
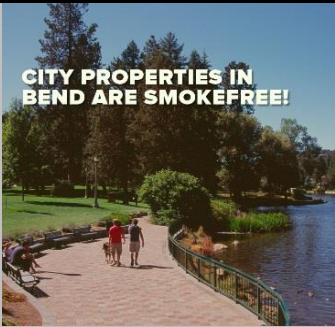



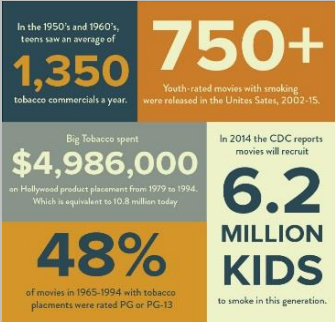



Date	Theme Bucket	So what?	Post (copy)	BudURL	Link	Photo
10/3/2016	Cessation	TIPS from a former smoker	<p>"A lot of people think, 'oh, cancer it's not going to happen to me'. But look at myself." Watch Rose's story.</p> <p><a href="http://bit.ly/2cRt6jh">http://bit.ly/2cRt6jh</a></p> <p><a href="http://bit.ly/1Kmpyyq">http://bit.ly/1Kmpyyq</a></p>	<a href="http://bit.ly/1Kmpyyq">http://bit.ly/1Kmpyyq</a>	<a href="http://www.cdc.gov/tobacco/campaign/tips/stories/rose.html">http://www.cdc.gov/tobacco/campaign/tips/stories/rose.html</a>	NA
10/5/2016	Partner Post	disparities-targeting the black community	<p>The sad truth about how Big Tobacco has targeted the African American community throughout the years.</p>		<a href="https://www.facebook.com/ItStartsHere/posts/1043997048989545">https://www.facebook.com/ItStartsHere/posts/1043997048989545</a>	NA
10/6/2016	Tobacco retail environment	Showing the tobacco retail environment in Oregon.	<p>Post copy: The tobacco industry knows that 70 percent of teens shop in convenience stores at least once a week.</p> <p><a href="http://bit.ly/1Lnfcwa">http://bit.ly/1Lnfcwa</a></p> <p>Picture copy: The industry starts targeting kids before they even get inside.</p>	<a href="http://bit.ly/1Lnfcwa">http://bit.ly/1Lnfcwa</a>	<a href="http://smokefreeoregon.com/wp-content/uploads/2014/07/StatewideRetailRollup.pdf">http://smokefreeoregon.com/wp-content/uploads/2014/07/StatewideRetailRollup.pdf</a>	
10/7/2016	Events and key dates cessation	world smile day	<p>What better reason to smile then quitting smoking. Call 1-800-QUIT-NOW or visit <a href="http://www.quitnow.net/oregon/">www.quitnow.net/oregon/</a></p> <p>picture copy: Happy World Smile Day from Smokefree Oregon!</p>			

10/10/2016	cessation	partner post cessation	Smoking today could impact your lung capacity later.		<a href="https://www.facebook.com/KnowTheRealCost/photos/a.709399609092595.1073741828.698179880214568/1267137333318817/?type=3">https://www.facebook.com/KnowTheRealCost/photos/a.709399609092595.1073741828.698179880214568/1267137333318817/?type=3</a>	NA
10/12/2016	Smokefree environments	Smokefree areas in our community.	<p>Learn how you can get involved in your community:  <a href="http://smokefreeoregon.com/what-you-can-do/">http://smokefreeoregon.com/what-you-can-do/</a></p> <p>Picture copy: City properties in Bend are Smokefree!</p>			
10/13/2016	Environment	Philadelphia's "Break the Cycle" public-health campaign	<p>Check out Big Tobacco's marketing to lower-income and African American communities. #breakthecycle  <a href="http://bit.ly/2cZNIDf">http://bit.ly/2cZNIDf</a></p>	Linking to Smokefreephilly's FB page		
10/14/2016	general wellness	Costco phasing out tobacco sales	Is Costco following in CVS' footsteps? #BeTheFirst	<a href="http://bit.ly/1XsY92u">http://bit.ly/1XsY92u</a>	<a href="http://www.csnews.com/product-categories/tobacco/costco-phasing-out-tobacco-sales">http://www.csnews.com/product-categories/tobacco/costco-phasing-out-tobacco-sales</a>	NA

