

## **Tobacco Sponsorship Policy**

The **Oakdale Bull Bonanza** shall not accept or allow any tobacco-related sponsorship or advertising. Examples of tobacco-related sponsorship or advertising that this policy prohibits include:

- Accepting money or other compensation from a tobacco company, including for a purse, point fund, or scholarship program.
- Accepting or allowing any other benefit (such as a scoreboard) that promotes a tobacco brand, product, or company name.
- Distributing or selling tobacco products or promotional items identified with a tobacco company or brand on the premises.
- Distributing or selling tobacco products or promotional items in an “Adult-Only Facility” (AOF) on the premises.
- Distributing or selling rodeo programs that include tobacco advertisements.
- Using a tobacco brand, product, or company name to describe livestock in the event program or schedule, or announcing livestock with tobacco-related names over the public address system.

The findings supporting this policy are attached and incorporated herein by reference.

This policy is hereby adopted in its entirety for the **Oakdale Bull Bonanza** as of this date, July 17, 2007.

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Manuel Souza for the Oakdale Bull Bonanza

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Date

## Findings to Support a Policy Prohibiting Tobacco Sponsorship at Rodeos

The **Oakdale Bull Bonanza** is a family event. Tobacco advertisements at the rodeo detract from the family atmosphere of the rodeo by enticing children to engage in activities that are unlawful. Additionally, tobacco product advertising and promotions that appeal to minors undermine state and local laws prohibiting the sale or distribution of tobacco products to minors.

The **Oakdale Bull Bonanza** further recognizes that:

### (a) Youth Tobacco Use

- tobacco use begins young: 88% of adults who have ever smoked tried their first cigarette by the age of 18;<sup>1</sup> the average age at which smokers try their first cigarette is 14 ½;<sup>2</sup> and studies have found that smokeless tobacco use begins on average between the ages of 16 and 18;<sup>3</sup> and
- an estimated 10.9% of children in California smoke;<sup>4</sup> and a 1998 study found that since 1990, smoking rates increased among all types of California youths, including females, most minority groups, and adolescents ages 12 to 13;<sup>5</sup> and
- 19% of ninth to twelfth-grade boys use smokeless tobacco (snuff, plug, dipping tobacco, or chewing tobacco)<sup>6</sup> and 73% of high school seniors who had ever tried smokeless tobacco did so by the ninth grade;<sup>7</sup> and
- despite laws in every state making it illegal to sell tobacco to minors, each year an estimated 924 million packs of cigarettes are consumed by minors 12 to 17 years of age, yielding the tobacco industry \$480 million in profits from underage smokers;<sup>8</sup> and
- the **Oakdale Bull Bonanza** has a substantial interest in reducing youth tobacco use and the illegal sales of tobacco products to persons under 18 years of age; and

### (b) Health Effects of Tobacco Use

- 440,000 people die from tobacco-related illnesses every year, making it the leading cause of preventable death in the United States;<sup>9</sup> and
- scientific studies have concluded that cigarette smoking can cause chronic lung disease, coronary heart disease, and stroke, in addition to cancer of the lungs, larynx, esophagus, mouth, and bladder;<sup>10</sup> and
- smokeless tobacco products and cigars are known to cause lung, larynx, esophageal, and oral cancer,<sup>11</sup> and a smokeless tobacco user's risk of developing oral cancer is four to seven times greater than a non-user's risk;<sup>12</sup> and
- smokeless tobacco use causes leukoplakia, a disease of the mouth in which white patches and lesions form on the user's tongue, gums, and cheeks; studies have found that 48% to 78% of smokeless tobacco users have lesions;<sup>13</sup> and

- the regular use of snuff doubles the risk of cardiovascular disease and death by raising the user's blood pressure and heart rate;<sup>14</sup> and
- exposure to secondhand smoke is the third leading cause of preventable death in this country, killing over 50,000 non-smokers each year;<sup>15</sup> and

