

2015 Messaging and Partnership Outreach: *Focus Areas by Month*

This list summarizes the CDC Office on Smoking and Health's priority focus areas for messaging and partnership outreach in 2015 to promote findings from the 50th Anniversary Surgeon General's Report on Smoking (SGR50). This is a continuation of our SGR50 work in 2014.

We have identified a key focus area for each month in 2015 around which we will conduct specific outreach, education and collaboration efforts. We also will provide ideas and materials to our partners, to encourage and support their efforts to leverage these opportunities.

Our messaging and outreach won't be limited to these focus areas. We will continue to leverage other holidays, health and heritage observances to promote tobacco control messages each month (for instance, National Heart Month in February or National Diabetes Month in November).

This is a preliminary list. As issues and opportunities emerge over the course of the year, we will develop messaging and outreach activities, and provide support to partners as possible.

January: Cessation (New Years'/quitting Season)

February: Secondhand smoke (*Vital Signs*, and anniversary of the airline smoking ban)

March: Colorectal cancer (*Tips* launch, Colon Cancer Awareness Month)

April: Minority health (National Minority Health Month/National Minority Cancer Week)

May: Women's health (National Women's Health Week)

June: Nicotine addiction/cessation strategies for young adults (graduation Season)

July: Birth defects/reproductive health (National Cleft and Craniofacial Awareness and Prevention Month)

August: Nicotine and the developing brain/youth (back to school Season)

September: Smoking and aging (Healthy Aging Month)

October: Rheumatoid arthritis (Bone and Joint Health Awareness Week)

November: Military and veterans (Veterans Day)

December: Diabetes (holiday season/opportunity to pair smoking messages with healthy eating messages)