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# TIP SHEET #7



## Resource List: Further Information About Rodeos and Developing a Project to Restrict Tobacco Sponsorship

Information and materials for activists who want to address tobacco sponsorship of rodeos

Spit Tobacco Use and Health

Rodeo 101

College Rodeo Resources

- **The Rodeo Toolkit** was produced by the California Department of Health Services, Tobacco Control Section. It contains valuable information regarding tobacco sponsorship at rodeos, including an overview of rodeo events; information on smokeless tobacco risks; sample tobacco-free policies for public events and venues; and contact information for many California rodeos. It comes with the *Tack and Tools* booklet, a leave-behind educational piece for rodeo organizers. Copies of the Rodeo Toolkit may be obtained by contacting the Tobacco Education Clearinghouse of California (TECC) at (800) 258-9090.
- **The Project SMART (Sponsorship Mission: Avoid Reliance on Tobacco) Money Workgroup** acts as an advisory body to the California Department of Health Services, Tobacco Control Section to support TCS-funded projects that are addressing the area of tobacco sponsorship, to support the Attorney General's efforts in monitoring and enforcing the Master Settlement Agreement and state law with regard to sponsorship, and to identify emerging sponsorship issues for TCS and local tobacco control programs. For access to materials, resources and technical assistance regarding tobacco sponsorship, contact the Project SMART Money Workgroup at (916) 449-5500.
- **Spit Tobacco Sponsorship of Rodeos: A Literature Review**, produced by Public Media Center for the Buck Tobacco Sponsorship Project. <http://www.bucktobacco.org/resources/docs/LitRev.pdf>
- **MEDLINE list of links** to information about the health effects of spit tobacco from the Mayo Clinic, the Centers for Disease Control and Prevention (CDC), the National Institutes of Health, and more. <http://www.nlm.nih.gov/medlineplus/smokelesstobacco.html>
- **Face Reality: Spit Tobacco & You** (spit tobacco education program). <http://www.i4learning.com/spit.html>
- **CDC information** about chew/spit tobacco. <http://www.cdc.gov/health/smoke.htm>
- **CDC Office on Smoking and Health Information and Resources.** <http://www.cdc.gov/tobacco/overview/oshresfa.htm>
- **CDC article** "Tobacco Use Among Middle and High School Students – United States, 2002." MMWR, November 14, 2003, 52(45):1096-1098. <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5245a2.htm>
- **The California Tobacco Control Program: A Decade of Progress**, Results from the California Tobacco Survey, 1990-1999. Information about spit tobacco is included in Chapter 11, "Other Tobacco Use," pp. 273-291. <http://www.dhs.ca.gov/tobacco/documents/CTS99FinalReport.pdf>
- **"Cowboy Ted" Hallisey's website** provides an insider's view of the sport of rodeo. [www.cowboyted.com](http://www.cowboyted.com)
- **The About.com website's rodeo section** features topics such as "How to be a Rodeo Cowboy or Cowgirl," "Rodeo 101," rodeo history, a listing of rodeos by state, and much more. <http://rodeo.about.com>
- **"The History of Rodeo"** by Diana Rowe Martinez, published April 8, 2000, is available at [http://www.suite101.com/article.cfm/rodeo\\_and\\_cowboys/37092](http://www.suite101.com/article.cfm/rodeo_and_cowboys/37092)
- **The Buck Tobacco website** includes a "Rodeo 101" page with links to helpful publications. <http://www.bucktobacco.org/rodeo101>
- **Information about the National Intercollegiate Rodeo Association (NIRA) structure and its relationship with the US Smokeless Tobacco Company:** Conference presentation by Lloyd Henning, San Luis Obispo County Public Health Department Tobacco Control Program. Presented at "Smoking out the Snake: Exposing & Countering Sponsorship by the Tobacco Industry," hosted by Project SMART Money, 5/29/03. [http://www.bucktobacco.org/resources/snake/snake\\_conf\\_pres\\_files/frame.htm](http://www.bucktobacco.org/resources/snake/snake_conf_pres_files/frame.htm)

## Community Organizing

- **College Tobacco Prevention Resource**, developed by the Center for College Health and Safety's College Tobacco Prevention Initiative, contains a comprehensive prevention model and links to other college tobacco websites. Available on the Tobacco Technical Assistance Consortium (TTAC) website at <http://www.ttac.org/college>

## Policy Development

- **The Midwest Academy**: According to its website, this organization “offers on site training and consulting as well as five-day training sessions for leaders and staff of citizen and community groups. The Academy is one of the nation’s oldest and best known schools for community organizations, citizen organizations and individuals committed to progressive social change.” Resources include ordering information for the excellent training manual *Organizing for Social Change*. <http://www.midwestacademy.com>

- **The Technical Assistance Legal Center (TALC)** website includes model policies to restrict tobacco sponsorship of rodeos and other events, as well as model policies to establish tobacco-free grounds and designated tobacco-free areas. <http://talc.phi.org>
- Examples of rodeo, bar night and other written policies in place are available on the Buck Tobacco website at <http://www.bucktobacco.org>

## Media Advocacy

- **Bucking Tobacco Sponsorship at Rodeos: Strategies for Media Advocacy and Public Engagement**, written by the Berkeley Media Studies Group and Public Media Center for the Buck Tobacco Sponsorship Project. [http://www.bucktobacco.org/resources/docs/rodeo\\_report.pdf](http://www.bucktobacco.org/resources/docs/rodeo_report.pdf)
- **The Berkeley Media Studies Group web site** includes helpful publications such as *Media Advocacy and Public Health: Power for prevention*, by Wallack, L., Dorfman, L., Jernigan, D., & Themba, M. Sage Publications, 1993. <http://www.bmsg.org>

## Social Marketing

- **Public Media Center** has considerable expertise in advocacy advertising. <http://www.publicmediacenter.org>
- **The CDC** has communication resources at <http://www.cdc.gov/communication> and a counter-marketing website at <http://www.cdc.gov/tobacco/mcrc>
- **Better World Advertising** has several interesting campaigns. <http://www.socialmarketing.com>
- **Social Marketing: Improving Quality of Life**. Kotler, P, Roberto, N., & Lee, N. (2002). 2nd Edition. Sage Publications, Thousand Oaks, CA.

## Evaluation

- **The California Department of Health Services, Tobacco Control Section website** has tobacco evaluation resources including information on case studies, writing objectives, evaluation report writing, and an evaluation planning guide. <http://www.dhs.ca.gov/tobacco/html/publications.htm>
- **Sample intercept surveys** conducted at rodeos are available on the Local Projects pages on the Buck Tobacco website. [http://www.bucktobacco.org/project\\_list.html](http://www.bucktobacco.org/project_list.html)

## Additional National Resources

- **Association of State and Territorial Health Officials (ASTHO)**: Links to state health departments; list of tobacco control resources. <http://www.astho.org>
- **Campaign for Tobacco-Free Kids**: a national policy advocacy group; website includes fact sheets, policy alerts, links to youth advocacy information, and more. <http://www.tobaccofreekids.org>
- **Oral Health America's National Spit Tobacco Education Program (NSTEP)**: a nationally recognized program working not only in baseball and other sports, but with the health care community in oral cancer prevention and early detection, legislative and policy efforts. Website includes links to community coordinators in states where NSTEP is currently active. <http://www.nstep.org>
- **Tobacco Technical Assistance Consortium (TTAC)**: an independent, nonprofit organization dedicated to assisting organizations in building and growing highly effective tobacco control programs. Written resources and technical assistance are available on the website. <http://www.ttac.org>