| Date     | Post Copy  | Link                   | Visual   | Targeting  |
|----------|--|------------------------|--|--|
| 7/5/2022 | Looking to explore the Columbia Gorge<br>Waterfall Corridor this summer? Here's<br>what you need to know. (Tip: Get a<br>permit or take a bus, shuttle or bike and<br>visit mid-week for the best experience.)   | https://bit.ly/3zCPWoZ | How to Visit Oregon's Waterfall Corridor This Summer - Travel Oregon   : Bridal Veil Falls Plan Your TripGuides & ToursGuides & ChartersHow to Visit Oregon's Waterfall Corridor This Summer How to Visit Oregon's | Sex: M - F<br>Age: 18-55<br>Location: Oregon<br>Interests: PMO General<br>Audience*  |
| 7/7/2022 | Cool off with some cold treats, live<br>music and fun activities for the whole<br>family at @PortlandMercado's Summer<br>Fest on July 9. It's a wonderful<br>opportunity to enjoy the sunshine and<br>celebrate Latinx muscians, change-<br>makers, friends and families in our<br>Latino community. 🖓 / 🗗 🎲 | https://bit.ly/3NYkndF |  | Sex: M - F<br>Age: 18-55<br>Location: Oregon<br>Interests: PMO Portland              |
|          |  | https://bit.ly/3NYkndF |  | Sex: M - F<br>Age: 18-55<br>Location: Oregon<br>Interests: PMO Portland<br>(Spanish) |

| During the pandemic, telehealth<br>medical appointments gained in<br>popularity. Here are some ways to<br>make culturally responsive mental<br>health services more accessible. I  | https://rwjf.ws/3tx9asf | O O   Image: Constraint of the services of the s                                | Sex: M - F<br>Age: 18-55<br>Location: Oregon<br>Interests: PMO General<br>Audience* |
|--|-------------------------|---|---|
| Inflation leads to surging food costs,<br>which could mean skyrocketing obesity<br>rates. Check out this article about the<br>complex issue of food insecurity.  | https://bit.ly/30hzyhl  | How The Rising Cost Of Food Could Affect Obesity Rates   Rising food prices could have a big impact on obesity rates in ways you might not expect. Read on to learn more about how inflation could  | Sex: M - F<br>Age: 18-55<br>Location: Oregon<br>Interests: PMO General<br>Audience* |
| This new playground features an inclusive in-ground trampoline for wheeling or walking onto, swings for groups and two accessible slides.<br>Check out how @PortlandParks cares for local children's physical, sensory and social needs. | https://bit.ly/3xOlxQX  | Anatom code Image: | Sex: M - F<br>Age: 18-55<br>Location: Oregon<br>Interests: PMO Portland             |

|           | Housing, food, education, safety and<br>discrimination are all factors that can<br>affect a person's health. Read here to<br>learn why Gen Z wants these topics<br>included in conversations with their<br>doctors.                      | <u>https://bit.ly/3NWuD6q</u> |   | Sex: M - F<br>Age: 18-55<br>Location: Oregon<br>Interests: PMO General<br>Audience* |
|-----------|--|-------------------------------|---|---|
|           | Heat affects us all some communities<br>more than others. In response to last<br>year's extreme temperatures, Portland<br>selected priority neighborhoods in need<br>of increased tree canopy. Check out<br>how to get a free tree here! | https://bit.ly/3HZP6Vu        | How to get a tree in Portland   The city offers a few options for residents looking for free trees. | Sex: M - F<br>Age: 18-55<br>Location: Oregon<br>Interests: PMO General<br>Audience* |
|           | Do you know how many drinks you had<br>this week?  |                               |   | Sex: M - F<br>Age: 21-65+<br>Location: Oregon<br>Interests: RTD Launch<br>English   |
| 7/28/2022 | #RethinkTheDrink #DrinkLessLiveMore  | www.rethinkthedrink.com       | "How many drinks?" English video  |   |

|           |  |                         |                                  | Sex: M - F<br>Age: 21-65+<br>Location: Oregon<br>Interests: RTD Launch<br>Spanish |
|-----------|--|-------------------------|----------------------------------|---|
|           | ¿Sabe cuántas bebidas consumió esta<br>semana? |                         |                                  |   |
| 7/28/2022 | #RethinkTheDrink #HowManyDrinks                | www.rethinkthedrink.com | "How many drinks?" Spanish video |   |

## \*PMO General Audience:

Interests: Public health, Beer, Empowerment, Nonprofit organization, Walking, Social movement, Healthy Habits, Wine, Motivation, Activism, Centers for Disease Control and Prevention, Oregon, Fitness and wellness, Tobacco, Urban planning, Portland, Oregon, Fred Meyer, Cooking or Healthy Life, Industry: Education and Libraries, Parents: Parents (All), New Parents (0-12 months), Parents with toddlers (01-02 years), Parents with preschoolers (03-05 years), Parents with early school-age children (06-08 years), Parents with teenagers (13-17 years), Parents with adult children (18-26 years) or Parents with preteens (09-12 years), Physical exercise