

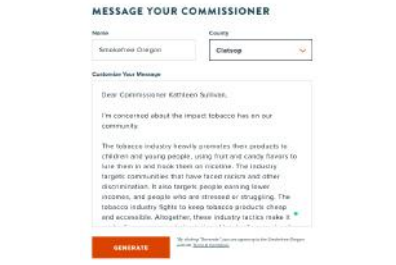









Smokefree Oregon Facebook Calendar - March 2021

Date	Themes	Copy	Visual	Link
Monday 3/1	Cessation	<p>#DYK The younger someone starts to use nicotine—either tobacco or vaping products—the harder it will be to quit? In just two years, the number of youth vaping in Oregon went up 80 percent!</p> <p>If you know a teen who needs help to quit, visit SmokefreeOregon.org to find tools, resources, and quit programs specific for young adults.</p> <p>https://smokefreeoregon.com/oregonians/helping-people-quit-tobacco/help-for-youth-who-vape-or-smoke/</p>		https://smokefreeoregon.com/oregonians/helping-people-quit-tobacco/help-for-youth-who-vape-or-smoke/
Tuesday 3/2	Thirdhand smoke/Smoke-free housing	<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 smokefreeoregon.com/resources/smoke-free-housing-tools for tips to create your own smoke-free policy or help if you are having problems with tobacco smoke in your home.</p>		http://smokefreeoregon.com/resources/smoke-free-housing-tools
Wednesday 3/3	Letter to Commissioner/Movement building	<p>Hey Oregon, looking for a way to protect your community from the tobacco industry?</p> <p>Send an email to your local decision-maker and let them know what's important to you. We've made it easy at smokefreeoregon.com/take-action/letter-to-commissioner. Together, we can keep our kids safe.</p>		http://smokefreeoregon.com/take-action/letter-to-commissioner
Thursday 3/4	Spanish cessation campaign	[SPANISH CESSATION CAMPAIGN POST]		
Friday 3/5		AD HOC		
Monday 3/8	Cessation	<p>Quitting tobacco is different for everyone. Some people prefer to get help from their doctor. Others want to try quitting on their own. It is important to remember that there are many options available - click here to explore what might work for you!</p> <p>https://smokefreeoregon.com/oregonians/helping-people-quit-tobacco/im-ready-to-quit/</p>		https://smokefreeoregon.com/oregonians/helping-people-quit-tobacco/im-ready-to-quit/
Tuesday 3/9	Vaping	<p>TikTok has a vaping problem. "We've seen some of the most egregious marketing, use of influencers, direct offers of sale to young people [which] appear to be gravitating over to TikTok," Matt Myers, the president of the Campaign for Tobacco Free Kids, says. "And we don't see any evidence that TikTok has actually done anything."</p> <p>Want to help protect our youth from these horrible Big Tobacco tactics? Visit @CTFK https://www.tobaccofreekids.org</p>		https://techcrunch.com/2021/01/26/tiktok-is-being-used-by-vape-sellers-marketing-to-teens/

