

SFO Facebook and Instagram January Content Calendar

[Smokefree Oregon • Facebook](#)

[Smokefree Oregon \(@smokefree_oregon\) • Instagram](#)

Instructions:

- 1. Download Image from the following folder [linked here](#).
- 2. Copy the text onto your phone/computer
- 3. Open Instagram and/or Facebook
- 4. Create a Post
- 5. Paste in text and localize. Make sure to think about your target audience.
 - 1. Adjust language to reach your audience.
 - 2. Utilize local hashtags
 - 3. Tag partners
- 6. Upload photo and click Post!
- 7. If you have your own content, here are some other ideas to engage with SFO social:
 - 1. “Like” the SFO posts that are relevant community (you know when the content will be scheduled!)
 - 2. Post a comment. Start a conversation with your partners by tagging them in the comment.
 - 3. “Share” the SFO content to your account. Note: you will likely get more reach if you create the post on your own account, but this option saves time.
 - 4. Post your own content and tag SFO or use #smokefreeoregon

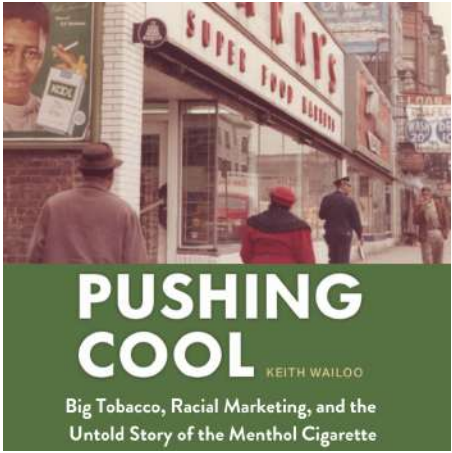
IG or FB?	Date	Theme	Post Copy Instagram	Post Copy Facebook	Image (or image notes)	Full link	Bitly link
Both	Jan. 4	Cessation	As we embark on a New Year, we know many use this as a time to set (and reset) goals. Maybe you or your loved one has a goal of quitting tobacco. Visit quitnow.net/Oregon , call 1-800-QUIT-NOW, or text “READY” to 200-400 for free help to quit. #newyear #smokefreeoregon #yougotthis #breathefree #inspiration #quitsmoking	As we embark on a New Year, we know many use this as a time to set (and reset) goals. Maybe you or your loved one has a goal of quitting tobacco. Visit quitnow.net/Oregon , call 1-800-QUIT-NOW, or text “READY” to 200-400 for free help to quit.			

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Both	Jan. 5	TRL	Stores now need a license to sell tobacco in Oregon. This means that the state can better track where tobacco is being sold and prevent illegal sales to youth. Keeping tobacco away from youth protects their health today and prevents lifelong addiction to nicotine. If you see a retailer selling tobacco products without a license, without checking ID, or selling to someone younger than 21, you can report it by emailing Tobacco.Inspections@state.or.us or calling 971-673-0984.	Stores now need a license to sell tobacco in Oregon. This means that the state can better track where tobacco is being sold and prevent illegal sales to youth. Keeping tobacco away from youth protects their health today and prevents lifelong addiction to nicotine. If you see a retailer selling tobacco products without a license, without checking ID, or selling to someone younger than 21, you can report it by emailing Tobacco.Inspections@state.or.us or calling 971-673-0984.			
Both	Jan. 6	BM108	 OHA Announces Funding Opportunity for Community Based Organizations  OHA seeks to center community strengths, wisdom and priorities for health, and support the work of community based organizations to improve health and increase health equity across all communities. OHA will fund work on specific public health issues – including commercial tobacco prevention – and provide flexible funding for specific community health needs. You can learn more in info sessions. The next one is Friday, Jan 7. To sign up for an info session, learn more, and download an application, visit: ohapublichealthfunding.org  Deadline to apply is January 31, 2022  OHA anuncia una oportunidad de financiamiento para organizaciones comunitarias  OHA busca que las organizaciones logren centrar sus fortalezas, conocimientos y prioridades en la salud de todas las comunidades de Oregon.	 OHA Announces Funding Opportunity for Community Based Organizations  OHA seeks to center community strengths, wisdom and priorities for health, and support the work of community based organizations to improve health and increase health equity across all communities. OHA will fund work on specific public health issues – including commercial tobacco prevention – and provide flexible funding for specific community health needs. You can learn more in info sessions. The next one is Friday, Jan 7. To sign up for an info session, learn more, and download an application, visit: ohapublichealthfunding.org  Deadline to apply is January 31, 2022  OHA anuncia una oportunidad de financiamiento para organizaciones comunitarias 	 		

