



## Checklist:

### Resources to support voluntary policies to restrict tobacco sponsorship

Below is a list of items that may be useful to provide to decision makers considering voluntary policies to restrict tobacco sampling or sponsorship at outdoor events including rodeos, races, fairs, concerts, etc.

#### General information

- **Fact sheet – Basic 2-pager:** “Why Restrict Tobacco Sponsorship of Rodeos?” Buck Tobacco Sponsorship Project, 2009.
- **Fact sheet – Detailed research review, 5 pages:** “Tobacco Sponsorship of Outdoor Events.” Buck Tobacco Sponsorship Project, 2009.
- **Postcard:** “This cowboy says “No, thank you” to tobacco money. Buck Tobacco Sponsorship Project, 2008. Available for purchase at <http://www.tobaccofreecatalog.org/ProductDetails.aspx?id=1&prodid=J856>
- **Curriculum/Manual: Racing Toolkit.** California Tobacco Control Program. Available for purchase at <http://www.tobaccofreecatalog.org/ProductDetails.aspx?id=1&prodid=J582>
- **Curriculum/Manual: County Fairs and Other Outdoor Events.** California Tobacco Control Program. Available for purchase at <http://www.tobaccofreecatalog.org/ProductDetails.aspx?id=2&prodid=J668>
- **Brochure: “Smoke-Free Parks: For the Health of Our Children.”** California Department of Public Health, 2008. Available for purchase at <http://www.tobaccofreecatalog.org/ProductDetails.aspx?id=2&prodid=J597>
- **Booklet: “Smokeless Tobacco: A Deadly Addiction.”** Herb Severson, PhD, Oregon Research Institute, 1997. Available for purchase at <http://www.tobaccofreecatalog.org/ProductDetails.aspx?id=5&prodid=J324>

#### Publications designed for event organizers and business leaders

- *Successful Rodeos Without Tobacco Sponsorship: A Strategic Plan for Rodeo Organizers.* Buck Tobacco Sponsorship Project, 2008. Available for purchase at <http://www.tobaccofreecatalog.org/ProductDetails.aspx?id=1&prodid=J857>

- *Replacing Tobacco Sponsorship of Rodeos and Bull Riding Events: Good for Business and for the Community*. Buck Tobacco Sponsorship Project, 2008. Designed to present to business owners, this document includes rodeo and bull riding audience demographics, testimonials from business owners who sponsor rodeos, and general information about the harms of smokeless tobacco.  
<http://www.bucktobacco.org/resources/docs/PotentialAlternativeSponsors.pdf>

### **Local information to present to decision makers**

Specific local information about tobacco use and marketing shows the impact on decision makers' own communities. Sources include:

- Samples of tobacco products distributed at local outdoor events, bars, or fraternities
- Local data for California counties regarding tobacco use by youth and adults, tobacco marketing at outdoor events, health and economic consequences of smoking, and more.  
<http://www.cstats.info/>

### **Model policies available to download**

These documents, developed by the Technical Assistance Legal Center (TALC), are available on the TALC website at <http://www.phlpnet.org/talc>.

- *Model Policy for Rodeos: Prohibiting Tobacco Sponsorship*
- *Model Policy for Motor Sports: Prohibiting Tobacco Sponsorship*
- *Model Tobacco-free or Smokefree Event Policy*

### **Sample voluntary policies in place**

- Professional Rodeo Cowboys Association (PRCA) Poway Rodeo, San Diego County, CA: [http://www.bucktobacco.org/projects/sd/poway\\_policy.pdf](http://www.bucktobacco.org/projects/sd/poway_policy.pdf)
- Coyote Springs Bull Bonanza, Mariposa County, CA:  
<http://www.bucktobacco.org/policy/CoyoteSpringsPolicy.pdf>

Additional sample policies are available at <http://www.bucktobacco.org/policy>.

*December 2009*