
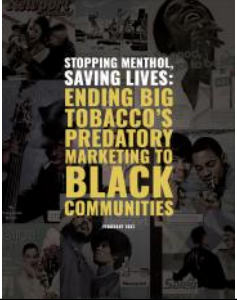











## Smokefree Oregon Facebook Calendar - April 2021

| Date         | Themes                                  | Copy  | Visual   | Link  |
|--------------|---|---|--|---|
| Thursday 4/1 | National Kick Butts Day                 | It's Take Down Tobacco National Day of Action! Join youth activists, educators, parents, and concerned community members to raise awareness about the dangers of tobacco and urge elected officials to take action. Visit <a href="https://www.takedowntobacco.org">takedowntobacco.org</a> to get involved.  |   | <a href="https://www.takedowntobacco.org">https://www.takedowntobacco.org</a> |
| Friday 4/2   | African-American/CTFK report on Menthol | For more than 60 years, Big Tobacco has targeted Black communities, especially youth, with marketing for menthol cigarettes and flavored cigars. The impact? 45,000 Black lives lost from tobacco, every year. That's the Moda Center...times two...plus some - every year.<br><br>How can we take stronger action to protect Black Americans? This report from @CTFK and partners digs in: [insert link]   |   | <a href="https://bit.ly/3wfpzRU">https://bit.ly/3wfpzRU</a>                   |
| Monday 4/5   | Cessation                               | Smoking cigarettes can make it harder to recover from lung illnesses, like COVID-19. For free help to quit smoking call 1-800-QUIT-NOW, text "READY" to 200-400, or visit <a href="https://quitnow.net/Oregon">quitnow.net/Oregon</a> .   |   |   |
| Tuesday 4/6  | Multnomah Co. Tribe Videos              | <b>Share Multnomah County post (no added text):</b><br>Thank you, Louise (Yup'ik) for talking about the traditional offering and gifting of plants like tobacco! It is known that the commercial tobacco industry harms Native communities by misrepresenting cultural traditions to sell its products.<br>If you or someone you know needs help to quit, call 1-800-QUIT-NOW and press "7" for the Native Quit Line. <a href="https://www.NativeQuitLine.com">www.NativeQuitLine.com</a> |  | <a href="https://fb.watch/4bGYaqKBBS/">https://fb.watch/4bGYaqKBBS/</a>       |





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|               |                   |   |   |   |
|---------------|-------------------|---|---|---|
| Wednesday 4/7 | Vive sin Fumar    | Las personas que fuman o vapean pueden sufrir complicaciones serias si se contagian con COVID-19. Infórmate sobre cómo se pueden proteger tú y tus seres queridos. En <a href="http://www.vivesinfumar.org">www.vivesinfumar.org</a> encontrarás ayuda gratuita en español para dejar de fumar #Vivesinfumar  |    | <a href="https://bit.ly/3fwGitZ">https://bit.ly/3fwGitZ</a>   |
| Thursday 4/8  | Movement building | <p><b>Share FB post from The Bureau of Investigative Journalism:</b><br/> <b>New products, old tricks...</b><br/>           Our latest investigation reveals how marketing tactics used by British American Tobacco (BAT) have attracted a new generation - including non-smokers - to highly addictive nicotine and tobacco products:<br/> <a href="https://www.thebureauinvestigates.com/stories/2021-02-21/new-products-old-tricks-concerns-big-tobacco-is-targeting-youngsters">https://www.thebureauinvestigates.com/stories/2021-02-21/new-products-old-tricks-concerns-big-tobacco-is-targeting-youngsters</a></p> <p><b>Add text:</b><br/>           Big Tobacco might have shiny new products, but they're still up to the same scheme: addicting kids. Read @thebureauinvestigates recent piece on tobacco industry marketing to uncover their latest smoke and mirrors games....</p> |    | <a href="https://www.facebook.com/thebureauinvestigates/post/s/10159071505718188">https://www.facebook.com/thebureauinvestigates/post/s/10159071505718188</a> |
| Friday 4/9    |                   | AD HOC  |   |   |
| Monday 4/12   | Cessation         | Your lungs deserve a break too. If you or a loved one need help quitting call 1-800-QUIT-NOW, text "READY" to 200-400, or visit <a href="http://quitnow.net/Oregon">quitnow.net/Oregon</a> .  |   |   |
| Tuesday 4/13  | Local shout out   | Shout out to @Deschutes.County Tobacco Prevention & Education Coordinator, Karen Ard, who was recently featured on the "Air Health Our Health" podcast along with Summit High Schooler and Community Health Advocate, Gabriella Shirlcliff. Check out the episode to learn about their work and what you can do to join them in fighting Big Tobacco in your community!   |  | <a href="https://bit.ly/3cC44D2">https://bit.ly/3cC44D2</a>   |


