


SMOKEFREE OREGON FACEBOOK & INSTAGRAM APRIL 2022 CONTENT CALENDAR



[Smokefree Oregon • Facebook](#)



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


Instructions:

- 1. Download Image from the following folder: <https://www.dropbox.com/sh/aazy5eihmluqh5d/AAA998BzRVwC8mDmFv1xpK70a?dl=0>
- 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)
Both	April1, 2022	Movement building	<p>Happy Take Down Tobacco Day! We know what you’re thinking -- isn't this everyday?! Today is a national call for action to kick the tobacco industry's butt. We’ve made great headway, but still have a ways to go to create the next tobacco-free generation. Will you join us in taking action? Contact your local decision makers. Don’t worry, we have some sample language that you can customize or just send. See link in bio for more info.</p> <p>#takedowntobacco #tobaccofree #smokefreeoregon #yourhealthmatters</p>	<p>Happy Take Down Tobacco Day! We know what you’re thinking -- isn't this everyday?! Today is a national call for action to kick the tobacco industry's butt. We’ve made great headway, but still have a ways to go to create the next tobacco-free generation. Will you join us in taking action? Contact your local decision makers. Don’t worry, we have some sample language that you can customize or just send. See link in bio for more info.</p> <p>https://smokefreeoregon.com/take-action/letter-to-commissioner/</p>	<div></div> <p>Instagram Story/Reel Linked Below: https://www.dropbox.com/s/xzh1g3a77ei4r2a/Letter%20to%20Commissioner%20Instagram%20Story%20%281%29.mp4?dl=0</p>

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Both	Apr 6, 2022	Flavored products	<p>About a year ago, the @FDA announced their commitment to take major action to reduce tobacco-related deaths and diseases.</p> <p>Good news! They remain on track to ban menthol as a flavor in cigarettes, and ban all flavors (including menthol) in cigars. Soon, you will have a chance to comment on this proposed rule. Learn more by clicking our bio.</p> <p>#nomorementhol #smokefreeoregon #breathefree #bethechangeyouwanttosee</p>	<p>About a year ago, the @FDA announced their commitment to take major action to reduce tobacco-related deaths and diseases.</p> <p>Good news! They remain on track to ban menthol as a flavor in cigarettes, and ban all flavors (including menthol) in cigars. Soon, you will have a chance to comment on this proposed rule. Learn more by clicking the link below.</p> <p>https://www.fda.gov/news-events/fda-voices/fda-track-take-actions-address-tobacco-related-health-disparities</p>	
IG	Apr 8, 2022	Cessation	<p>Have you heard of Tips from Former Smokers? It's a great way to hear how tobacco has affected people's lives and their journey to overcome tobacco addiction.</p> <p>Check out this new bilingual infographic listing cessation strategies and resources created in partnership with Nuestras Voces and APPEAL (tag).</p> <p>Check out a preview here and for a full look, click the link in bio.</p> <p>#yourjourneyyourway #starttoday #tobaccofree #youmatter</p>		

IG or FB?	Date	Theme	Post Copy Instagram	Post Copy Facebook	Image (or image notes)
Both	Apr 11, 2022	Disparities	<p>Check out this new resource from The Center for Black Health & Equity! The Center recently published the Health Justice Training Guide, which covers:</p> <ul style="list-style-type: none"> • How African Americans have historically been targeted by Big Tobacco and continue to be targeted today. • How African Americans' health continues to be impacted by myths and stereotypes, and what we can do as a community collective to overcome it. <p>For more on the guide, visit @centerforblackhealth.</p> <p>#smokefreeoregon #healthjustice #centerforblackhealthandequity #blackhealth #blackhealthmatters</p>	<p>Check out this new resource from The Center for Black Health & Equity! The Center recently published the Health Justice Training Guide, which covers:</p> <ul style="list-style-type: none"> • How African Americans have historically been targeted by Big Tobacco and continue to be targeted today. • How African Americans' health continues to be impacted by myths and stereotypes, and what we can do as a community collective to overcome it. <p>For more on the guide, visit: https://centerforblackhealth.org/healthjusticeguide/</p>	
IG	Apr 13, 2022	Cessation	<p>This spring, go smoke-free!</p> <ol style="list-style-type: none"> 1. Find your reason to quit. 2. Give yourself a break. 3. Clean your space and remove all triggers from your home. 4. Focus on your mental and physical health. 5. Believe in your journey and take it one day at a time. <p>#spring2022 #quittoday #breathefree #smokefreeoregon #yougotthis</p>		<p>Link to Reel: https://www.dropbox.com/s/71crg4dqew8mmsb/April%20Smokefree%20Spring%20Tips%20Reel_3_23_22.mp4?dl=0</p>
Both	Apr 18, 2022	Youth/Flavored Products	<p>#DYK that by September of 2021, 344 locations and three Native American tribes across the United States placed some type of restriction on flavored tobacco products and, of those, 124 have bans on menthol products?! 🙌</p> <p>Flavors play a big role in the youth e-cigarette epidemic — 97% of youth who vape use flavored products.</p> <p>Fact credit: @truthinitiative</p> <p>#mentholban #vapefree #kidshealth #nativeamericans #smokefreeoregon</p>	<p>#DYK by September of 2021, 344 locations and three Native American tribes across the United States have placed some type of restriction on flavored tobacco products and, of those, 124 have bans on menthol products?! 🙌</p> <p>Flavors play a big role in the youth e-cigarette epidemic — 97% of youth who vape use flavored products.</p> <p>Tag @truthinitiative</p> <p>https://truthinitiative.org/sites/default/files/media/files/2022/01/Q3%202021%20draft_FI_NAL-Sept302021.pdf</p>	