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			OHA financiará en específico el trabajo dirigido a esfuerzos de salud pública, incluyendo la prevención del tabaquismo. También, brindará oportunidades de financiamiento flexible para cubrir necesidades específicas de salud de las comunidades relacionadas con la equidad y los determinantes sociales de la salud. Para mas información visite ohapublichealthfunding.org ¡La próxima sesión informativa s será el 11 de enero de 2022! 🕒 La fecha límite para presentar la solicitud es el 31 de enero de 2022	OHA busca que las organizaciones logren centrar sus fortalezas, conocimientos y prioridades en la salud de todas las comunidades de Oregon. OHA financiará en específico el trabajo dirigido a esfuerzos de salud pública, incluyendo la prevención del tabaquismo. También, brindará oportunidades de financiamiento flexible para cubrir necesidades específicas de salud de las comunidades relacionadas con la equidad y los determinantes sociales de la salud. Para mas información visite ohapublichealthfunding.org ¡La próxima sesión informativa s será el 11 de enero de 2022! 🕒 La fecha límite para presentar la solicitud es el 31 de enero de 2022			
Both	Jan. 10	TRL	Nearly 90% of people who use tobacco start before they turn 18. Thankfully, Oregon now has a tobacco retail licensing law – which helps stop the tobacco industry from illegally selling their addictive, deadly products to youth! This new law protects young people today, and for a lifetime. If you see a retailer selling tobacco products without a license, without checking ID, or selling to someone younger than 21, you can report it by emailing Tobacco.Inspections@state.or.us or calling 971-673-0984.	Nearly 90% of people who use tobacco start before they turn 18. Thankfully, Oregon now has a tobacco retail licensing law – which helps stop the tobacco industry from illegally selling their addictive, deadly products to youth! This new law protects young people today, and for a lifetime. If you see a retailer selling tobacco products without a license, without checking ID, or selling to someone younger than 21, you can report it by emailing Tobacco.Inspections@state.or.us or calling 971-673-0984.			

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Both	Jan.14th	Cessation	Capricorn: This year is about persistence for you. Keep at your goals and you'll make it to the finish line. P.S. If one of those goals is quitting tobacco, we're here to help. Call 1-800-QUIT-NOW, text "READY" to 200-400, or visit quitnow.net/Oregon. #smokefreeoregon #goals #yourhealthmatters #yougotthis #breathefree	Capricorn: This year is about persistence for you. Keep at your goals and you'll make it to the finish line. P.S. If one of those goals is quitting tobacco, we're here to help. Call 1-800-QUIT-NOW, text "READY" to 200-400, or visit quitnow.net/Oregon.			
Instagram	Jan. 19	Youth/Vaping	Ready for some good news? Our young people aren't falling for the Tobacco Industry's tricks! 70% of young adults believe that tobacco companies do <u>not</u> tell the truth about the addictiveness of their products. Tobacco companies continue to target youth with flavored products and put this generation at risk of nicotine addiction. Join us in the fight against Big Tobacco. Click the link in our bio to take action in your community today! Together we are stronger than big tobacco. #vapefree #publichealth #youth health				http://bit.ly/2qB7sZI

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Both	Jan. 21	Cessation	Get support to quit smoking or vaping, and to stay tobacco-free. Every try is a step forward. Call 1-800-QUIT-NOW, text “READY” to 200-400, or visit quitnow.net/Oregon. #newyear #smokefreeoregon #yougotthis #breathefree #inspiration #quitsmoking	Get support to quit smoking or vaping, and to stay tobacco-free. Every try is a step forward. Call 1-800-QUIT-NOW, text “READY” to 200-400, or visit quitnow.net/Oregon.			
Both	Jan. 24	Disparities	Did you know that select pharmacies in Oregon can prescribe medications to help you quit smoking? Health insurance plans (including Oregon Health Plan) cover medications like patches and gum for free with a prescription. Find a pharmacy near you: https://smokefreeoregon.com/pharmacy #smokefreeoregon #yourhealthmatters #tobaccofree #healthcare	Did you know that select pharmacies in Oregon can prescribe medications to help you quit smoking? Health insurance plans (including Oregon Health Plan) cover medications like patches and gum for free with a prescription. Find a pharmacy near you: https://smokefreeoregon.com/pharmacy			
Instagram	Jan. 28	Cessation	Smoking and vaping are expensive. #DYK smoking a pack of cigarettes a day costs \$3,000 a year?! Quitting is free! Call 1-800-QUIT-NOW, text “READY” to 200-400, or visit quitnow.net/Oregon for help to quit. #smokefreeoregon #quitnow #yourhealthmatters #tobaccofree	Smoking and vaping are expensive. #DYK smoking a pack of cigarettes a day costs \$3,000 a year?! Quitting is free! Call 1-800-QUIT-NOW, text “READY” to 200-400, or visit quitnow.net/Oregon for help to quit.			

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Both	Jan. 31	Disparities	Check out this new book from historian Keith Wailoo (tag) that details how cigarettes became a civil-rights issue and how tobacco companies are still profiting from decades of malicious marketing to Black people. His takeaway: "Black Americans today smoke menthols at higher rates than any other group because of the 'push' from cigarette companies and their savvy advertisers rather than the 'pull' of consumer preferences. The health impacts are stark: Black Americans are more likely than white ones to die from diseases linked to smoking." http://www.keithwailoo.com/pushing-cool-menthol-race-and-big-tobacco #smokefreeoregon #blackhealthmatters #metholfree #publichealth	Check out this new book from historian Keith Wailoo (tag) that details how cigarettes became a civil-rights issue and how tobacco companies are still profiting from decades of malicious marketing to Black people. His takeaway: "Black Americans today smoke menthols at higher rates than any other group because of the 'push' from cigarette companies and their savvy advertisers rather than the 'pull' of consumer preferences. The health impacts are stark: Black Americans are more likely than white ones to die from diseases linked to smoking." http://www.keithwailoo.com/pushing-cool-menthol-race-and-big-tobacco		https://www.nature.com/articles/d41586-021-02849-0?fbclid=IwAR1GrhM7SZWa_AVWpyE6hYlp06dGY8J13dl9ZLivQFY5fu9jC0VUqR5cM3A	