10/17/2016	cessation	Real cost	<p>Post copy: Did you know that it takes around 6 minutes to smoke a single cigarette? If you smoke a pack per day that's 2 hours every day, or 60 hours a month. <a href="http://bit.ly/2cdVHvC">http://bit.ly/2cdVHvC</a></p> <p>picture copy: What would you do with all that extra time?</p>	<a href="http://bit.ly/2cdVHvC">http://bit.ly/2cdVHvC</a>	<a href="https://www.quitcircle.com/sites/default/files/Cigarette%20Time%20Cost%20Calculator.pdf">https://www.quitcircle.com/sites/default/files/Cigarette%20Time%20Cost%20Calculator.pdf</a>	
10/19/2016	Environment	TIPS from a former smoker	<p>Second-hand smoke can be detrimental to those suffering from asthma. Hear Jamason's story. <a href="https://youtu.be/-xHloYhpY_Q">https://youtu.be/-xHloYhpY_Q</a>  <a href="http://bit.ly/1fTbD1t">http://bit.ly/1fTbD1t</a></p>	<a href="http://bit.ly/1fTbD1t">http://bit.ly/1fTbD1t</a>	<a href="http://www.cdc.gov/tobacco/campaign/tips/stories/jamason.html">http://www.cdc.gov/tobacco/campaign/tips/stories/jamason.html</a>	NA
10/20/2016	Join the SF Community	Heroes video showing people doing great things in our community.	<p>Businesses can help keep our community healthy with the products they choose to sell. <a href="https://youtu.be/YxD5u7cTULU">https://youtu.be/YxD5u7cTULU</a></p>	<a href="https://youtu.be/YxD5u7cTULU">https://youtu.be/YxD5u7cTULU</a>	<a href="https://youtu.be/YxD5u7cTULU">https://youtu.be/YxD5u7cTULU</a>	NA
10/21/2016	Tobacco Retail Environment	Showing the tobacco retail environment in Oregon.	<p>Post copy: Out of sight, out of mind. Something Big Tobacco doesn't let happen. <a href="http://bit.ly/1LnfCwa">http://bit.ly/1LnfCwa</a></p> <p>picture copy: Exposure to tobacco ads has been linked to impulse purchases in adults who are trying to quit, and to relapse in former smokers.</p>	<a href="http://bit.ly/1LnfCwa">http://bit.ly/1LnfCwa</a>	<a href="http://smokefreeoregon.com/wp-content/uploads/2014/07/StatewideRetailRollup.pdf">http://smokefreeoregon.com/wp-content/uploads/2014/07/StatewideRetailRollup.pdf</a>	

10/24/2016	Cessation	What happens to your lungs after just 20 cigarettes	Medical students feed a healthy pair of lungs 20 Menthol cigarettes. Take a look at what happens.  Call 1-800-QUIT-NOW or visit <a href="http://www.quitnow.net/oregon/">www.quitnow.net/oregon/</a>	<a href="http://bit.ly/2dDw9K5">http://bit.ly/2dDw9K5</a>	<a href="https://youtu.be/3OPb8l4rcc0">https://youtu.be/3OPb8l4rcc0</a>	NA
10/26/2016	general wellness	Walgreens shareholders want retail chain to stop selling tobacco	"In the end, Walgreens needs to decide whether it truly wants to be credibly seen as a company that cares about the health needs of the communities it serves." Learn more here: <a href="http://bit.ly/2cGmu86">http://bit.ly/2cGmu86</a> #BeTheFirst	<a href="http://bit.ly/2cGmu86">http://bit.ly/2cGmu86</a>	<a href="http://www.csnews.com/product-categories/tobacco/walgreens-shareholders-want-chain-stop-selling-tobacco">http://www.csnews.com/product-categories/tobacco/walgreens-shareholders-want-chain-stop-selling-tobacco</a>	NA
10/27/2016	disparities	exposure to tobacco in lower-income communities	Post copy: tobacco companies sell their products in more stores, at deeper discounts, and place more ads in minority and low income neighborhoods, compared to wealthier, predominantly white neighborhoods.  Picture copy: Repeated exposure to tobacco ads leads to an increased likelihood of tobacco use.	<a href="http://bit.ly/2cpCpYB">http://bit.ly/2cpCpYB</a>	<a href="http://www.tobaccopolicycenter.org/documents/Tobacco%20Disparities-Evidence%20Supports%20Policy%20Change.pdf">http://www.tobaccopolicycenter.org/documents/Tobacco%20Disparities-Evidence%20Supports%20Policy%20Change.pdf</a>	
10/28/2016	disparities	tobacco and the film industry	How the tobacco industry has paid to promote smoking in movies through the decades. <a href="http://bit.ly/2cVWAcY">http://bit.ly/2cVWAcY</a>	<a href="http://bit.ly/2cVWAcY">http://bit.ly/2cVWAcY</a>	<a href="https://smokefreemovies.ucsf.edu/sites/default/files/sfm_ad113.pdf">https://smokefreemovies.ucsf.edu/sites/default/files/sfm_ad113.pdf</a>	

