



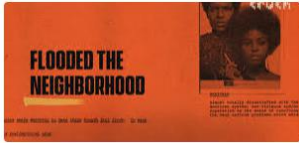


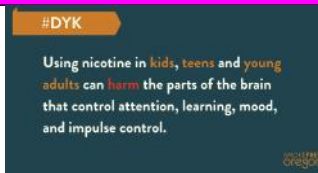
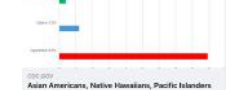







Smokefree Oregon Facebook Calendar - January 2021

Date	Themes	Copy	Visual	Link
Friday 1/1	COVID-19	Although the first COVID-19 vaccines have arrived in Oregon, getting a vaccine is still months away for many of us. While vaccination gives us hope the pandemic will end, we can't let our guard down just yet. Protect your health and the health of your loved ones by taking these simple steps. [Tag: OHA]		
Monday 1/4	Cessation campaign	A New Year, A New Tobacco-Free You. Get support to quit smoking or vaping, and to stay tobacco-free. Every try is a step forward. Call 1-800-QUIT-NOW, text "READY" to 200-400, or visit quitnow.net/Oregon .		
Tuesday 1/5	Targeted communities/Cessation	Add copy: If you or someone you know is ready to quit tobacco, free help is available. Text "READY" to 200-400, call 1-800-QUIT-NOW or visit quitnow.net/Oregon		Reshare from Oregon Office on Disability and Health: https://www.facebook.com/OregonOfficeonDisabilityandHealth/posts/280270866680436
Wednesday 1/6	Movement building	Congrats to @SanDiegoCounty for prohibiting tobacco sales in pharmacies and capping the number of tobacco retail licenses - both important steps to protect kids from nicotine addiction. To learn more about how to protect Oregon youth from Big Tobacco, visit https://smokefreeoregon.com/take-action/ .		http://bit.ly/2KOUkd6
Thursday 1/7	AD HOC			
Friday 1/8	African-American	There are up to 10x more tobacco ads in Black and African American neighborhoods than in other neighborhoods. Watch this video to learn more about Big Tobacco's long history of targeting the Black and African American community. Then, visit smokefreeoregon.com/takeaction to take action in your community.		http://bit.ly/2KOUkd6
Monday 1/11	Cessation campaign	Smoking a Pack a Day? That's \$3,000 a Year. Quitting is Free. Call 1-800-QUIT-NOW, text "READY" to 200-400, or visit quitnow.net/Oregon .		

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Tuesday 1/12	LGBTQ+	Tobacco companies target our LGBTQ+ communities - they have for decades, and they still do. This contributes to higher smoking rates among LGBTQ+ adults. Ready to take action? Join us: smokefreeoregon.com/takeaction		
Wednesday 1/13		AD HOC		
Thursday 1/14	Vaping	Vaping makes it harder to pay attention and learn. That's because nicotine permanently harms brain development. Get the facts and know the risks from @surgeongeneral: https://e-cigarettes.surgeongeneral.gov/		https://e-cigarettes.surgeongeneral.gov/
Friday 1/15	Asian	Paan is a tobacco product popular in Southeast Asia, South Asia and East Asia. Some people think paan is "all natural", but it is actually often wrapped with commercial tobacco. This makes it very dangerous. Learn more about this product here: https://www.cdc.gov/tobacco/disparities/asian-americans/index.htm		https://www.cdc.gov/tobacco/disparities/asian-americans/index.htm
Monday 1/18	Cessation campaign	Smoking and vaping are expensive. Quitting is free. Get free help and medicine to quit for good. Call 1-800-QUIT-NOW, text "READY" to 200-400, or visit quitnow.net/Oregon .		
Tuesday 1/19	COVID-19	Vaccines, like the ones being developed for COVID-19, undergo rigorous testing to ensure they're safe and effective. In the coming months, many of us will have a chance to save lives by taking the vaccine when it becomes available. Protect yourself and your loved ones by taking it as soon as you can. @OregonHealthAuthority		
Wednesday 1/20	Environment	#DYK cigarette butts are the most littered item on Oregon beaches and in the entire world? In Oregon, organizations like @OregonSurfrider keep our beautiful beaches from turning into ugly trash cans by cleaning up all those gross cigarette butts. What are you doing to protect your community? If you're looking for a place to start visit: smokefreeoregon.com/takeaction		https://youtu.be/qq6b5sWD0f0
Thursday 1/21		AD HOC		
Friday 1/22	Cessation	Meet Rebecca. Around age 16, she began smoking the cigarettes her mom threw away. Her tobacco addiction led to a condition called Buerger's disease. The disease caused swollen and blocked blood vessels in her toes, and three of them had to be amputated. Now, Rebecca is tobacco-free and sharing this advice: "It becomes real when it happens to you. Don't let it happen to you." https://youtu.be/W2SEsY6vA64		https://youtu.be/W2SEsY6vA64
Monday 1/25	Cessation campaign	Ready to call it quits? Your pharmacist can help! Now you can get free help to quit tobacco at your local pharmacy, no appointment needed. Check if services are available in your neighborhood.		

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Tuesday 1/26		AD HOC		
		<p>All of us – friends, neighbors, businesses, healthcare organizations, community organizations, and local governments – have a role to play in protecting our communities from the danger of smoking and vaping.</p> <p>Join us and take action: smokefreeoregon.com/take-action</p>		smokefreeoregon.com/take-action
Wednesday 1/27	Movement building			
Thursday 1/28	TPEP Highlight	Hold for TPEP Highlight		
Friday 1/29	Third-hand smoking	<p>You may have heard of secondhand smoke. But have you heard of thirdhand smoke? Thirdhand smoke is the residual chemicals that get left behind (on things like furniture, curtains or carpet) after someone smokes. Smoke-free housing laws and policies protect people from second and thirdhand smoke.</p> <p>Visit link to housing page for tips to create your own smoke-free policy or help if you are having problems with tobacco smoke in your home.</p>		https://smokefreeoregon.com/oregonians/smoke-free-housing-tools/