAL HEALTH OR SUBSTANCE ABUSE ISSUES ACCOUNT FOR' followed by '40%' and 'OF THE CIGARETTES SMOKED IN THE US'. An orange plus sign is to the left of the second bar, which says 'THAT'S EQUAL TO' followed by '\$37 BILLION'. Another orange plus sign is to the left of the third bar, which says 'WHICH IS ENOUGH TO BUY TWITTER. TWICE.' followed by the Twitter logo and 'X2'.</p>