












Smokefree Oregon Facebook Calendar - October 2019

| Date | Themes | Post Copy | Visual | Link |
|-----------|-------------------|---|---|---|
| 10/1/2019 | Movement building | Hello there ☐ ! We're Smokefree Oregon. We are a community that is resilient against the tobacco industry, and we are so happy you're here. #welcometothemovement |  | |
| 10/2/2019 | Youth | The tobacco industry has twisted videogames into advertising. Favorite characters smoking makes kids want to try it, plus seeing tobacco use onscreen triggers cravings for people trying to stay quit. |  | http://bit.ly/2pup8p9 |
| 10/3/2019 | SF Places | Only 1 in 6 universities in the United States have tobacco-free policies to protect students and staff. Oregon has three tobacco-free universities (U of O, OSU, and OHSU) and a number of tobacco-free community colleges. Way to go Oregon! |  | https://reut.rs/30FWspR |
| 10/4/2019 | Youth Marketing | Seeing characters use tobacco on screen increases the likelihood that youth will start using tobacco themselves. Can you guess this week's smoke-free movie? Share your guess in the comment section below! ↓↓↓ |  | |
| 10/7/2019 | Cessation | Libra: Balance is the key to a happy life, and you have an innate sense of balance. This October, keep a clear head by staying away from tobacco. If you need help to quit and stay quit, call 1-800 QUIT NOW or quitnow.net/oregon. |  | |



Smokefree Oregon Facebook Calendar - October 2019

| Date | Themes | Post Copy | Visual | Link |
|------------|------------------|--|---|---|
| 10/8/2019 | | Dr. Ewanchyna, a doctor at Samaritan Health Services, believes that tobacco has no place on medical campuses. Samaritan Health Services has been tobacco-free since 2009. Read Dr. Ewanchyna's story, and more, on the Smokefree Oregon website. |  | |
| 10/9/2019 | Local | The Pendleton City Council recently voted in support of a proposed tobacco business permit! Thank you for this step forward to protect kids from e-cigarettes and other flavored tobacco products, and make sure businesses follow the law. ☐ |  | http://bit.ly/2pV8FKT |
| 10/9/2019 | Secondhand smoke | Why are smoke-free workplace laws important? Because they protect employees and customers from secondhand smoke and encourage people to quit smoking! Click below and read about smoke-free places Oregon. |  | http://bit.ly/35hbrF |
| 10/10/2019 | Retail | CVS is a community champion in tobacco prevention - in 2014 they stopped selling tobacco products and their stores continued to thrive. Today, they are going even further by investing \$50 million in a national tobacco prevention campaign. | | http://bit.ly/338JXoy |
| 10/11/2019 | Youth Marketing | Drumroll... last week's smoke-free movie was Spider-Man: Far From Home! Disney has banned smoking in Marvel, Pixar, and Lucasfilm movies since 2015. Check the link in the comments for resources to support #smoke-freemovies! | | https://on.mtv.com/2AQRoEY |






Smokefree Oregon Facebook Calendar - October 2019

| Date | Themes | Post Copy | Visual | Link |
|------------|------------------|---|---|---|
| 10/14/2019 | Cessation | Meet Bill. His addiction to cigarettes left him unable to control his diabetes and drastically changed his life. If you need help overcoming a nicotine addiction, visit www.quitnow.net/Oregon or call 1-800-QUIT-NOW for free help and support. | | http://bit.ly/35gxt09 |
| 10/15/2019 | Marketing | The tobacco industry targets certain communities - including Native Americans - by aggressively marketing and stealing cultural imagery. Check out Smokefree Oregon's website to hear stories of people in Oregon who are fighting back. | | |
| 10/16/2019 | Secondhand Smoke | More than 1 in 3 kids breathe secondhand smoke in the U.S., and rates are even higher for youth living below the federal poverty line. Everyone deserves clean air. Let's keep our public spaces #smoke-free. |  | http://bit.ly/311ArSP |
| 10/17/2019 | | Zach Mohamed explains how policies like Tobacco Retail Licensing help protect the immigrant and refugee community from targeted advertising by the tobacco industry. You can find his story, and more, on the Smokefree Oregon website. |  | |
| 10/18/2019 | Youth Marketing | #DYK teens are 3x more likely to use tobacco products if they see them frequently used on television and in movies? Support #smoke-free movies and contact your streaming services to request they stop showing tobacco use in their shows and movies. |  | https://wapo.st/2VzgmSM |


