



# BOLD AWARENESS: A FIGHT TO THE FINISH

## NO MENTHOL SUNDAY: 10 DAYS AT A GLANCE

### SAMPLE SOCIAL MEDIA AND ACTIVITIES SCHEDULE

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FRIDAY, MAY 6	SATURDAY MAY 7	SUNDAY MAY 8	MONDAY MAY 9	TUESDAY MAY 10
<p><b>Post:</b> Image of a tobacco retailer with a tip on building retailer support.</p> <p><b>Activity:</b> Engage in activities to build tobacco retailer awareness and support by using tools provided in the NMS tool kit.</p>	<p><b>Post:</b> NMS 2022 image and YouTube link to <a href="#">Black Lives Black Lungs</a></p> <p><b>Activity:</b> Host a Zoom, Facebook Live or in person session on <b>Bold Awareness: Tobacco's Targeting of African Americans</b>. (use information from NMS tool kit)</p>	<p><b>Post:</b> 70% of Africans who smoke want to quit image and link to <a href="#">YouTube video</a>.</p> <p><b>Activity:</b> Place NMS and smoking cessation information in your church bulletin. Encourage your congregation to support loved ones in setting May 15 as their tobacco quit date and connect them to smoking cessation support.</p>	<p><b>Post:</b> Tobacco is Changing (Menthol and Black youth) image and <a href="#">Youtube Video</a></p> <p><b>Activity:</b> Explore your creative side with our NMS Adult/Child Coloring book, listen to "Bold Awareness" spoken word audio files included in the NMS tool kit or develop and share your own spoken word pieces.</p>	<p><b>Post:</b> Image(s) of your congregation and/or community engaging in "Bold Awareness" raising on menthol and its impact on Black health and Black communities.</p> <p><b>Activity:</b> Invite your Congregation and community partners to share thoughts on the Powerwall</p>

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WEDNESDAY MAY 11	THURSDAY MAY 12	FRIDAY MAY 13	SATURDAY MAY 14	SUNDAY MAY 15
<p><b>Post:</b> <a href="#">Menthol cigarettes' link to Black Americans</a> and image.</p> <p><b>Activity:</b> Invite people to share on the Powerwall how they are fighting to the finish to end tobacco's targeting of Black communities.</p>	<p><b>Post:</b> Video message from a faith leader or community stakeholder describing No Menthol Sunday and promoting community participation in NMS</p> <p><b>Activity:</b> Canvass your community to raise awareness on the history and harm of menthol tobacco in Black communities and to mobilize your community for action.</p>	<p><b>Post:</b> <a href="#">Tips from a former smoker - Geri's Story</a></p> <p><b>Activity:</b> Support community members in sharing their tobacco stories and setting May 15 as their quit date.</p>	<p><b>Post:</b> Images of retailers and NMS signage for retailers who have agreed not to sell menthols on May 15</p> <p><b>Activity:</b> Invite people and local media partners to thank retailers for not selling menthol on May 15</p>	<p><b>Post:</b> No Menthol Sunday Proclamation(s) collected for elected officials and others.</p> <p><b>Activity:</b> Sunday Sermon, Sunday Announcements, or other activities listed in the NMS Tool Kit</p>