




## Smokefree Oregon Facebook Calendar - May 2021

Date	Themes	Post Copy	Visual	Link
Monday 5/3	Cessation	#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> .		
Tuesday 5/4	Cessation Quitters x Truth Orange	<p>What's it like to break a nicotine addiction?</p> <p>Christina, a jack (or jill) of all trades, takes us on a journey. Spoiler alert: after three years of vaping, she quit... in just four days!</p> <p>Now, she's saving 40 bucks a week that she used to spend on vape products. Three years of vaping x \$40 per week...tell us your mental math below. Then check your answer: <a href="https://www.youtube.com/watch?v=pWD2zMmNjJQ">https://www.youtube.com/watch?v=pWD2zMmNjJQ</a></p> <p>[For free quitting help, call 1-800-QUIT-NOW, visit <a href="http://quitnow.net/Oregon">quitnow.net/Oregon</a>, or text DITCHVAPE to 88709.]</p>		<a href="https://bit.ly/3nukLEu">https://bit.ly/3nukLEu</a>
Thursday 5/6	Cessation Native	<p>Have you ever wondered why we use the term "commercial tobacco"? Here's why:</p> <p>Traditional tobacco is used and honored by many Native and Indigenous communities, including in Oregon, for ceremonial, religious and medicinal purposes. Colonizers stole traditional tobacco plants and seeds and turned it into a deadly commercial product. Commercial tobacco contains harmful additives to create addiction and generate profit.</p> <p>Check out this video – from John Schaefer of the Confederated Tribes of Coos, Lower Umpqua, and Siuslaw Indians – about how traditional tobacco can be used.</p>		
Friday 5/7		AD HOC		
Monday 5/10	Cessation	<p>Meet Brett. He lost all his bottom teeth due to gum disease, which is one of the many health risks for people who smoke. Hear how his tooth loss affected his personal life: <a href="https://www.youtube.com/watch?v=sr89ynTfLt4&amp;feature=youtu.be">https://www.youtube.com/watch?v=sr89ynTfLt4&amp;feature=youtu.be</a></p> <p>[Call 1-800-QUIT-NOW, text "READY" to 200-400, or visit <a href="http://quitnow.net/Oregon">quitnow.net/Oregon</a>.]</p>		


## Smokefree Oregon Facebook Calendar - May 2021

Date	Themes	Post Copy	Visual	Link
Tuesday 5/11		<p>We could not have said this better! Targeted marketing from the tobacco industry creates inequitable places. Watch @placemattersoregon story on the tobacco industry tactics: <a href="https://vimeo.com/409869388">https://vimeo.com/409869388</a></p> <p>Reshare post from PMO:</p> <p><i>The causes of disparities run deeper than personal choices. They are driven by inequities woven into every place and part of our lives, including social conditions, physical settings, industry practices and more. Check out PlaceMattersOregon.com and click on Places to learn how these factors are at work in the places where we live, work, play, learn, gather and age.</i></p>		<a href="https://www.facebook.com/placemattersoregon/posts/3581491838646465">https://www.facebook.com/placemattersoregon/posts/3581491838646465</a>
Thursday 5/13	Movement building	AD HOC		
Sunday 5/16	No Menthol Sunday	<p>Tobacco is the number one killer of the Black community, no thanks to Big Tobacco.</p> <p>Today is No Menthol Sunday, a national observance day led by @blackbodyhealth that engages faith leaders and their communities in a discussion about how to improve health outcomes for African Americans.</p> <p>Spread the word and share with your network. Learn more at <a href="http://nomentholsunday.org">nomentholsunday.org</a></p>		
Monday 5/17	Cessation Quitters x Truth Orange	<p>"Without intervention, nicotine addiction can quickly become a family tradition."</p> <p>Jordan started smoking at 11 years old, when he tried his first cigarette from his sister. He's been vaping multiple times per day for the past several years. Jordan plans to fully ditch the vape so he can set a better example for others and support his family.</p> <p>Find out how Jordan's quit journey is going: <a href="https://www.youtube.com/watch?v=XsQOkTXrVIs">https://www.youtube.com/watch?v=XsQOkTXrVIs</a></p> <p>[tag Truth]</p>		
Tuesday 5/18		AD HOC		

## Smokefree Oregon Facebook Calendar - May 2021

Date	Themes	Post Copy	Visual	Link
Wednesday 5/19	National Blood pressure education month	<p>#NationalBloodPressureMonth</p> <p>[tag American Heart Association]</p>		
Thursday 5/20	Movement building	<p>A round of to the board of health in Falmouth, MA for voting to reduce the total number of retailers allowed to sell tobacco!!! Limiting tobacco sales is a game changer for two reasons:</p> <p><b>1. Health:</b> When more tobacco retailers are located in a given area, residents' health suffers.</p> <p><b>2. Equity:</b> Tobacco retailers cluster in neighborhoods with a higher percentage of lower income residents and residents of color.</p> <p>If you want to see changes in YOUR community, tell your local decision-maker using our easy tool: <a href="https://smokefreeoregon.com/take-action/letter-to-commissioner">https://smokefreeoregon.com/take-action/letter-to-commissioner</a></p> <p>[source: @countertobacco]</p>		
Friday 5/21	Movement building	<p>In the words of @flavorshookids "Nicotine = Brain Poison."</p> <p>We're here to remind you that the tobacco industry is STILL using flavored products to get our youth hooked on nicotine.</p> <p>You can help change this. Learn how you can join the fight against Big Tobacco here: <a href="https://smokefreeoregon.com/take-action/">https://smokefreeoregon.com/take-action/</a></p>		
Tuesday 5/25	Truth x breathwrk	<p>Kudos to @truthorange and @breathwrk for crafting custom "breaths" to relieve anxiety, help curb cravings, and strengthen lungs on your journey to quit vaping.</p> <p>Take a moment today to relax with these breaths: <a href="https://info.breathwrk.com/truth">https://info.breathwrk.com/truth</a></p>		
Wednesday 5/26		AD HOC		
Thursday 5/27	Smoke-free Oregon Housing Resources	<p>Even if no one in your household smokes or vapes, you may still breathe secondhand smoke from your neighbors. If you're looking for advice for what you can do to protect your health, here are some steps you can take . If this could help someone you know, please share!</p> <p>For additional information on smoke-free housing resources visit: <a href="https://smokefreeoregon.com/resources/smoke-free-housing-tools/">https://smokefreeoregon.com/resources/smoke-free-housing-tools/</a></p>		

## Smokefree Oregon Facebook Calendar - May 2021

Date	Themes	Post Copy	Visual	Link
Friday 5/28	Cessation	Ever wonder what the health benefits are of quitting smoking over time? Check out this great visual from @CDC that shows the positive changes the body experiences after quitting tobacco.		<a href="https://bit.ly/2PCKKx0">https://bit.ly/2PCKKx0</a>
Monday 5/31	World No Tobacco Day	We endorse this message. #WorldNoTobaccoDay [tag WHO]	