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Wednesday 3/10	COVID-19/Cessation	We've seen the reports, too – that tobacco sales are up as people who are stressed, struggling, and isolated have a harder time working toward being tobacco-free. However, smoking also puts people at higher risk of severe illness from Covid-19. If you or a loved one needs quitting support, text "READY" to 200-400, call 1-800-QUIT-NOW, or visit quitnow.net/Oregon .		http://reut.rs/3bGMGvi																												
Thursday 3/11		AD HOC																														
Friday 3/12	Movement building	Another look at how sneaky Big Tobacco is: Trying to look good by committing to recycling a half-billion littered cigarette butts... that they are responsible for creating!!! All while offering a discount on their products. Tsk tsk. Let's kick butts and really save the environment by taking action: smokefreeoregon.com/take-action .		smokefreeoregon.com/take-action																												
Monday 3/15	Cessation	Now in its 10th year, #CDCTips has helped more than 1 million people quit smoking! Check out real stories from former smokers and find free tips and tools to help you quit. CDC.gov/Tips		CDC.gov/Tips																												
Tuesday 3/16	Smoking	Need a visual on the bad breath, stained teeth, and tooth loss smoking causes? Play this game from @FDA.		https://digitalmedia.hhs.gov/tobacco/media/tooth_takedown																												
Wednesday 3/17	Youth/Cessation	Smoking in the Movies: The @USSurgeonGeneral found that seeing on-screen smoking in movies causes young people to start smoking. Giving movies that feature smoking an R rating could prevent 1 millions deaths from smoking among children alive today. That's more than the total number of kids in all of Oregon. For free help for youth, call 1-800-QUIT-NOW, visit quitnow.net/Oregon, or text DITCHJUUL to 88709.	<div><div><div>2019</div><div>PG-13 MOVIES WITHOUT TOBACCO</div><div>INCIDENTS PER MOVIE</div><div>11.8</div><div>▲ ABOVE 2018</div><div>▼ 21% FROM 2018</div></div><div><div>PG-13 MOVIES WITHOUT TOBACCO</div><div>57%</div><div>▼ 5% FROM 2018</div></div><div><div>AUDIENCE TOBACCO IMPRESSIONS DELIVERED BY YOUTH-RATED FILMS</div><div>4.3 BILLION</div><div>▼ 58% from 2018. Youth-rated films delivered 18% of tobacco impressions.</div></div><div><div>TOBACCO in YOUTH-RATED (G/PG/PG-13) MOVIES</div><div>MOVIE COMPANY RANKINGS</div><table><thead><tr><th></th><th>TOBACCO INCIDENTS per MOVIE</th><th>SHARE of TOBACCO IMPRESSIONS</th><th>TOBACCO POLICY in FORCE?</th></tr></thead><tbody><tr><td>Independents</td><td>22.9 ▲</td><td>53% ▲</td><td>✗</td></tr><tr><td>Comcast</td><td>11.8 ▼</td><td>9% ▼</td><td>✓</td></tr><tr><td>Sony</td><td>9.5 ▲</td><td>15% ▲</td><td>✓</td></tr><tr><td>AT&T</td><td>4.9 ▲</td><td>1% ▼</td><td>✓</td></tr><tr><td>Disney</td><td>3.8 ▼</td><td>22% ▲</td><td>✓</td></tr><tr><td>ViacomCBS</td><td>0.3 ▼</td><td>0.1% ▼</td><td>✓</td></tr></tbody></table></div></div>		TOBACCO INCIDENTS per MOVIE	SHARE of TOBACCO IMPRESSIONS	TOBACCO POLICY in FORCE?	Independents	22.9 ▲	53% ▲	✗	Comcast	11.8 ▼	9% ▼	✓	Sony	9.5 ▲	15% ▲	✓	AT&T	4.9 ▲	1% ▼	✓	Disney	3.8 ▼	22% ▲	✓	ViacomCBS	0.3 ▼	0.1% ▼	✓	
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Thursday 3/18	Movement building/Youth	The tobacco industry spends \$100 million a year to hook our kids on tobacco candy-flavored products with ads placed at children's eye level. But people like you are fighting back and holding the industry accountable. Keep on the pressure by sharing this post!																														
Friday 3/19		AD HOC																														
Monday 3/22	Cessation	[ENGLISH CESSATION CAMPAIGN POST FROM CDC]																														

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Tuesday 3/23	Cessation	<p>It's officially Spring! You know what that means: Spring cleaning! Did you know if your home and where you work are tobacco-free, you'll have fewer urges to smoke?</p> <p>Check out some cleaning tips that can help stop smoking. @OklahomaTobaccoHelpline</p>		
Wednesday 3/24		AD HOC		
Thursday 3/25	Vaping/Cessation	<p>#DYK using e-cigarettes puts youth at higher risk to start smoking cigarettes? And exposure to any nicotine during a young age can harm brain development.</p> <p>For free help for youth, call 1-800-QUIT-NOW, visit quitnow.net/Oregon, or text DITCHJUUL to 88709. @CDC</p>		
Friday 3/26	Cessation	<p>Geri starting smoking around the age of 20. She didn't think it was a big deal because everyone she knew smoked too. Eventually, Geri began having trouble catching her breath and was diagnosed with COPD. She now relies on an oxygen tank.</p> <p>Geri hopes her experience can be a lesson for others who smoke or are struggling to quit.</p> <p>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</p>		
Monday 3/29	Cessation	[ENGLISH CESSATION CAMPAIGN POST FROM CDC]		
Tuesday 3/30	Spanish cessation campaign	<p>Imagine por un momento su vida sin fumar. ¿Qué le viene a la mente? Una mejor salud, ahorrar dinero, sentirse más segura de sí misma. Comparta en este post cómo le gustaría vivir su vida sin fumar y qué está haciendo para lograrlo. Visite www.vivesinfumar.org y encuentre ayuda gratuita en español.</p> <p>#Vivesinfumar</p> <p>https://smokefreeoregon.com/vive-sin-fumar/</p>		https://smokefreeoregon.com/vive-sin-fumar/
Wednesday 3/31	Secondhand Smoking	<p>A perfect visual of how secondhand smoke can spread through a home.</p> <p>Experiencing drifting smoke in your home can be frustrating and unhealthy. If you or someone you know is experiencing this, please visit smokefreeoregon.com/resources/smoke-free-housing-tools/ for helpful tools and resources.</p>		smokefreeoregon.com/resources/smoke-free-housing-tools/