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IG	Apr 19, 2022	1 Year Instagram Anniversary	<p>It's been 365 days since we've joined the Instagram family. Thank you for your support in building this community over the past year. For our new friends, here are a few facts about us:</p> <ul style="list-style-type: none"> • Smokefree Oregon is all of us—individuals, communities, businesses, organizations and health workers—who want a healthier environment for everyone living in Oregon. • Most Oregon counties and tribes have a local tobacco prevention coordinator who work with the community and can help you get involved. Click the link in bio to see if your county has a local coordinator and take action today. • We're here for whatever your quitting needs are. Tell us what brought you to SFO! <p>#smokefreeoregon #celebration #hereforyou #yougotthis #wereinthistogether</p>		<p>Link to Reel: https://www.dropbox.com/s/q23e866894k8f6u/April%20SFO%201%20Year%20Anniversary%20Reel_3_23_22.mp4?dl=0</p>
Both	Apr 25, 2022	Cessation	<p>Quitting smoking is the best thing you can do for your health and your loved ones.</p> <p>But withdrawal is challenging. It can help if you think about symptoms as signs that your body is recovering. Many people find withdrawal symptoms disappear completely after two to four weeks.</p> <p>Get support for your smoke-free journey! Click the link in bio, call 1-800-QUIT-NOW, or text "READY" to 200-400 for free help to quit.</p> <p>#quittoday #yourjourneyyourway #smokefreeoregon #yourhealthmatters</p>	<p>Quitting smoking is the best thing you can do for your health and your loved ones.</p> <p>But withdrawal is challenging. It can help if you think about symptoms as signs that your body is recovering. Many people find withdrawal symptoms disappear completely after two to four weeks.</p> <p>Get support for your smoke-free journey! Click the link in bio, call 1-800-QUIT-NOW, or text "READY" to 200-400 for free help to quit.</p>	
Both	Apr 27, 2022	Cessation	<p>Everyone say hello to Nickole! 🙌</p> <p>Nickole experienced being targeted by tobacco marketing firsthand, but has quit smoking and now lives a smoke-free life.</p> <p>Check out her story! Tell us if you've been exposed to tobacco marketing in the comments.</p> <p>#takedownbigtobacco #yourstorymatters #smokefreeoregon #breathefree</p>	<p>Everyone say hello to Nickole! 🙌</p> <p>Nickole experienced being targeted by tobacco marketing firsthand, but has quit smoking and now lives a smoke-free life.</p> <p>Check out her story! Tell us if you've been exposed to tobacco marketing in the comments.</p>	<p>Link to Video: https://www.dropbox.com/s/ma4afrijbhp44xz/SFO_Social_April_27.mp4?dl=0</p>

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Both	Apr 29, 2022	Movement building	<p>In January, <u>Nature</u> reported that six international respiratory societies have banned researchers from publishing in their journals because they were directly funded by tobacco companies.</p> <p>This happened after tobacco company Philip Morris International acquired a healthcare firm that produces inhalers.</p> <p>Kudos to organizations standing up to Big Tobacco.</p> <p>Click the link in bio for more.</p> <p>Note: “Quote from a joint statement released by six health organizations, including the American Thoracic Society (ATS), the European Respiratory Society and the International Union Against Tuberculosis and Lung Diseases.”</p> <p>#standinguptobigtobacco #smokefreeoregon</p>	<p>In January, <u>Nature</u> reported that six international respiratory societies have banned researchers from publishing in their journals because they were directly funded by tobacco companies.</p> <p>This happened after tobacco company Philip Morris International acquired a healthcare firm that produces inhalers.</p> <p>Kudos to organizations standing up to Big Tobacco.</p> <p>Note: “Quote from a joint statement released by six health organizations, including the American Thoracic Society (ATS), the European Respiratory Society and the International Union Against Tuberculosis and Lung Diseases.”</p> <p>https://www.nature.com/articles/d41586-022-00197-1</p>	
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