







Smokefree Oregon Facebook Calendar - December 2020

Date	Themes	Copy	Visual	Link
Tuesday 12/1	Cessation/Lung Cancer Awareness Month	<p>#DYK cigarette smoking is the number one risk factor for lung cancer? In the US, cigarette smoking causes 80% to 90% of all lung cancers.</p> <p>Learn more about smoking and lung health via @FDATobacco here: (resource link)</p>		https://bit.ly/2VgXLLS
Wednesday 12/2	Industry Influence	<p>Tobacco companies have many strategies to get new customers hooked - like using "brand ambassadors." For example:</p> <p>You're hanging out at your favorite dancing spot. A fellow dancer wearing a lanyard comes up and asks if you vape. If you say yes, they'll hand you a coupon for their brand - you can get a product for cheap at a nearby convenience store. This isn't a new friend. This is Big Tobacco advertising.</p> <p>Be aware of the #StrangerDanger</p>		https://bit.ly/33of95K
Thursday 12/3		AD HOC		
Friday 12/4	Native American/Cessation	<p>We're excited to celebrate Little Creek Casino's new Smokefree Policy! [confetti emoji] Tobacco-free environments are a win for worker health and can help people to quit their tobacco addiction for good. For free help quitting tobacco, call 1-800-QUIT-NOW and press option 7 for the Native Quit Line. @NPAIHB www.nativequitline.com #NativeQuitLine</p>		
Monday 12/7	Movement Building	<p>The tobacco industry spends over \$100 million each year in advertising. A lot of that advertising is targeted towards our youth. Luckily, communities across Oregon are standing up to Big Tobacco, but there's more to do. We need your help. Join us by visiting smokefreeoregon.com/stronger-together</p>	<p>We See, They See campaign GIF</p>	
Tuesday 12/8		AD HOC		

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Wednesday 12/9	Reshare	<p>Add copy: "This is what Big Tobacco said about the Black community..."</p>		<p>https://bit.ly/323fYQD</p>
Thursday 12/10	Cessation	<p>Add copy: #DYK osteoporosis can be prevented? There is a direct relationship between using tobacco and decreased bone density. The best thing you can do to protect your bones is to quit smoking.</p> <p>For free support, text "READY" to 200-400, call 1-800-QUIT-NOW or visit quitnow.net/Oregon. Also, exercise your bones. Our friends at @nationalosteoporosisfoundation offer free virtual workout classes! Find more info below.</p>		<p>https://www.facebook.com/watch/?v=308929750358412&extid=Cu2p0pWMshC87opT</p>
Friday 12/11		AD HOC		
Monday 12/14	Cessation	English Cessation Campaign Placeholder		
Tuesday 12/15	Holiday	<p>What do you get from sitting in the snow too long? Polaroids. (insert polar bear and snowflake emoji)</p> <p>Despite a challenging year, we wish you a holiday season filled with laughter and merriment. Here's hoping you find something that sparks joy, wherever you are!</p>	Holiday GIF	
Wednesday 12/16		AD HOC		
Thursday 12/17	Cessation	Spanish Cessation Campaign Placeholder		
Friday 12/18	Holiday	<p>Is the stress of the holiday season making it hard to stay smoke-free? Take care of yourself by:</p> <ul style="list-style-type: none"> (exercise emoji) Exercising (friend emoji) Chatting with your friends and family (music emoji) Listen to our music therapy playlist (point down emoji). <p>Ps: If you love the playlist, share it with a friend! Music is a universal love language.</p>		<p>https://bit.ly/37mQ5gu</p>
Monday 12/21	Cessation	English Cessation Campaign Placeholder		
Tuesday 12/22	Movement Building	<p>In a time that may feel hopeless, we want you to know that YOU still give us hope. Across Oregon, community members continue to stand up to Big Tobacco — fighting to keep our communities safe.</p> <p>If you just joined the Smokefree Oregon community, you can do a small meaningful thing. Visit our website to learn how you can take action.</p>	We See, They See campaign GIF	<p>www.smokefreeoregon.com/take-action</p>
Wednesday 12/23	Cessation	Spanish Cessation Campaign Placeholder		
Thursday 12/24		AD HOC		

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Friday 12/25	T21	<p>Last year we shared a map of states that required a person to be 21 to purchase tobacco products.</p> <p>This year? ALL states (and Washington D.C.) are now tobacco 21, thanks to a new federal law!</p> <p>This a huge win, and another great step for protecting youth.</p>	T21 GIF	
Monday 12/28	Cessation	English Cessation Campaign Placeholder		
Tuesday 12/29	Cessation	Spanish Cessation Campaign Placeholder		
Wednesday 12/30		AD HOC		
Thursday 12/31	Movement Building	<p>As we approach the end of 2020, take a moment to reflect on your accomplishments this past year. Did you...</p> <ul style="list-style-type: none"> - Make time to help a friend, family member, or yourself go tobacco-free? - Contact a local decision maker to protect people and communities in Oregon from the tobacco industry? - Spark conversation with friends and family about how Big Tobacco has impacted your neighborhood, city, county or tribe? <p>We may work in different ways – yet together, we're creating a healthy, smoke-free world.</p>	We See, They See campaign GIF	