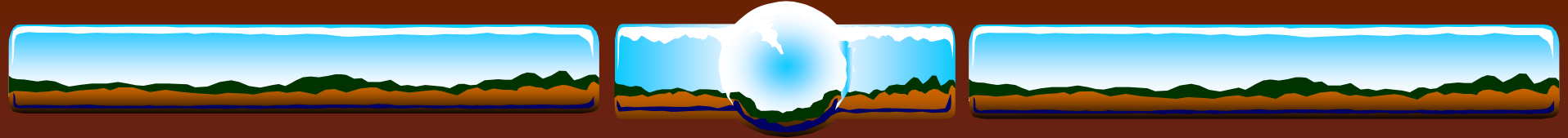



Tobacco Free Rodeos How We Got Started

Erin Dixon, MS

Washoe County District Health Department



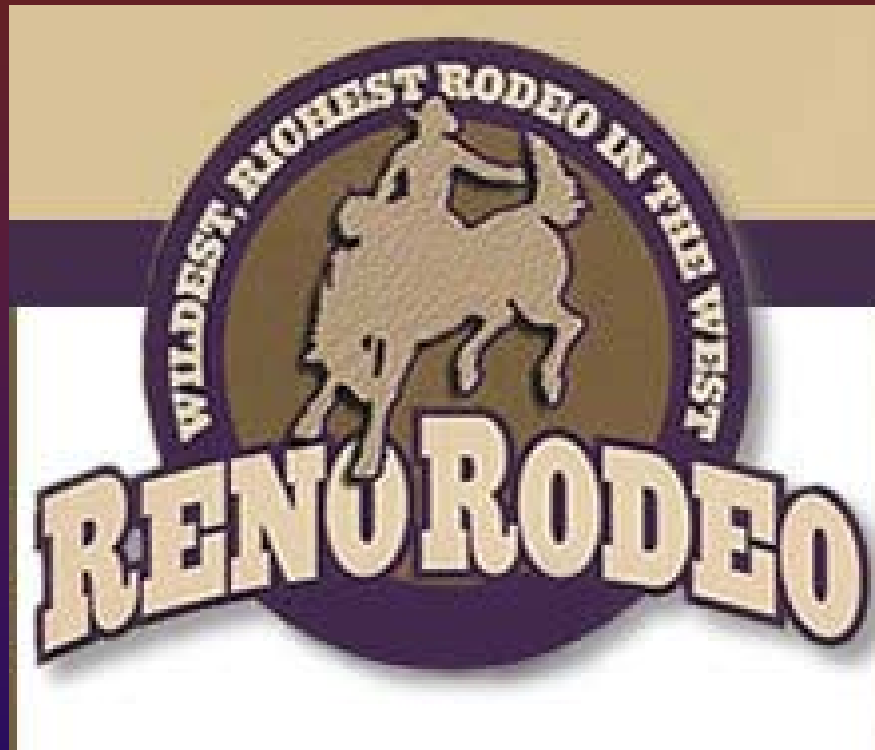
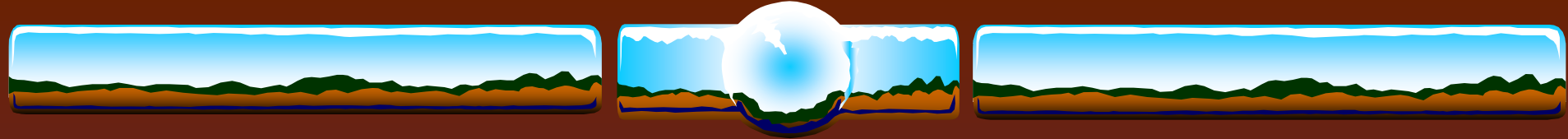
Nevada AD/YS



RODEO

The Rodeo State

A rectangular graphic with a dark blue background and a white border. In the top left, the word "Nevada" is written in a yellow, cursive font. In the top right, the letters "AD/YS" are in a white, sans-serif font. On the left side, there is a silhouette of a cowboy on a horse, facing right, set against a bright orange and yellow sunset glow. In the center, the word "RODEO" is written in large, white, outlined, sans-serif capital letters. At the bottom, the phrase "The Rodeo State" is written in a red, cursive font.





Getting Started

- ❖ Learning Everything
 - ❖ Conference, research, etc.
- ❖ Attended the event
 - ❖ Enjoy it, bring the family
- ❖ Identified key players
- ❖ Educated partners
- ❖ Met the AG responsible for tobacco



Unforeseen Challenges

- ❖ Educating internal partners
- ❖ Alcohol advertising
- ❖ Working with the AG
- ❖ Identifying talking points early
- ❖ Identifying short term & long term goals



What we have accomplished

- ❖ Attended events
- ❖ Identified goals
- ❖ Began work on a statewide plan









