









SMOKEFREE OREGON FACEBOOK & INSTAGRAM OCTOBER CONTENT CALENDAR

IG or FB?	Date	Theme	Post Copy Instagram	Post Copy Facebook	Image (or image notes)	Full link
Both	10/1/2021	Cessation	<p>Happy October! We are in the last quarter of the year. If you're feeling down about not making progress on your quitting journey, no worries! A new month always signifies new beginnings.</p> <p>We're here for you! During your downtime, text "READY" to 200-400, call 1-800-QUIT-NOW or visit <a href="http://quitnow.net/Oregon">quitnow.net/Oregon</a> for free support.</p> <p>#smokefreeoregon #celebrateyourself #october #smokingkills #soberlifestyle #stopsmoking #saynototobacco #strongerthanyouthink #nicotinefree #quitsmokingtoday #tobaccofree #quittjourney #publichealth #bettermyself #smokeless #quittobacco #soberliving #breathefree #antivaping #vapefree #lungs #saynotodrugs #smokefree</p>	Same as Instagram		
Both	10/6/2021	Vaping/Youth	<p>Who's ready for halloween?! 🎃👻🍬</p> <p>We are too, so we thought we'd share a little trick or treat quiz: Can you tell the difference? Guess which logo is truly a treat and which is a tobacco trick in disguise. 1, 2, 3... go!</p> <p>#smokefreeoregon #halloween2021 #trickortreat #stressfree #onedayatatime #yourhealthmatters #strongerthanyouthink #weareheretohelp #smokefreelife #positivityonly #takeabreath #healthymindhealthybody #keepmotivated #motivatedtogether #saynotodrugs</p>	Same as Instagram		
Both	10/8/2021	Cessation	<p>October is Healthy Lung Month. Smoking can damage the lungs which can turn lung tissue a darker color.</p> <p>Keep your lungs healthy. Visit <a href="http://smokefreeoregon.com">smokefreeoregon.com</a> for tips and resources to go smoke-free.</p> <p>📷: @FDA</p>	Same as Instagram		

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Both	10/13/2021	Environment	<p>A friendly reminder: e-cigarette waste is toxic waste.</p> <p>E-cigarettes introduce all forms of hazardous waste into earth such as, plastic, nicotine salts, heavy metals, lead, mercury, and flammable lithium-ion batteries...should we continue? 🤔</p> <p>When discarded improperly it makes its way into our waterways, soil, and wildlife.</p> <p>Thinking of taking action? Click the link in bio to learn what you can do.</p> <p>#smokefreeoregon #publichealth #environment #climatechange #savetheplanet #mothernature #quitvaping #vapeworldwide #nicotinefree #nicotinefreevape #yourhealthmatters #healthylungs #yourlifematters #quitsmoking #dontsmoke #community</p>	Same as Instagram		
Both	10/15/2021	TRL	<p>QUESTION: How does a tobacco retail license (TRL) protect kids? ANSWER:A retail license comes with better education for retailers about tobacco laws, so they can make sure they don't sell tobacco products to kids. It also holds retailers that sell products illegally accountable through meaningful penalties. This helps protect kids from tobacco and nicotine addiction and prevents a lifetime of disease. Learn more about the benefits of tobacco retail licensing at the link in our bio.</p> <p><b>Add the following link to our SFO Link Tree:</b> <a href="http://bit.ly/2ONixPr">http://bit.ly/2ONixPr</a></p> <p>#tobaccoretaillicense #smokefreeoregon #vapefree #tobaccofree #protectyourkids #saynototobacco #healthykids #breathefree #saynotodrugs #kidshealth #kidslivesmatter #kidsareourfuture #sayno #saynotodrugskids #protectkids #protectkidshealth #protectchildren #childrenarethefuture #childrenareourfuture #publichealthmatters #smokefree</p>	Same as Instagram		

