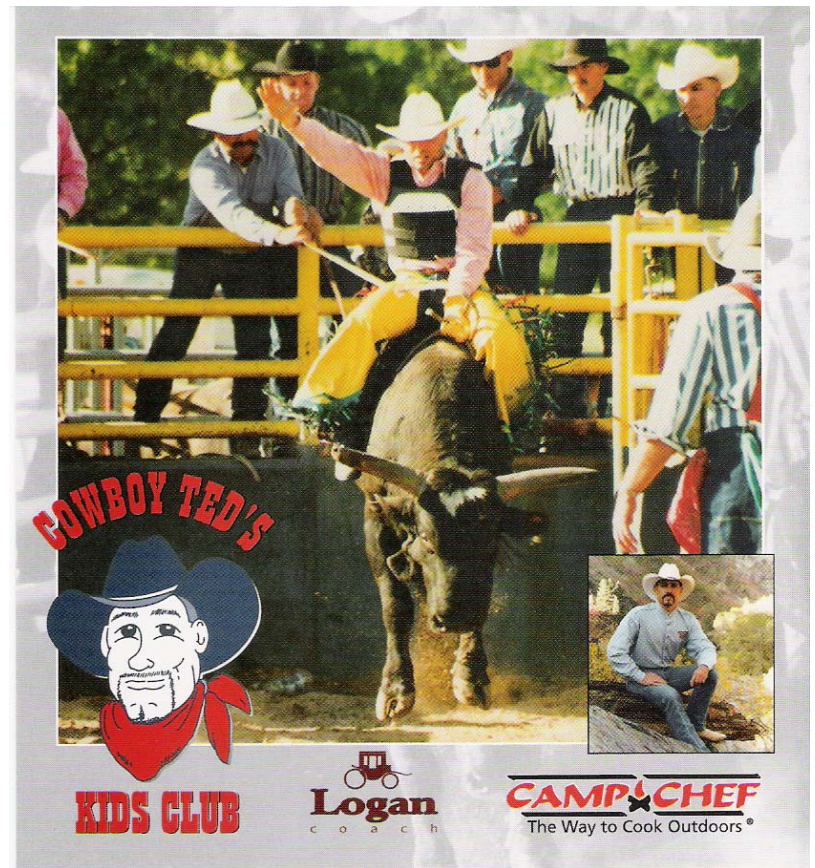


Cowboy Ted's Foundation for Kids

- Tobacco Awareness & Kids
- 8 Rules = 8-Seconds
- Kids First
- Standing Room Only
- Tools of the Trade
- Health Models ~ Walk the Talk
- Pay Your Entry Fees
- GIVE TOBACCO THE BOOT



Cowboy Ted's 8-Steps for Healthy Kids

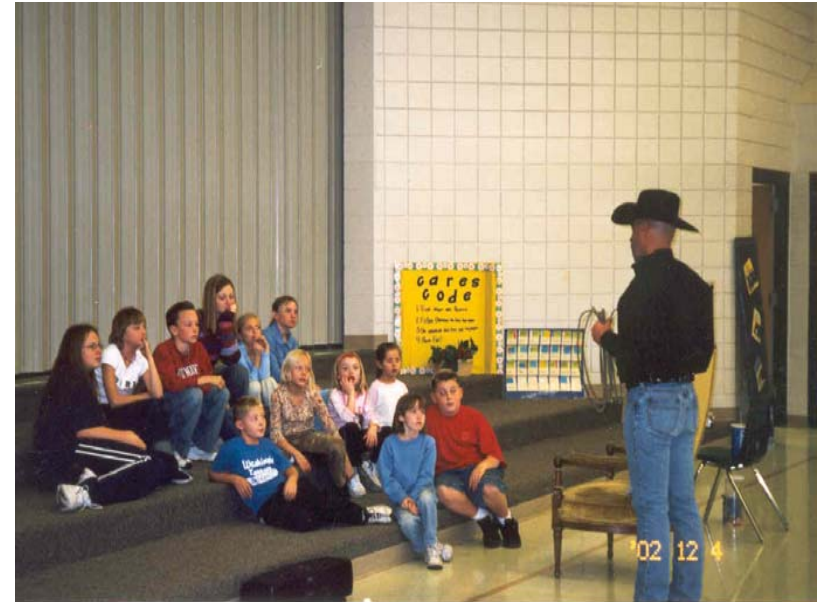
The foundation for Cowboy Ted's Foundation

