South Dakota Department of Health

Tobacco-Free Rodeo Grounds Policy Evaluation Guide

The attached guide and rubric serve as an internal scoring tool for rodeo grounds to evaluate their existing tobacco-free policies. The resource closely mirrors tools referenced by South Dakota State University's 2015 policy evaluation guide[1] and follows close consideration provided by the Centers for Disease Control[2]. The overall policy score was determined by taking the sum of all sections and dividing by 5, with 5 being the maximum score given to a policy.

To access the South Dakota Department of Health's recommended tobacco-free policies, please visit https://quittobaccosd.com/resources/advocacy-tools/policy-support-materials.

For more information or permission to use this attached guide, please contact Hilary Larsen (Hilary.Larsen@state.sd.us).

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[1] https://goodandhealthysd.org/wp-content/uploads/2013/08/HealthcareModelTFPolicyAssessmentTool.pdf
[2] https://www.cdc.gov/tobacco/stateandcommunity/tobacco-control/pdfs/evaluation_toolkit.pdf

Updated: 06/10/2025

Tobacco-Free Rodeo Grounds Policy Evaluation Guide

Rodeo Complex Name: _____ **Date:** _____ **Scorer:** _____ **OVERALL:** _____ /20

Section A. Product Coverage		
A1. E-cigarette/vapes? **YES** or **NO**	A2. Synthetic nicotine? **YES** or **NO**	A3. Smokeless tobacco? **YES** or **NO**
A4. Traditional tobacco exceptions? **YES** or **NO**	A5. Cessation product exceptions? **YES** or **NO**	
		SECTION: ____ / 5

Section B. Facilities		
B1. Entire rodeo grounds and facilities? **YES** or **NO**	B2. Applies to all individuals (staff, public, vendors)? **YES** or **NO**	B3. Outdoor grounds and parking lots? **YES** or **NO**
B4. Leased or rented events included? **YES** or **NO**	B5. No tobacco receptacles/ashtrays allowed? **YES** or **NO**	
		SECTION: ____ / 5

Section C. Consequences		
C1. Enforcement role defined? **YES** or **NO**	C2. Immediate removal listed as consequence? **YES** or **NO**	C3. Civil penalties or fines mentioned? **YES** or **NO**
C4. Cultural exemption procedures explained? **YES** or **NO**	C5. Cessation referrals included? **YES** or **NO**	
		SECTION: ____ / 5

Section D. Communication/Implementation		
D1. Clear signage required? **YES** or **NO**	D2. Information shared with attendees and staff? **YES** or **NO**	D3. Policy shared prior to event? **YES** or **NO**
D4. Ashtrays and other tobacco receptacles prohibited? **YES** or **NO**	D5. Revised within past five (5) years? **YES** or **NO**	
		SECTION: _____ / 5

Section E. Other Considerations – NO POINTS ASSIGNED		
E1. Does policy link tobacco use to livestock/environmental harm? **YES** or **NO**	E2. Does policy address tobacco waste as a primary concern of the grounds? **YES** or **NO**	E3. Does policy discourage tobacco sponsorships or advertising? **YES** or **NO**

STRENGTHS

WEAKNESSES

SECTION SCORING SPECIFICS & EXPLANATIONS

Section A: Product Coverage

Section A. Product Coverage		
A1. E-cigarette/vapes? **YES** or **NO**	A2. Synthetic nicotine? **YES** or **NO**	A3. Smokeless tobacco? **YES** or **NO**
A4. Traditional tobacco exceptions? **YES** or **NO**	A5. Cessation product exceptions? **YES** or **NO**	
		SECTION: _____ / 5

Rationale:

This section assesses whether the policy covers a comprehensive range of tobacco and nicotine products. A complete tobacco-free policy should regulate all major product types, including new and synthetic forms, while clearly stating exemptions for cultural or medical use. Coverage gaps can undermine enforcement and health goals.

Instructions:

For each product category, indicate **YES** if the policy explicitly includes it and **NO** if it does not.

