



Smokefree Oregon Facebook Calendar
October 2018

Date	Theme	Post Copy	Link	Visual
10/1	Quit	<p>We're here to help! Visit www.quitnow.net or call 1-800-QUIT-NOW.</p> <p>#MotivationMonday</p>	https://bit.ly/2JjYB71	<p>5 STEPS TO MANAGE QUIT DAY</p> <ol style="list-style-type: none"> 1 Make a Quit Plan 2 Stay Busy 3 Avoid Triggers 4 Stay Positive 5 Ask for Help
10/2	Youth	<p>Big Tobacco has always targeted the next generation....</p> 		<p><i>"It is important to know as much as possible about teenage smoking patterns and attitudes. Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens..."</i></p> <p>—PHILLIP MORRIS' MYRON JOHNSTON, 1981</p>
10/3	Fall Campaign/ Youth	<p>Big Tobacco is hooking the next generation by targeting young people with candy-flavored tobacco products. We are working to change that.</p>	https://bit.ly/1cOVa38	

10/4	Environment/ Indoor Clean Air Act	#TBT to when going out to dinner could mean breathing secondhand smoke. How unhealthy is secondhand smoke? Learn more here.	https://bit.ly/1Bu8G0y	
10/5	Youth/ Prevention	@CounterTobacco exposes how tobacco companies are trying to build the next generation of customers...kids. #WhatsforSale in your neighborhood?	https://bit.ly/2MFAxlt	
10/8	Cessation	One of the best things you can do to help somebody quit tobacco is listen to them and support them, anytime, anywhere. #MotivationMonday	www.quitnow.net	[Image coming]
10/9	Disparities	#DYK Big Tobacco gave free cigarettes to mental health facilities and groups to increase addiction and grow their customer base. People with mental health conditions or substance abuse disorders account for 40% of cigarettes smoked in the U.S.	https://bit.ly/2xnmKkg	
10/10	Youth	Do you know what to look for?	https://to.pbs.org/2NX2z44	

10/12	Youth	USB drive? Vape pen? Can you tell the difference? Big Tobacco is making it easier than ever for teens to use tobacco.		[Image coming]
10/15	Quit	Interested in quitting? Visit www.quitnow.net to find the quit method that works for you or call 1-800-QUIT-NOW. #MotivationMonday	https://bit.ly/2MFrVlv	
10/16	Youth	It's illegal to advertise tobacco in TV commercials. But it's not illegal to show tobacco on TV or in movies. Exposure to tobacco on screen makes people more likely to start smoking.	https://bit.ly/2PKxd0G	
10/17	Environment/ ICAA	There is no safe level of secondhand smoke exposure. Since the Oregon Indoor Clean Air Act passed, more people are safe from secondhand smoke. But there's still work to be done in places like outdoor venues and multi-unit housing. Learn about what you can do in your community.	https://bit.ly/1IXrKeS	

10/17	Environment/ ICAA	There is no safe level of secondhand smoke exposure. Since the Oregon Indoor Clean Air Act passed, more people are safe from secondhand smoke. But there's still work to be done in places like outdoor venues and multi-unit housing. Learn about what you can do in your community.	https://bit.ly/1IXrKeS	
10/18	Youth	The U.S. banned tobacco advertisements on TV and radio back in the 1970's. But now Big Tobacco is using social media to lure in a new generation of users. Check out their shady tactics.	https://nyti.ms/2o9Uc9O	
10/19	Youth/ Prevention	Want to know how Big Tobacco targets people in stores? Watch this video from @CounterTobacco and take a look at #WhatsforSale in your neighborhood.	[Share from FB]	
10/22	Quit	Are you or someone you know thinking about quitting tobacco? Take the readiness quiz and learn about resources available to help at www.quitnow.net . #MotivationMonday	https://bit.ly/1kGGDne	

10/24	Youth	Is that a USB stick or an e-cigarette?	https://bit.ly/2IPiMVE	
10/26	True Cost	Tobacco doesn't just cost users, it costs everyone. In 2013, tobacco-related medical treatment and lost productivity cost Oregon \$2,558,800,000!	https://bit.ly/1mNoXHO	
10/29	Youth/Fall Campaign	Why do you think tobacco is displayed near the candy aisle? Big Tobacco controls how products are marketed in stores. Share a picture of #WhatsforSale in your neighborhood.	https://bit.ly/1cOVa38	
10/30	Youth	Interesting new study finds that youth are 15% more likely to try vapor products if they see them advertised on the wall behind the register. #tobaccoracketeers	https://bit.ly/2QfS504	
10/31	Youth	Happy Halloween! Don't be tricked by big tobacco's claim that they don't market to kids. There are over 15,000 flavors...and counting.	https://bit.ly/1mJX2sk	[Image coming]