- Respect Parents
- Lead Healthy Lifestyle
- Work Hard in School
- Be Nice to Others
- Be Kind to Animals
- Set Goals for Yourself
- No Drugs-Tobacco-Alcohol
- Do Something Nice for Another Person - Everyday



Kids First

- Target Audience - Kids First
- Visit Schools/Libraries
- Highlight Rodeo Reputation
- Cowboy Image Gets Attention
- Include Teachers and Principal
- Move to Real Health Concepts
- List Tobacco-Free Cowboys
- Partner w/ High School Rodeo
- Work with Rodeo Queens
- Roping, Reading, Real Life
- Worksheets for Teachers
- Integrate into Existing Lessons
- Create Option for Follow-up
- Identify Local Health Contact



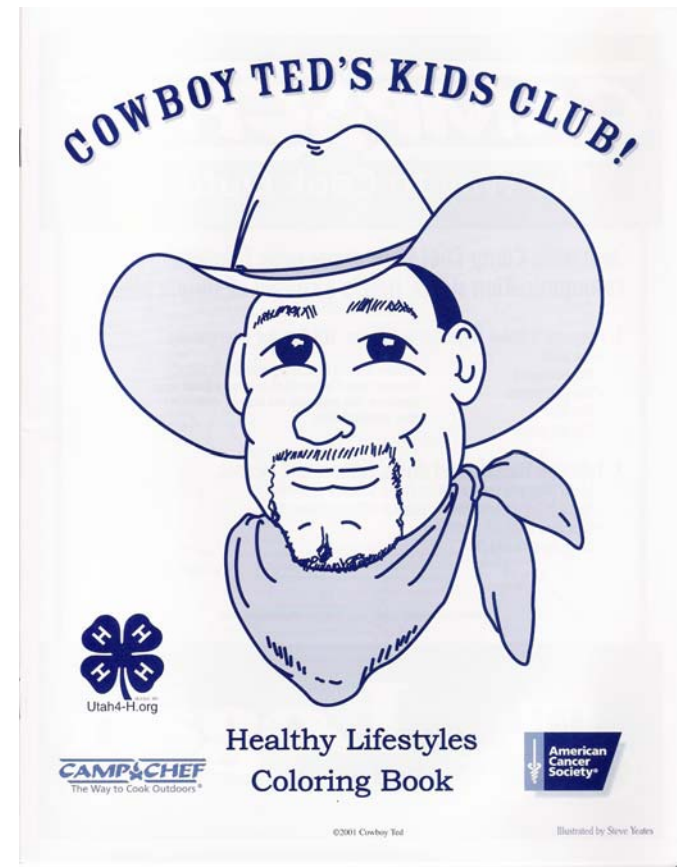
Pack the Grandstands



- Build Relationship with Media
- Distribute Media Releases
- Partner with Health Agencies
- Identify Corporate Partners
- Create Photo Opportunities
- Highlight Web Sites
- Create Advance Media Contact
- Record Public Service Spots
- Know Media Contacts
- Leave A Reminder at School
- Introduce Tobacco Ordinances

Resources for Kids/Teachers

- Sponsor a Coloring Contest
- Reading Program for Kids
- Cowboy Ted's Book List
- Billy the Bull
- Cowboy Ted's Coloring Books
- Rodeo 101 – Terms and History
- Tobacco-Free Essay Contest
- Cowboy Autograph Sheets
- Corporate Sponsor Giveaways
- Free Stuff at Schools



Health Belief Model

- Cowboy Persona Gets Attention
- Move to Mainstream Health
- Identify the Health Risks
- Show Health Benefits to Kids
- Have Kids Take Ownership
- Provide Plan for Healthy Kids
- Illustrate the Rewards
- Use Cowboy Ted ~ Role Model
- “As Many As It Takes”



Social Marketing



- Getting the Word Out
- Use Cowboy Ted's Resources
- Find Corporate Partner\$
- Grant Funding
- Give Tobacco the Boot
- Awareness & Fundraising
- Letters of Support
- Media Exposure to Community
- Showcase Tobacco Ordinances

Cowboy Ted's Foundation for Kids

Cowboy Ted

www.cowboyted.com

E-Mail:

cowboyted8@aol.com

Phone:

435-899-1102

Address:

6914 South Redwood Road #322
West Jordan, Utah 84084

