

SGR50 Photo Sharing Initiative

Following the release of the 50th Anniversary Surgeon General's report, CDC's Office on Smoking and Health invites all partners to help spread the word and show support by participating in a photo sharing initiative through social media platforms. This is a great activity for an upcoming meeting or conference.

Here's how you and your organization can participate:

1. Using the following format (varies for organizations and individuals), **create a sign** using your own language to finish the following statements or you may select the complete message in option 3:

- We're working to make the next generation tobacco-free (for, to, because) _____.
- I'm working towards a tobacco-free future (for, to, because) _____.
- Together We Can Make the Next Generation Tobacco Free.

2. **Take individual or group photos** within your organization holding the sign and upload the photo to your social media platform(s).

3. **Using the #SGR50 hashtag, post the photo on your desired social media platform(s).**

Include in your post a message of your choice. As a suggestion, here's a sample post: *Honoring 50 years of progress in smoking and health: [link to uploaded photo]. #SGR50. Visit www.cdc.gov/tobacco for more info.* Please be sure to add the official #SGR50 hashtag to ensure your photo is visible. Check out this Tweet for inspiration: <https://twitter.com/SciTeach7Davis/status/424191991576928257>.

4. **Spread the word** by asking your online community to retweet your photos and invite them to participate in the photo sharing initiative.