**(c) Tobacco Industry Advertising**

- smokeless tobacco companies spent \$170 million on advertising and promotion in 1999, including approximately \$22 million on public entertainment, including sponsorship, and almost \$18 million on the distribution of tobacco samples;<sup>16</sup> and
- major tobacco companies have admitted targeting the youth market;<sup>17</sup> and
- despite limits on sponsorship in the 1998 settlement between 46 states and the major tobacco companies, tobacco sponsorship of rodeos continues;<sup>18</sup> and

**(d) Tobacco Industry Advertising, Marketing, and Promotion Induce Youth Tobacco Experimentation and Use**

- several studies have found that youths associate sporting events with tobacco brands;<sup>19</sup> and
- there is specific and convincing evidence that tobacco advertising plays a significant role in stimulating illegal use of cigarettes by minors;<sup>20</sup> and
- studies have shown that tobacco sponsorship of sporting and cultural events provides a “friendly” association between smoking and exciting, glamorous, or fun activities;<sup>21</sup> and
- 71% of California adults believe that tobacco advertising at sports events should be banned;<sup>22</sup> and
- multiple studies have shown that tobacco advertising results in increased demand.<sup>23</sup> One study concluded that advertising and promotion encourage youths to begin using tobacco products and to become addicted to them;<sup>24</sup> and
- tobacco marketing influences adolescents' decisions to begin smoking more than peer pressure or parental smoking;<sup>25</sup> and
- the U.S. Surgeon General concluded that the increase in smokeless tobacco use “from the 1970s to the mid-1980s can be attributed to more aggressive marketing by the smokeless tobacco industry;”<sup>26</sup> and

**(e) Current Laws and Policies and the Need for Additional Narrowly Tailored Regulation**

- California Penal Code section 308 prohibits the sale or furnishing of tobacco products or paraphernalia to minors and the purchase, receipt, or possession of tobacco products and paraphernalia by minors; and

- California Health and Safety Code section 118950 prohibits the distribution of free or low cost tobacco products, coupons, coupon offers, and rebate offers on public grounds or on private grounds open to the public (with certain exceptions); and
- it is illegal for minors to consume tobacco, therefore, tobacco should not be advertised in a place or manner where children are likely to be influenced by such advertising; and
- a policy prohibiting tobacco sponsorship is reasonable and necessary for the promotion of the safety and welfare of minors exposed to such advertisements; and
- in spite of ongoing efforts of to reduce youth tobacco use, the problem continues to grow and the **Oakdale Bull Bonanza** finds that additional regulation of tobacco advertising is necessary to supplement existing laws.

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<sup>1</sup> U.S. DEP’T OF HEALTH & HUMAN SERVS. ET AL., PREVENTING TOBACCO USE AMONG YOUNG PEOPLE: A REPORT OF THE SURGEON GENERAL 67 (1994) [hereinafter cited as “SURGEON GENERAL (1994)”].

See also U.S. DEP’T OF HEALTH & HUMAN SERVS. ET AL., SMOKING AND HEALTH: A NATIONAL STATUS REPORT, Pub. L. No. (CDC) 87-8396 (1986) (88.4% of male and 83.9% of female smokers begin before the age of 20).

<sup>2</sup> SURGEON GENERAL (1994), *supra* note 1, at 67.

See also Laura Kann, PhD et al., *Results from the National School-Based 1991 Youth Risk Behavior Survey and Progress Toward Achieving Related Health Objectives for the Nation*, 108 (supp. 1) PUBLIC HEALTH REPORTS 47, 51 (1993) (finding “[a]mong students who had smoked a whole cigarette, the average age at first use was 12.6 years”).

<sup>3</sup> Raymond G. Boyle, Mary A. Gerend, Carol B. Peterson & Dorothy K. Hatsukami, *Use of Smokeless Tobacco by Young Adult Females*, 10(1) JOURNAL OF SUBSTANCE ABUSE 19, 21 (1998).

D.K. Hatsukami, R.M. Keenan & D.J. Anton, *Topographical Features of Smokeless Tobacco Use*, 96(3) PSYCHOPHARMACOLOGY 428, 428 (1988).

<sup>4</sup> TOBACCO CONTROL SEC., CAL. DEP’T OF HEALTH SERVS., ADULT AND YOUTH SMOKING PREVALENCE 1990–1997 (May 1998).

