

Tobacco-Free Rodeo Grounds at Seven Down Arenas and Tobacco-Free Fairgrounds in Lawrence/Butte Counties

Challenge

Rodeo grounds have been known for their prevalence of spit tobacco use occurring on the grounds. It is challenging to change this stereotype and encourage the community to change social norms related to tobacco use. Additionally, fairgrounds have often allowed tobacco and alcohol use on their grounds. Some sponsors, participants, and patrons who attend events at the rodeo grounds and fairgrounds do not want restrictions put on what people can do at these events.

Solution

A group of people came together to support the Spearfish Coalition's goal of making Seven Down Arenas a tobacco-free property. With the help of coalition members, a tobacco-free policy was written for the rodeo grounds, the policy was approved, and tobacco-free signage was placed in the arena. Since the passage of this policy, the Seven Down Arenas are completely tobacco-free, including spit tobacco. The Lawrence/Butte County Fairgrounds also created a tobacco-free policy. Many Spearfish Coalition members were involved with events at the fairgrounds and played instrumental roles in adopting the new tobacco-free policy.

Results

Initially, there was some push-back from both locations regarding the policy. However, over time it has grown to be socially accepted. Most people are very supportive of the positive changes that were made. The tobacco-free signage that was placed at both sites helps with enforcement and compliance of the policies. By creating and implementing the tobacco-free policy at both sites, exposure to secondhand smoke will decrease and the dangers related to spit tobacco use and smoking will be reduced.

Successes

Community members have been very supportive of efforts to make their community tobacco-free, which means that social norms are being changed. It is becoming less acceptable to endanger the health of others with the use of tobacco products.

Evidence Based Intervention

Tobacco-Free Policy: The adoption of a tobacco-free policy at the Seven Down Arenas and the Lawrence/Butte County Fairgrounds created an evidence-based environmental change. Tobacco-free policies are effective in reducing secondhand smoke exposure, reducing tobacco use initiation among young people, reducing tobacco use prevalence, reducing morbidity and mortality related to tobacco use, and increasing the number of people who quit using tobacco.¹

NEXT STEPS

The Spearfish Coalition plans to continue to work towards creating more tobacco-free environments, including areas where youth frequently visit, educational areas, and other venues that still allow tobacco use.

RESOURCES:

1. The Community Guide. Tobacco Use and Secondhand Smoke Exposures: Smoke-Free Policies – 2012. <https://www.thecommunityguide.org/sites/default/files/assets/Tobacco-Smokefree-Policies.pdf>

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