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|                       |                                 |  |   |  |
|-----------------------|---------------------------------|--|---|--|
| <b>Wednesday 4/14</b> | Cessation                       | <p>Thank you to Louise White (Yup'ik) for sharing her words of wisdom for how we can keep our families healthy during this pandemic "by putting down the vapes and cigarettes."</p> <p>If you or someone you know needs help to quit tobacco, call 1-800-QUIT-NOW and press "7" for the Native Quit Line. <a href="http://www.NativeQuitLine.com">www.NativeQuitLine.com</a></p>   | <p>[Find video here: <a href="https://drive.google.com/file/d/1BIY8VkvI0Rh3wX5_CCdnwLhQi8Gismj/view?usp=sharing">https://drive.google.com/file/d/1BIY8VkvI0Rh3wX5_CCdnwLhQi8Gismj/view?usp=sharing</a>]</p> |  |
| <b>Thursday 4/15</b>  | Vive sin Fumar                  | <p>Dejar de fumar es un proceso .</p> <p>Cada quien empieza en un punto distinto pero compartimos la misma meta . Visita <a href="http://www.ViveSinFumar.org">www.ViveSinFumar.org</a> para encontrar herramientas e historias en español que pueden ayudarte a dejar de fumar. #ViveSinFumar</p>   |    |  |
| <b>Friday 4/16</b>    |                                 | <b>AD HOC</b>  |   |  |
| <b>Monday 4/19</b>    | Cessation                       | <p>#DYK you can get FREE support to quit smoking or vaping? For quitting resources, call 1-800-QUIT-NOW, text "READY" to 200-400, or visit <a href="http://quitnow.net/Oregon">quitnow.net/Oregon</a>.</p>   |    |  |
| <b>Tuesday 4/20</b>   | National Stress Awareness Month | <p>We know this past year has brought more stress than we ever imagined. We also know that many people think smoking tobacco can de-stress – but smoking and nicotine withdrawal actually increase anxiety and depression. Want to try dancing through a craving? Check-out our playlist to help get you in the groove: <a href="https://www.youtube.com/playlist?list=PLOicMZo9ECrUNTisDoTneDeXiWjYb4kq">https://www.youtube.com/playlist?list=PLOicMZo9ECrUNTisDoTneDeXiWjYb4kq</a></p>  |   |  |
| <b>Wednesday 4/21</b> | Cessation - Tips Campaign       | <p>Meet Leah. Like many people, she began smoking when she was a teenager and continued on and off into adulthood.</p> <p>When she was 45, Leah was diagnosed with colorectal cancer from smoking. Her 19-year-old son, Asaad, immediately put his life on hold to become his mother's full-time caregiver.</p> <p>Thankfully, Leah quit tobacco for good and Asaad could not be prouder.</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 <a href="http://quitnow.net/Oregon">quitnow.net/Oregon</a></p> |   | <p><a href="https://bit.ly/3wg6Eqh">https://bit.ly/3wg6Eqh</a></p> |

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|                |                             |  |   |  |
|----------------|-----------------------------|--|---|--|
| Thursday 4/22  | Earth Day                   | <p>It's Earth Day! Here are some "fun" (read - startling) facts about e-cigarettes/vapes and their impact on the environment:</p> <ul style="list-style-type: none"> <li>• Nicotine in vape devices is considered hazardous waste and must be disposed of in a specialized manner – NOT in a recycling or trash bin.</li> <li>• Vape batteries are flammable and have caused serious fires and injuries.</li> <li>• Cartridges, pods and vape devices that are not disposed of properly can leak e-liquid into the ground and release hazardous chemicals into the environment.</li> </ul> <p>You can help protect the environment from these dangerous products by standing up to Big Tobacco. Visit <a href="https://smokefreeoregon.com/take-action/">smokefreeoregon.com/take-action/</a> to find out how.</p> |    |  |
| Friday 4/23    | Vive sin Fumar              | <p>¿Sabías que una persona que fuma una cajetilla al día puede ahorrar hasta 3000 dólares al año si deja de fumar?</p> <p>Compártenos aquí qué harías con esos 3000 dólares y visita <a href="http://www.ViveSinFumar.org">www.ViveSinFumar.org</a> para encontrar información en español que puede ayudarte a dejar de fumar.</p> <p>#ViveSinFumar</p>  |    |  |
| Monday 4/26    |                             | AD HOC   |   |  |
| Tuesday 4/27   | Movement building/Cessation | [HOLD] Share BM 108 email content  |   |  |
| Wednesday 4/28 | National Superhero Day      | <p><i>"It's not about what you deserve; it's about what you believe... and I believe in love."</i></p> <p>It's National Superhero Day! And while Wonder Woman might fight bad guys with super-human strength and her lasso of truth, our local Tobacco Prevention and Education Program Coordinators are superheroes who fight Big Tobacco with the power of community members – like you! Suit-up and visit <a href="https://smokefreeoregon.com">smokefreeoregon.com</a> to find out how you can join these heroes in your own community.</p>  |   |  |
| Thursday 4/29  | Vive sin Fumar              | <p>Dejar de fumar no es un reto fácil. Tenemos momentos de éxito y momentos que pueden sentirse como una derrota. No importa cuántas veces lo hayas intentado, esta puede ser la buena. Visita <a href="http://www.ViveSinFumar.org">www.ViveSinFumar.org</a>, en donde encontrarás ayuda gratuita en español para dejar de fumar</p> <p>Compártenos en los comentarios qué te motivó a dejar el tabaco, utilizando #ViveSinFumar</p>  |  |  |

## Smokefree Oregon Facebook Calendar - April 2021

|             |                                |   |  |  |
|-------------|--------------------------------|---|--|--|
| Friday 4/30 | Every Kid Healthy Week /Vaping | <p>It's Every Kid Healthy Week! We know that equipping the school community with tools and resources to fight Big Tobacco makes for healthier schools. @ActionforHealthyKids</p> <p>@FDA research suggests that when teachers talk about the health consequences of e-cigarettes and schools enforce anti-vaping policies, students may be less likely to vape. You can use these resources to start an honest conversation with your class and help to change social norms at your school: <a href="https://www.scholastic.com/youthvapingrisks/index.html">https://www.scholastic.com/youthvapingrisks/index.html</a></p> | <p>Together, we're stronger than Big Tobacco.</p> <p>SMOKEFREE<br/>oregon<br/>.COM</p>  |  |
|-------------|--------------------------------|---|--|--|