10/31/2016	holiday	halloween	<p>Post copy: Sometimes it helps to pick a special date to quit on. What better day then today?</p> <p>Call 1-800-QUIT-NOW or visit <a href="http://www.quitnow.net/oregon/">www.quitnow.net/oregon/</a></p> <p>Picture copy: Happy Halloween from Smokefree Oregon!</p>			
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Date	Theme Bucket	Post Copy	Link	Visual
Monday 10/3	Seasonal	Wednesday is Walk+Bike to School Day! How does your family get to school? Make sure to register at the link below.	<a href="https://www.facebook.com/BTAOregon/posts/10154133045961919">https://www.facebook.com/BTAOregon/posts/10154133045961919</a>	
Thursday 10/6	Problem	Just in time for back-to-school! Congratulations to Klamath Falls.	<a href="https://www.facebook.com/bluezonesprojectklamathfalls/posts/1768818116708409">https://www.facebook.com/bluezonesprojectklamathfalls/posts/1768818116708409</a>	
Monday 10/10	Seasonal	Walktober. Something fun, healthy and almost anyone can do in the month of October in Oregon. @OregonWalks #placemattersOR #walktober	<a href="http://walktoberpdx.org/">http://walktoberpdx.org/</a>	
Friday 10/14	Seasonal	Check out the U.S. Surgeon General's walking playlist! #walktober #placemattersOR	<a href="http://www.surgeongeneral.gov/library/calls/walking-and-walkable-communities/index.html#Surgeon%20Generals%20Walking%20Playlist%C2%A0">http://www.surgeongeneral.gov/library/calls/walking-and-walkable-communities/index.html#Surgeon%20Generals%20Walking%20Playlist%C2%A0</a>	
Wednesday 10/19	Problem	"We know what to do. We need to eat better and we need to move more. We need to make sure that our work sites, communities, child care facilities and our health care environments support us in doing that." - Luci Longoria	<a href="http://www.bendbulletin.com/home/4627495-151/oregon-obesity-rates-highest-in-west">http://www.bendbulletin.com/home/4627495-151/oregon-obesity-rates-highest-in-west</a>	
Friday 10/21	Problem	"The goal of Passport to Wellness is to create a culture of positive attitudes,	<a href="https://www.facebook.com/www.waytowellville.net/posts/1890438541184307">https://www.facebook.com/www.waytowellville.net/posts/1890438541184307</a>	

		<p>knowledge and behaviors around nutrition, physical activity and emotional well-being.”</p> <p>Three cheers to @waytowellville for their Clatsop County communitywide effort to improve health!</p>		
Tuesday 10/25	Industry Practices	<p>"No one should be advertising junk food for kids." - Jessica Almy, @CSPI.</p>	<a href="http://www.foodandwine.com/news/most-nickelodeon-ads-are-junk-food?xid=soc_socialflow_facebook_fw">http://www.foodandwine.com/news/most-nickelodeon-ads-are-junk-food?xid=soc_socialflow_facebook_fw</a>	
Thursday 10/27	Problem	<p>Now there is even more evidence that that the resulting achievement gap is wider than we thought.</p>	<a href="https://www.facebook.com/ChildrenFirstForOregon/posts/10157305429205331">https://www.facebook.com/ChildrenFirstForOregon/posts/10157305429205331</a>	
Monday 10/31	Problem	<p>Congratulations to Columbia Gorge CCO for winning a 2016 RWJF Culture of Health Prize!</p>	<a href="http://www.rwjf.org/en/library/collections/coh-prize-winners/2016-winner-oregon-washington.html">http://www.rwjf.org/en/library/collections/coh-prize-winners/2016-winner-oregon-washington.html</a>	<a href="https://www.youtube.com/watch?v=kuoz3tCn6xY">https://www.youtube.com/watch?v=kuoz3tCn6xY</a>