



Date	Post Copy	Link	Visual	Targeting
Friday 11/2	Congratulations to @AARP's Elaine Frisen-Strang, for making great strides toward a more walkable Oregon!	https://bit.ly/2SaMTfH	NA	NA
Monday 11/5	It's important to recognize the unique challenges Native American people have faced historically and in the present. #NativeAmericanHeritageMonth	https://bit.ly/2zZl9Ug	NA	Sex: M-F Age: 24-65+ Interests: Oregon, Native American Culture, Native American Times, Pow Wow, US politics (liberal), NPR, Huffington Post, Community Issues, Public Health, Health Promotion, Healthy Habits, Healthy Lifestyle, Healthy Lifestyles, Living Healthy, Healthcare, Education, Social Issues, Social Equity, Equality
Wednesday 11/7	This is the true meaning of why place matters. See how your own neighborhood fares. #PlaceMattersOR	https://nyti.ms/2OrLtv	NA	Sex: M-F Age: 24-65+ Interests: Public health, Health Promotion, Community Issues, Walking, Healthy Habits, Big Brothers Big Sisters of America, YWCA, Sports, Education, Oregon, YMCA, Healthy Life, Fresh produce, Parents (All) Activism, The New York Times, Seattle, NPR, OPB, Social Equality, Equal Opportunity, Voting, Human Rights, Black Lives Matter, Social Movement, Local Government
Friday 11/9	Fall brings shorter days with less sunlight. How can your workplace make it easier for you and your colleagues to be active during the day?	NA		Sex: M-F Age: 24-65+ Interests: Oregon, Workplace Wellness, Public Health, Community Issues, Healthcare, Social Equality, Winter, Robert Wood Johnson Foundation, Health Promotion, Healthy Lifestyle, Healthy Lifestyles, living healthy, Active Lifestyle, Physical Exercise, Walking, Walkability, Employee Benefit,

				Employee Retention, Human Resources, Health and Wellness, Workspace, Recruitment, Equal Opportunity, Health, Community, Social Services, Social Environment, Education, Fresh Produce, Farmer's Market, Public Transportation, Social Services, Walking, Biking, The New York Times, Community Issues, Culture
Monday 11/12	This Veteran's Day, learn about Big Tobacco's history of targeting those in the service.	https://bit.ly/2mPbs5B	NA	Sex: M-F Age: 24-65+ Interests: Public Health, Smoking/No Smoking, Veterans Day, Healthcare, Community Issues, Health, Social Change, Social Movement, Health & Wellness, Local Government, Health & Wellness, Oregon, Politics and Social Issues, Health Promotion, Veterans (US), Smoking, Tobacco, Cigarette, U.S. Military, Tobacco
Wednesday 11/14	#DYK: 8.6% of Oregon adults have diabetes. #worlddiabetesday	https://bit.ly/2Sehk4S		Sex: M-F Age: 24-65+ Interests: Public Health, Health & Wellness, Healthy, Environmental health, Oregon, Community Issues, Social Issues, Education, Parents (All), Social Change, Community Issues, Diabetes Mellitus Type 2 Awareness, Cholesterol, Sugar Substitute, Fresh Produce, Diet food, Public Health, Health Promotion, Physical Activity
Friday 11/16	Reality: In the U.S. on average, highly-educated Black people live about 4 fewer years than comparably-educated Whites and 6 fewer years than comparably-educated Hispanic people.	https://bit.ly/2pt56lG	Graphic to be determined.	Sex: M-F Age: 24-65+ Interests: Community Issues, Public Health, Health Promotion, Physical Activity, Urban Planning, Infrastructure, Health & Wellness, Culture, Social Equality, Oregon, United States, PBS, The New York Times, Black Lives Matter, Social Equality, WeAreTeachers, Parents (All), Community Issues, PBS,

				Buzzfeed, Social Equality, Health & Wellness, Education, Physical Exercise, Schools
Monday 11/19	Oregon has a great reputation as a food mecca. How could our restaurants and food service providers dial-up access to healthy and fresh food for everyone?	https://bit.ly/2IN3XuH	NA	Sex: M-F Age: 24-65+ Interests: Community Issues, Diabetes Mellitus Type 2 Awareness, Cholesterol, Sugar Substitute, Fresh Produce, Diet food, Public Health, Health Promotion, Education, Physical Activity, Urban Planning, Infrastructure, Health & Wellness, Culture, Oregon, PBS, The New York Times, The Guardian, Farmer's Market, Local Food, Vegetable, Local Food, Salad, Restaurants, Foodie, Portland, Food, Doughnuts, McDonalds, Wendy's, Junk Food, Fast Food
Wednesday 11/21	"It's less about what's happening with individuals, and more about saying which are the neighborhoods in which people are dying earlier than would be expected," said Dr. Katrina Hedberg, Oregon Health Authority. Health factors including income inequality, education, food insecurity, housing and transportation affect lifespan.	https://stjr.nl/2Reur5g	NA	Sex: M-F Age: 24-65+ Interests: Income inequality in the United States, Public Health, Oregon, Equal Opportunity, Community Issues, Statesman Journal, The New York Times, The Oregonian, Salem, commuters, Walkability, Walking, Parks and Recreation Education, Biking, Physical Exercise, Walkability, Life Expectancy, Equal Pay for Equal Work, Gender Pay Gap, Social Equality
Thursday 11/22	Where do you and your loved ones like to explore after a Thanksgiving feast? #optoutside	NA		Sex: M-F Age: 24-65+ Interests: Public Health, Oregon, Thanksgiving, Parents (All), Autumn, The New York Times, Family, Community, Health & Wellness, Equal Opportunity, Health, Health Promotion, Healthy Lifestyle, Healthy Lifestyles, living

				healthy, Active Lifestyle, Community, Social Services, Environment, Education, Walkability, Community Issues
Monday 11/26	Commuting is hard. This sure makes it look easy! How easy is it for you to commute to school or work? 🧐	https://bit.ly/2PClz8s	NA	NA
Wednesday 11/28	The economic burden of obesity hits low-income and otherwise disadvantaged populations the hardest, making income and wealth inequality worse.	https://nyti.ms/2AWjDVp	NA	Sex: M-F Age: 24-65+ Interests: Income inequality in the United States, Public Health, Social Responsibility, Parents (all), Health Promotion, Farmers Market, AA, Politics and Social issues, Health Promotion, Active Lifestyle, Fitness and Wellness, Healthy Habits, Healthy Life, Healthy Lifestyle, Healthy Lifestyles, Mental Health, Education, Community Issues, Oregon, Alcohol, United States, Black Lives Matter, Equal Opportunity, BET, Social Equality, Social Movement, ACLU Nationwide
Friday 11/30	#PlaceMattersOR	https://bit.ly/1S3Fag2	Graphic to be determined.	Sex: M-F Age: 24-65+ Interests: Public Health, Social Responsibility, Health Promotion, Politics and Social issues, Health Promotion, Active Lifestyle, Fitness and Wellness, Healthy Habits, Education, Community Issues, Oregon, Social Equality, Social Equity, Education, The New York Times, Cholesterol, Black Lives Matter, African-American Culture, BET