
Movement Building for Smokefree Oregon

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Metropolitan Group

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What is a Movement?



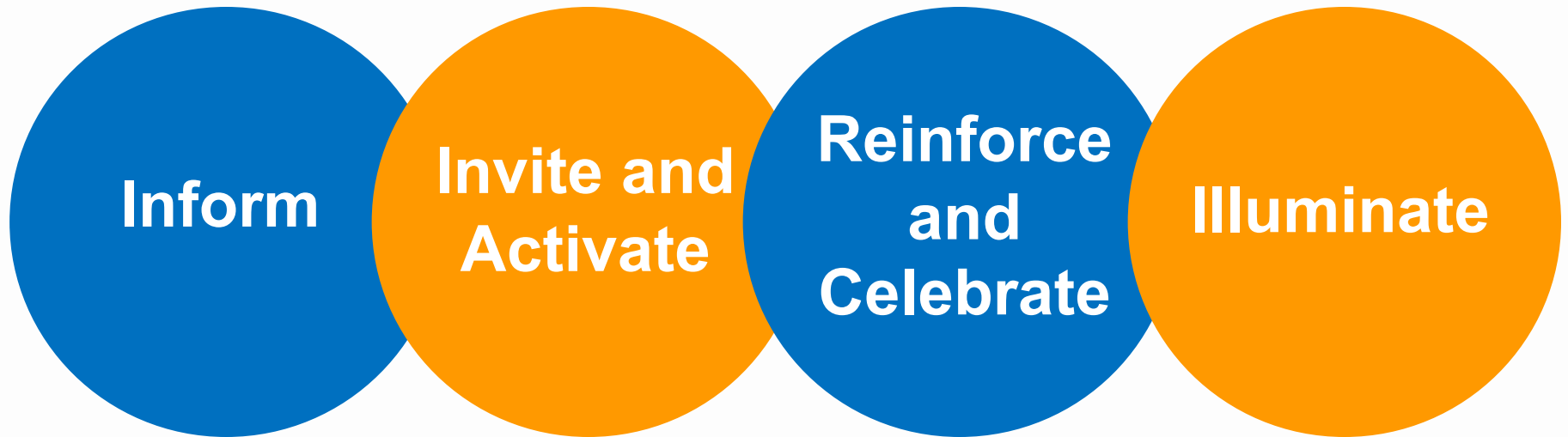
Who Are Our People?



Active & Engaged (19%)

Persuadables (21%)

Building the Smokefree Oregon Movement



Designing Local Opportunities

- What can I do?
- How can I get involved?
- Where do you need me?



**Invite and
Activate**

Sharing



**Invite and
Activate**

Let's Test It!

- Supporter #1
 - High school teacher
 - Found you while researching danger of vape
 - Looking for ways for civics class to learn more and get involved
- Supporter #2
 - Smokes; is trying to quit
 - Found you while exploring quitline
 - Wants county to do more to keep youth from starting

Wrap Up

- Final ideas and needs
- Next steps
 - Website set to launch by end of year
 - Early email sign ups start in January
 - Campaign launches in spring with drive to site