



Iowa Department of Public Health
Promoting and Protecting the Health of Iowans

Tobacco-Free/Nicotine-Free Policy guidelines for use with Rodeos

Fact and Purpose:

The [rodeo] Board finds that:

- a) Tobacco/nicotine use in the proximity of children and adults engaging in or watching indoor or outdoor activities is detrimental to their health and can be dangerous to those using such grounds; and
- b) The [rodeo] Board has a unique opportunity to create and sustain an environment that supports a non-tobacco and non-nicotine norm through a tobacco-free/nicotine-free policy, rule enforcement, and adult-peer role modeling on rodeo grounds; and
- c) Parents, leaders, and officials involved in rodeo events are role models for youth and can have a positive effect on the lifestyle choices they make; and
- d) The tobacco industry advertises at and sponsors events to foster a connection between tobacco use and rodeos; and
- e) Tobacco products (extends to all types of tobacco, nicotine and electronic smoking device (ESD) products), once consumed in public spaces, are often discarded on the ground requiring additional maintenance expenses, diminish the beauty of the grounds, and pose a risk to livestock and toddlers due to ingestion; and
- f) The prohibition of tobacco and nicotine use at all times will serve to protect the health, safety and welfare of participants, livestock and fans of the [rodeo].

Policy:

Tobacco and nicotine use, including but not limited to cigarettes, cigars, chewing tobacco, snuff, pipes, snus, Electronic Smoking Devices (ESD) and nicotine products that are not Food and Drug Administration (FDA) approved for tobacco cessation, is prohibited on all rodeo grounds at all times for the duration of the [rodeo]. No person shall use any form of tobacco, nicotine or ESD product at or on any facility/grounds of which the [rodeo] is taking place. This tobacco/nicotine/ESD policy applies to all employees, volunteers, independent contractors and members of the general public while attending the [rodeo].

Enforcement:

- a) Appropriate signs shall be posted in appropriate areas.
- b) The community, especially facility users and staff, will be notified about this policy.
- c) Staff will make periodic observations of facilities to monitor for compliance.
- d) Any person found violating this policy will be asked to refrain from tobacco, nicotine or ESD use or risk immediate ejection from the event grounds for the remainder of the event.
- e) If the violator refuses to leave, the staff may contact local authorities.

Effective Date:

This policy statement is effective immediately upon the date of adoption.

Appropriate Official

Date

"This publication was originally created by the Tobacco-Free Youth Recreation program in Minnesota. www.tobaccofreeparks.org"
Adapted for use by Iowa Department of Public Health, Division of Tobacco Use Prevention and Control, March 2014
For more information on this policy contact 515-281-6225.

.....
To ensure the rodeo has a strong tobacco-free/nicotine-free policy, and to qualify for free window clings and outdoor signage, the policy must explicitly include all of the following:

- ✓ Policy must include 100% tobacco-free/nicotine-free grounds, at all times
- ✓ Policy must extend to all types of tobacco, nicotine and ESD products (i.e. not only cigarettes; include all tobacco, ESDs and nicotine products not approved by the FDA for cessation.)
- ✓ There should not be any designated smoking areas
- ✓ Policy must include persons responsible for enforcement