



LET'S TELL THE STORY OF COMMERCIAL TOBACCO PREVENTION!

Click below if you are interested in creating a video to tell your story about commercial tobacco prevention work.

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Oregon
Health
Authority

SMOKEFREE
oregon

WHAT

Work with OHA's Smokefree Oregon to create a video that tells the story of commercial tobacco prevention in your community, through your organization or as a local public health authority (LPHA). These videos will belong to you to use in any way you'd like.

Additionally, OHA would work with you to determine how you would like to share these stories beyond your organization. This is completely optional — we still want to work with you to tell your story! Some examples of how OHA could elevate this work include:

Incorporating footage into educational videos to train about community-driven ways to address commercial tobacco use

Incorporating footage into future mass-reach media campaigns through Smokefree Oregon that focus on commercial tobacco prevention and cessation

Incorporating footage into promotion of future commercial tobacco funding opportunities

WHY

Commercial tobacco prevention is evolving across Oregon, and you're all leading that effort! Over the last year and beyond, we've learned that commercial tobacco prevention is community care, social connection, food justice — everything you do with community is prevention. So, we want to help you share your projects, initiatives and real experiences of working to prevent commercial tobacco use in Oregon.

HOW

Our communications contractor, Metropolitan Group, will work with you from start to finish to tell your story through video. They will map out the story, projects and/or successes you would like to highlight in your video and determine how you want to capture it (e.g., interviews, candid video, video of a community event, voice-overs, etc.). They'll work with you to pick a date and location for a video production crew to come visit you to capture video and professionally edit and produce the video for you to own and use.