<sup>5</sup> TOBACCO CONTROL SEC., CAL. DEP’T OF HEALTH SERVS., YOUTH SMOKING TRENDS IN CALIFORNIA (Oct. 1999).

<sup>6</sup> Kann, *supra* note 2.

<sup>7</sup> SURGEON GENERAL (1994), *supra* note 1, at 101.

<sup>8</sup> Joseph R. DiFranza, MD & John J. Librett, MPH, *State and Federal Revenues from Tobacco Consumed by Minors*, 89(7) AM. J. PUB. HEALTH 1106 (July 1999).

<sup>9</sup> U.S. Dept. of Health and Human Servs., Centers for Disease Control and Prevention, *Annual Smoking-Attributable Mortality, Years of Potential Life Lost, and Economic Costs—United States, 1995–1999*, 51 MORBIDITY & MORTALITY WEEKLY REP. 300-03 (2002).

<sup>10</sup> U.S. DEP’T OF HEALTH & HUMAN SERVS., CENTERS FOR DISEASE CONTROL & PREVENTION, TARGETING TOBACCO USE: THE NATION’S LEADING CAUSE OF DEATH 2002, at 2 (2002), *available at* <http://www.cdc.gov/tobacco/overview/oshaag/pdf> (last visited June 5, 2003).

