














Instagram Monthly Content Grid				
Date	Theme	Post Copy	Visual	INSTAGRAM STORY/REEL OR LINK IN BIO
Wednesday June 2	Pride month/Cessation	<p>Today, the LGBTQIA+ community is among the hardest hit by tobacco... but we can change that!</p> <p>This Pride Month, let's celebrate together by breaking the cycle and stopping big tobacco in it's tracks!</p> <p>We stand with the LGBTQIA+ community ♥</p> <p>For quitting resources or to learn more on how our communities are being impacted, click the link in bio.</p>		
Friday June 4	Movement building	<p>We're working to create a healthier environment for all people who live in Oregon and set our state free from tobacco.</p> <p>Through the Smokefree Oregon community, you'll learn what you can to protect yourself, your family and your neighbors from secondhand smoke, nicotine addiction and the tobacco industry's daily efforts to hook new customers.</p> <p>Click the link in our bio to learn more and take action!</p> <p>#SmokefreeOregon</p> <p>.</p> <p>.</p> <p>.</p> <p>Photo credit: Priscilla Du Preez on Unsplash</p>		-
Monday June 7	COVID-19 + Cessation	<p>Looking for another way to protect your health? Get help to quit smoking or vaping – it's worth it.</p> <p>Try these tips to get through a craving:</p> <ul style="list-style-type: none"> <li>Take slow, deep breaths.</li> <li>Think about your reasons for quitting.</li> <li>Do the mental math on how much money you'll save.</li> <li>Text or call someone who can help you stick with your quit.</li> </ul> <p>You can do this! And the Oregon Quit Line can help: 1-800-Quit-Now or <a href="https://quitnow.net/Oregon">quitnow.net/Oregon</a>.</p>		<p>Link to dropbox to show larger visuals and gifs (gifs are static here but will animate when posted): <a href="https://www.dropbox.com/sh/aklcxqwohfp7i8/AADx5JeXGDogvTpRPi9bG1w3a?dl=0">https://www.dropbox.com/sh/aklcxqwohfp7i8/AADx5JeXGDogvTpRPi9bG1w3a?dl=0</a></p>
Wednesday June 9	Protecting Children and Youth	<p>Don't believe that Big Tobacco is targeting our kids? In Oregon alone, up to 68,000 kids who are under 18 today will ultimately die prematurely from smoking. We don't want to be the bearer of bad news, but let's change the statistics and take care of our community.</p> <p>Want to take action? Click the link in our bio and find out how.</p>		
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Friday June 11	Second- and thirdhand smoke	<p>There are no safe levels of secondhand smoke exposure. Any exposure to these chemicals is harmful.</p> <p>The only way to fully protect your loved ones from secondhand smoke is to stop smoking.</p> <p>Text "READY" to 200-400 for free help to quit tobacco and nicotine your way.</p> <p>We're here to support you!</p> <p>#SmokefreeOregon</p>		
Monday June 14	Motivation	<p>We've put together a guide to help motivate and inspire you to take the first step to starting your tobacco-free journey!</p> <p>Check it out and share with others who are looking for support to get healthier.</p> <p>Together, we're stronger than Big Tobacco!</p> <p>#SmokefreeOregon</p>	<p><b>Copy to Guide here:</b>  Title: Ready to be tobacco-free?  Subtitle: You're at the right place! @smokefree__oregon is here to help you along the way!  No.1 Plan Ahead  A fresh start is important. Setting a new routine is one of the key steps to take on your tobacco-free journey.  No.2 Little Steps are Big Wins  There are many quit paths you can take. Finding the one that works for you &amp; focusing on the positive outcomes and long-term benefits of quitting tobacco seem like a good step to take.  No.3 Practice Mindfulness  Feeling like picking up that vape? Think again. Focus on other things that bring you peace.  No.4 A Reason to Quit  There are many reasons...what's yours?  No. 5 One Step  The first step is the most important and Smokefree Oregon is here to help you get to the top of the staircase.</p> <p><b>Instagram Guide featuring:</b>  @la_quits  @truthorange  @cbqmethod  @quitmonday  @breathwrk</p> <p>Screen Recording of draft guide here:  <a href="https://www.dropbox.com/s/lvx94jqe1138nt/June%2014%20Instagram%20Motivation%20Guide%20Preview.MP4?dl=0">https://www.dropbox.com/s/lvx94jqe1138nt/June%2014%20Instagram%20Motivation%20Guide%20Preview.MP4?dl=0</a></p>	
Wednesday June 16	Community Member shoutout	<p>Major shout-out to Oregon business owner Gerardo Bobadilla for standing up to Big Tobacco and refusing to take their money!</p> <p>Thank you for looking out for your community and taking big steps to create a #SmokefreeOregon, Gerardo!</p> <p>Click the link in bio to see how you can take action today!</p> <p>#SmokefreeOregon</p>	 <p>Link to dropbox with video of Gerardo Bobadilla:  <a href="https://www.dropbox.com/s/7sr0rt3k3csbcq5/June%2016%20%20Gerardo%20Bobadilla%20Post.mp4?dl=0">https://www.dropbox.com/s/7sr0rt3k3csbcq5/June%2016%20%20Gerardo%20Bobadilla%20Post.mp4?dl=0</a></p>	
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Friday June 18	Prevention	<p><b>Inspire Change Where You Live</b></p> <p>Want to help get tobacco out of your local community?</p> <p>Oregon's Tobacco Prevention and Education Program Coordinators work in every local community and with Oregon's federally recognized tribes.</p> <p>Click the link in our bio to make a change today!</p> <p>#SmokefreeOregon</p>		<a href="https://smokefreeoregon.com/take-action/">https://smokefreeoregon.com/take-action/</a>
Sunday June 20	Motivation	<p>The best moments are ahead! Summer in Oregon is the most beautiful time of year and we've put together the perfect playlist for you to kick-off your summer right!</p> <p>What better time then now to quit smoking? Text "READY" to 200-400 and we'll start your tobacco-free journey together!</p> <p>#SmokefreeOregon</p>	 <p>Youtube Playlist Link: <a href="https://www.youtube.com/playlist?list=PLOlicMZo9ECpbxOyAahPyE5Lh-7CcRCeh">https://www.youtube.com/playlist?list=PLOlicMZo9ECpbxOyAahPyE5Lh-7CcRCeh</a></p>	
Monday June 21	Cessation	<p>#DYK On an average, smoking cuts 13 years of your life expectancy. If you're thinking of starting, DON'T. Live to tell your story! The best moments are ahead!</p> <p>Looking to quit? You're at the right place.</p> <p>Text "READY" to 200-400 for free help to quit tobacco and nicotine your way.</p> <p>#SmokefreeOregon</p> <p>.</p> <p>.</p> <p>Photo credit: Serge Vorobets on Unsplash</p>		