Both	10/18/2021	Cessation	<p>We could all use some balance right now. As a Libra, balance is the key to a joyful life and you have a natural knack for balance. This month, don't tip the scale. Make a conscious effort to stay away from tobacco.</p> <p>If you need help quitting, text "READY" to 200-400, call 1-800-QUIT-NOW or visit <a href="http://quitnow.net/Oregon">quitnow.net/Oregon</a> for free support.</p> <p>#smokefreeoregon #libra #zodiacsigns #libraseason #positivevibes #dreambig #balance #motivation #inspiration #tobaccofree #healthymindhealthybody #lifestyle #mindfulnesspractice #grateful #loveyourself #getsupport #stressfree #onedayatatime #yourhealthmatters #strongerthanyouthink</p>	<p>We could all use some balance right now. As a Libra, balance is the key to a joyful life and you have a natural knack for balance. This month, don't tip the scale. Make a conscious effort to stay away from tobacco.</p> <p>If you need help quitting, text "READY" to 200-400, call 1-800-QUIT-NOW or visit <a href="http://quitnow.net/Oregon">quitnow.net/Oregon</a> for free support.</p>		
Both	10/20/2021	Tobacco-free places	<p>College football season is HERE! Can you guess the three tobacco-free Oregon universities pictured?</p> <p>#smokefreeoregon #backtoschool #collegefootball #soberlifestyle #nonsmokers #saynototobacco #nicotinefree #lifestyle #quitsmokingtoday #bettermyself #quittobacco #soberliving #breathefree #antivaping #vapefree #lungs #saynotodrugs #quitjourney #smokefree #tobaccofree</p>	<p>College football season is HERE! Can you guess the three tobacco-free Oregon universities pictured?</p>		
Both	10/22/2021	Cessation	<p>#DYK smoking doesn't actually reduce stress. Nicotine causes your heart rate and blood pressure to spike. Your heart has to work harder, making it difficult to relax, while also increasing your anxiety and tension. That doesn't sound stress-free, does it?</p> <p>If you're looking for resources on ways to quit, visit the link in our bio or text "READY" to 200-400.</p> <p>📱: @FDA</p> <p>#smokefreeoregon #saynototobacco #breathefree #stressfree #stressrelief #mindfulness #meditation #yourhealthmatters #stopsmoking #nonsmokers #saynototobacco #strongerthanyouthink #nicotinefree #lifestyle #quitsmokingtoday #tobaccokills #publichealthmatters #lungcancer</p>	<p>Same as Instagram</p>		

			#lungcancerawareness #smokefree #publichealth			
Both	10/27/2021	Cessation	<p>A word from our sponsor: the sleepy Panda</p> <p>Video credit: @FDA</p> <p>#fda #smokefreeoregon #tips #positivityliveshere #weareheretohelp #support #lifestyle #tobaccofree #breathefree #morelife #healthymindhealthybody #soberliving #breathefree #antivaping #vapefree #lungs #saynotodrugs #smokefree</p>	<p>If you won't listen to us, surely you will listen to a sleepy Panda, right?</p> <p>Video credit: @FDA</p>	Video: <a href="#">Fact Alert - Panda - Exchange Lab Social Media Assets</a>	
Both	10/29/2021	Halloween	<p>In honor of Halloween, here's a little House of Horrors post featuring a gorey zombie!</p> <p>Okay, technically this is not a zombie, but #DYK smoking cigarettes causes injuries and wounds to heal more slowly? That's the real horror.</p> <p>Check out the link in our bio to learn more about the negative health effects of smoking.</p> <p><b>Add to SFO Link Tree: <a href="http://bit.ly/2VtQmZ2">http://bit.ly/2VtQmZ2</a></b></p> <p>#FBF #halloween2021 #trickortreat #smokefreeoregon #celebrateyourself #smokingkills #soberlifestyle #stopsmoking #nonsmokers #saynototobacco #strongerthanyouthink #nicotinefree #quitsmokingtoday #tobaccofree #quittjourney #publichealth #bettermyself #smokeless #quittobacco #soberliving #breathefree #antivaping #vapefree #lungs #saynotodrugs #smokefree</p>	<p>Flashing it back to one of our favorite Halloween House of Horrors post ft. the gaping wounds of a zombie. Okay, technically this is not a zombie, but #DYK smoking cigarettes causes injuries and wounds to heal more slowly? That's the real horror.</p> <p><a href="http://bit.ly/2VtQmZ2">http://bit.ly/2VtQmZ2</a></p>	