<sup>11</sup> *Id.*

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- <sup>12</sup> Dorothy K. Hatsukami & Herbert H. Severson, *Oral Spit Tobacco: Addiction, Prevention and Treatment*, 1(1) NICOTINE AND TOBACCO RESEARCH 21, 28 (March 1999).
- <sup>13</sup> *Id.*
- <sup>14</sup> *Id.* at 29.
- <sup>15</sup> S.A. Glantz & W. Parmley, *Passive Smoking and Heart Disease: Epidemiology, Physiology, and Biochemistry*, 83(1) CIRCULATION 1 (1991).  
*See also* CAL. ENVTL. PROT. AGENCY, OFFICE OF ENVTL. HEALTH HAZARD MANAGEMENT, HEALTH EFFECTS OF EXPOSURE TO ENVIRONMENTAL TOBACCO SMOKE: FINAL REPORT (1997).
- <sup>16</sup> FED. TRADE COMM’N REP. TO CONGRESS FOR THE YEARS 1998 AND 1999, PURSUANT TO THE COMPREHENSIVE SMOKELESS TOBACCO HEALTH EDUCATION ACT OF 1986 (2001), *available at* [http://www.ftc.gov/reports/tobacco/smokeless98\\_99.htm](http://www.ftc.gov/reports/tobacco/smokeless98_99.htm) (last visited June 24, 2003).
- <sup>17</sup> Henry Weinstein, *R.J. Reynolds Targeted Kids, Records Show*, L.A. TIMES, Jan. 15, 1998, at A1, A18; Barry Meier, *Files of Reynolds Tobacco Show Effort on the Young*, N.Y. TIMES, Jan. 15, 1998, at A12.
- <sup>18</sup> NATIONAL ASS’N OF ATTORNEYS GENERAL (NAAG), MASTER SETTLEMENT AGREEMENT, *available at* <http://caag.state.ca.us/tobacco/pdf/1msa.pdf> (last visited June 24, 2003).
- <sup>19</sup> *Id.* *See also* Frank Ledwith, *Does Tobacco Sports Sponsorship on Television Act as Advertising to Children?*, 43(4) HEALTH EDUC. J. 85 (1984); Kathryn S. Meier, *Tobacco Truths: The Impact of Role Models on Children’s Attitudes Toward Smoking*, 18 HEALTH EDUC. Q. 173 (1991); and Alan Blum, MD, *THE MARLBORO GRAND PRIX: Circumvention of the Television Ban on Tobacco Advertising*, 324(13) N. ENGL. J. MED. 913 (1991).
- <sup>20</sup> John P. Pierce, PhD et al., *Tobacco Industry Promotion of Cigarette and Adolescent Smoking*, 279(7) J. AM. MED. ASSOC. 511 (1998) (finding “tobacco promotional activities are causally related to the onset of smoking”).  
John P. Pierce, PhD & Elizabeth A. Gilpin, *A Historical Analysis of Tobacco Marketing and the Uptake of Smoking by Youth in the United States: 1890–1977*, 14(6) HEALTH PSYCHOL. 500 (1996) (demonstrating the impact of major cigarette advertising campaigns on American youth smoking rates).  
John P. Pierce, PhD et al., *Does Tobacco Advertising Target Young People To Start Smoking? Evidence from California*, 266(22) J. AM. MED. ASSOC. 3154 (1991) (finding “[c]igarette advertising encourages youth to smoke and should be banned”).  
Nicola Evans et al., *Influence of Tobacco Marketing and Exposure to Smokers on Adolescent Susceptibility to Smoking*, 87(20) J. NAT’L CANCER INST. 1538 (Oct. 19, 1995) (finding that adolescents are receptive to tobacco marketing at an early age and that those more receptive to cigarette advertising are significantly more susceptible to smoking).  
Gilbert J. Botvin et al., *Smoking Behavior of Adolescents Exposed to Cigarette Advertising*, 108(2) PUB. HEALTH REPS. 217 (1993) (finding that adolescents with high exposure to cigarette advertising are significantly more likely to become smokers).  
Michael Klitzner et al., *Cigarette Advertising and Adolescent Experimentation With Smoking*, 86 BRIT. J. ADDICTION 287 (1991) (finding that exposure to smoking advertisements affects the likelihood that young people will smoke and that adolescents who retain more brand-related information from cigarette advertisements are most susceptible to cigarette experimentation).  
Clive Smee, *Effect of Tobacco Advertising on Tobacco Consumption—A Discussion Document Reviewing the Evidence*, DEP’T HEALTH ECON. AND OPERATIONAL RES. DIVISION, LONDON (1993) (finding significant reductions in youth smoking followed advertising bans in Norway, Finland, Canada, and New Zealand).  
Adam O. Goldstein et al., *Relationship Between High School Student Smoking and Recognition of Cigarette Advertisements*, 110(3) J. PEDIATRICS 488 (1987).  
Jeffrey Jensen Arnett & George Terhanian, *Adolescents’ Responses to Cigarette Advertisements: Links Between Exposure, Liking, and the Appeal of Smoking*, 7 TOBACCO CONTROL 129 (1998).
- <sup>21</sup> Lawrence O. Gostin et al., *FDA Regulation of Tobacco Advertising and Youth Smoking: Historical, Social, and Constitutional Perspectives*, 277(5) J. AM. MED. ASSOC. 410 (Feb. 5, 1997).

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<sup>22</sup> TOBACCO CONTROL SEC., CAL. DEPT. OF HEALTH SERVS., CALIFORNIA TOBACCO CONTROL UPDATE, 7 (August 2000), *available at* <http://www.dhs.ca.gov/tobacco/documents/CTCUpdate.pdf> (last visited June 24, 2003).

<sup>23</sup> Lester G. Tesler, *Advertising and Cigarettes*, 70 J. POL. ECON. 471 (1962); Yoram Peles, *Rate of Amortization of Advertising Expenditures*, 76 J. POL. ECON. 1032 (1971); Centers For Disease Control & Prevention, *Trends in Smoking Initiation Among Adolescents and Young Adults—United States, 1980–1989*, 44(28) MORBIDITY & MORTALITY WEEKLY REP. 521–25 (July 21, 1995).

<sup>24</sup> COMMITTEE ON PREVENTING NICOTINE ADDICTION IN CHILDREN AND YOUTHS, INSTITUTE OF MEDICINE, *GROWING UP TOBACCO FREE: PREVENTING NICOTINE ADDICTION IN CHILDREN AND YOUTHS* (Barbara S. Lynch & Richard J. Bonnie eds, 1994).

<sup>25</sup> Evans, *supra* note 20.

<sup>26</sup> SURGEON GENERAL (1994), *supra* note 1, at 163.