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Wednesday June 23	Motivation	<p>Save this post if you're ready to start your #smokefree journey!</p> <p>Check out these tips to:</p> <ul style="list-style-type: none"> <li>Prepare yourself for quitting</li> <li>Clear nicotine from your body</li> <li>Manage cravings</li> <li>Stay smoke-free</li> </ul> <p>We're in this together. #SmokefreeOregon #ViveSinFumar</p> <p>Click the link in bio for more resources!</p>		
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Friday June 25	Pride month/Cessation	<p>Here's to taking PRIDE in living smokefree! Choosing to live smokefree can be for yourself, your partner, your children and so many other reasons.</p> <p>Here at @Smokefree__Oregon, we offer support and resources for you to start or continue on your smoke-free journey.</p> <p>What's your reason? Tag them below in the comment section</p> <p>#PRIDE #pridemonth #lovewins</p>	<p>Swipe through of the following images:</p> 	
Monday June 28	Cessation	<p>#DYK Just 20 minutes after you stop smoking your blood pressure goes down. After 24 hours, you've already decreased your risk of a heart attack and your nicotine levels drops to ZERO!</p> <p>Want to know what else happens over time? Click the link in our bio to see more of these positive changes.</p> <p>Looking to quit? You have options: TEXT "READY" to 200-400 for free help, call 1-800-QUIT-NOW or visit <a href="http://www.quitnow.net/Oregon">www.quitnow.net/Oregon</a></p> <p>#SmokefreeOregon</p>		<a href="https://www.youtube.com/watch?v=KX82NjMguvA">https://www.youtube.com/watch?v=KX82NjMguvA</a>

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Wednesday June 30	Smoke-free housing resources	<p>Everyone deserves to breathe clean, smoke-free air – no matter who they are or where they live!</p> <p>Do you smell smoke in your home?</p> <p>Click the link in bio to access smoke-free housing resources to make your home healthier and take action in your community.</p> <p>#SmokefreeOregon</p>		<a href="https://smokefreeoregon.com/resources/smoke-free-housing-tools/">https://smokefreeoregon.com/resources/smoke-free-housing-tools/</a>