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# TIP SHEET



## Introduction

**T**he Buck Tobacco Sponsorship campaign, a project of the Public Health Trust, Public Health Institute, is a California statewide effort to restrict tobacco sponsorship of rodeos. This series of Tip Sheets reflects best practices in Buck Tobacco's work, and was developed in response to requests for information received from national, state and local advocates. The Tip Sheets are organized around action ideas based on Buck Tobacco's successes and lessons learned, and they were written in collaboration with local, state and national-level tobacco control advocates knowledgeable about rodeo sponsorship. We hope the Tip Sheets will be useful to advocates around the country who want to address tobacco sponsorship at their local rodeos.

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#### **Fact sheets and resource lists:**

1. Spit Tobacco: Product Types, Marketing, and Health Effects
2. Introduction to Rodeo: Basic Information and Overview of Professional Rodeos
3. Introduction to College Rodeo
4. How and Why Tobacco Companies Sponsor Rodeos
5. Legal Fact Sheet on Limiting Tobacco Sponsorship at Rodeos
6. Legal Resources: Where to Find Technical Assistance
7. Resource List: Further Information About Rodeos and Developing a Project to Restrict Tobacco Sponsorship

#### **Basic information and action ideas for planning and implementing your project:**

8. Creating a Project Structure to Address Tobacco Sponsorship of Professional and College Rodeos
9. Community Organizing to Address Tobacco Sponsorship of Professional and College Rodeos
10. How to Develop a Policy for Your Local Rodeo
11. Working with Rodeo Organizers to Get a No Tobacco Sponsorship Policy Signed
12. Media Advocacy
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14. Evaluating Your Rodeo Project