Smokefree Oregon Facebook Calendar - October 2019

| Date | Themes | Post Copy | Visual | Link |
|------------|------------|--|--|---|
| 10/21/2019 | Cessation | <p>Mark smoked and used smokeless tobacco while serving in the Air Force and continued to use tobacco until a cancer diagnosis at age 42. "There's nothing good that comes from smoking," said Mark.</p> <p>Call 1-800-QUIT-NOW or visit www.quitnow.net/Oregon for free help with quitting tobacco.</p> | | http://bit.ly/3143Aft |
| 10/22/2019 | Local T21 | The Umatilla Public Health Department is gathering community input on a new tobacco sales permit. This would make it easier for the state to educate businesses about keeping tobacco out of the hands of youth. | | http://bit.ly/2Vq8e6O |
| 10/23/2019 | Cessation | <p>Welcome to our Halloween House of Horrors! First up: stay away from the poison potion, brewed with cigarette ingredients like arsenic (famous for rat poison), formaldehyde (used on dead bodies) and tar (to pave the roads)!</p> |  | |
| 10/24/2019 | Marketing | If you're looking for a good Halloween scare, check out the new graphics the FDA is proposing for cigarette packages and advertisements. The images include amputated limbs, cancerous tumors and diseased lungs. #SPOOKY |  | https://cnb.cx/2orZ1yT |
| 10/25/2019 | Retail T21 | Walgreens has joined Rite-Aid and Walmart in raising the minimum age for purchasing tobacco products to 21 years old. We hope they follow in the footsteps of CVS, which stopped selling tobacco products altogether in 2014! | | https://cnn.it/2pUKT1n |

Smokefree Oregon Facebook Calendar - October 2019

| Date | Themes | Post Copy | Visual | Link |
|------------|-------------------|--|---|---|
| 10/25/2019 | Cessation | Next up in our Halloween House of Horrors: Be afraid of the dark! #DYK that nicotine increases your risk of blindness from macular degeneration and cataracts? #Scary! Call 1-800-QUIT-NOW or visit www.quitnow.net/Oregon for free help with quitting tobacco. |  | http://bit.ly/2VtQmZ2 |
| 10/28/2019 | Cessation | The Halloween House of Horrors continues... featuring the gaping wounds of a zombie! Okay, maybe not a zombie, but #DYK that smoking cigarettes causes injuries and wounds to heal more slowly? Cue the gorey theme music! |  | http://bit.ly/2VtQmZ2 |
| 10/29/2019 | Marketing | If the tobacco industry were a Halloween movie villain, which one do you think it would be? We think it might be the Sanderson Sisters from Hocus Pocus... similar to the tobacco industry, the sisters prey on children using tricks and lies. |  | http://bit.ly/2mrtXOu |
| 10/30/2019 | Vaping Youth | Trick or Treat! Can you tell the difference? See if you can guess which logo is truly a treat and which is a tobacco trick in disguise. Tell us in the comments below ↓↓↓ |  | |
| 10/31/2019 | Movement building | We've had some new followers recently! Whether you're a frequent commenter, a lurker, a liker, or just checking us out, we'd like to welcome you to the Smokefree Oregon Community. Learn more about who we are here. #welcometothemovement |  | https://smokefreeoregon.com/oregonians/ |

Smokefree Oregon Facebook Calendar - October 2019

| Date | Themes | Post Copy | Visual | Link |
|------------|-----------|---|---|---|
| 10/31/2019 | Cessation | Want to see something truly scary this Halloween? Tobacco addiction doesn't just destroy your lungs - it can age you beyond your years. |  | https://smokefree.gov/tools-tips |