




AUGUST GRANTEE-SPECIFIC FACEBOOK & INSTAGRAM CONTENT CALENDAR

IG or FB?	Date	Theme	Post Copy Instagram	Post Copy Facebook	Image (or image notes)	Full link
Both	For Grantees	Youth		<p>Gummy bear, watermelon wave, peach green tea, lemon tart, blue slushie... sounds like delicious flavors of candy, right? WRONG: These are just a few of the flavors Big Tobacco uses to advertise their nicotine vaping products.</p> <p>Flavors like these are designed for one market - kids. It's part of the reason 3.6 million middle and high school students currently use e-cigarettes. 🙄😡</p> <p>For ways you can fight back against the tobacco industry, visit https://smokefreeoregon.com/stronger-together/</p> <p>[tag Smokefree Oregon]</p>	 <p>[Link generated image]</p>	
Both	For Grantees	Local		<p>Major shout-out to Gerardo Bobadilla, owner of Mercado market store in Hood River!</p> <p>Mercado refuses to sell ANY tobacco products. Gerardo believes he can still have a good business without selling tobacco -- and he's right! In fact, his store has done so well that it recently doubled in size!</p> <p>Thank you for supporting our community, Gerardo! Drop some congratulatory love for him in the comments below 📌.</p> <p>We're glad Oregon is full of heroes who proudly work to make their communities safer, healthier, and smoke-free.</p>	<p>[We/See They See Video]</p> 	https://www.youtube.com/watch?v=gTx9-ZOR7hs&t=2s

				[tag Smokefree Oregon]		
Both	For Grantees	Health Equity/Disparities/LGBTQ		<p>Reshare from Black Body Health post: “Did you know 1 million African Americans in the U.S. identify as LGBTQ+?</p> <p>Here are some facts provided by the CDC about tobacco’s relationship with the community:</p> <p>*Tobacco companies advertise at gay pride festivals and other LGBT community events and contribute to local and national LGBT and HIV/AIDS organizations.</p> <p>*Tobacco advertisements in gay and lesbian publications often depict tobacco use as a “normal” part of LGBT life.</p> <p>*The tobacco industry encourages menthol cigarette use among LGBT populations.</p> <p>*Approximately 36% of LGBT smokers report smoking menthol cigarettes compared to 29% of heterosexual/straight smokers.”</p>	 <p>[Link generated image]</p>	