- **A1. E-cigarette/vapes:** Does the policy regulate e-cigarettes and vaping devices?
- **A2. Synthetic nicotine:** Does the policy cover synthetic/analog nicotine used in products like pouches or lozenges?
- **A3. Smokeless tobacco:** Does the policy ban chewing tobacco, dip, snus, and other smokeless forms?
- **A4. Traditional tobacco exceptions:** Does the policy make exceptions for specific traditional tobacco products (e.g., ceremonial or cultural use)?
- **A5. Cessation product exceptions:** Does the policy exclude FDA-approved cessation products (e.g., nicotine patches, gum, lozenges) from restrictions?

Each "YES" answer earns **1 point**, with a total possible score of **5 points**.

Section B: Facilities

Section B. Facilities		
B1. Entire rodeo grounds and facilities? **YES** or **NO**	B2. Applies to all individuals (staff, public, vendors)? **YES** or **NO**	B3. Outdoor grounds and parking lots? **YES** or **NO**
B4. Leased or rented events included? **YES** or **NO**	B5. No tobacco receptacles/ashtrays allowed? **YES** or **NO**	
		SECTION: _____ / 5

Rationale:

This section evaluates the policy's geographic and demographic reach. A strong tobacco-free rodeo policy should cover all physical areas and events and apply to everyone present. Additionally, prohibiting ashtrays and other waste receptacles reinforces the seriousness of the policy and discourages covert use.

Instructions:

Review the policy and determine whether it includes each of the following elements. Mark **"YES"** if the policy explicitly includes the measure and **"NO"** if it does not.

- **B1. Entire rodeo grounds:** Does the policy apply to all spaces including arenas, restrooms, vendor zones, and seating areas?
- **B2. Applies to all individuals:** Are attendees, competitors, staff, contractors, and volunteers all subject to the policy?
- **B3. Parking lots and outdoor spaces:** Does the ban include all exterior areas like walkways and parking lots?
- **B4. Leased or rented events included:** Does the policy apply to third parties leasing or hosting events on the grounds?
- **B5. No tobacco receptacles:** Does the policy prohibit ashtrays, bins, or containers intended for tobacco waste?

Each "YES" response earns **1 point**, for a maximum of **5 points** in this section.

Section C: Consequences

Section C. Consequences		
C1. Enforcement role defined? **YES** or **NO**	C2. Immediate removal listed as consequence? **YES** or **NO**	C3. Civil penalties or fines mentioned? **YES** or **NO**
C4. Cultural exemption procedures explained? **YES** or **NO**	C5. Cessation referrals included? **YES** or **NO**	
		SECTION: _____ / 5

Rationale:

This section assesses whether the policy is enforceable and supportive. Effective policies describe enforcement mechanisms, including progressive consequences, and acknowledge the role of landlords and tenants. Providing cessation resources and honoring cultural practices demonstrates a health-first, equity-focused approach.

Instructions:

Review the policy and determine whether it includes each of the following elements. Mark **"YES"** if the policy explicitly includes the measure and **"NO"** if it does not.

- **C1. Enforcement role identified:** Does the policy name who is responsible for enforcement (e.g., board members, staff)?
- **C2. Immediate removal consequence:** Does the policy allow violators to be removed from the event grounds?
- **C3. Civil penalties/fines:** Does the policy allow or recommend additional penalties like fines or community service?
- **C4. Cultural exemptions explained:** Does the policy offer a formal exception process for traditional tobacco use?
- **C5. Cessation referral:** Are violators or others referred to cessation resources (e.g., SD Quitline)?

Each "YES" response earns **1 point**, for a maximum of **5 points** in this section.

Section D: Communication/Implementation

Section D. Communication/Implementation		
D1. Clear signage required? **YES** or **NO**	D2. Information shared with attendees and staff? **YES** or **NO**	D3. Policy shared prior to event? **YES** or **NO**
D4. Ashtrays and other tobacco receptacles prohibited? **YES** or **NO**	D5. Revised within past five (5) years? **YES** or **NO**	
		SECTION: _____ / 5

Rationale:

Clear communication supports successful implementation. This section assesses whether tenants are informed of the policy at critical touchpoints, like move-in or policy changes, and whether signage is used to increase compliance. Strong policies also encourage tenant accountability and routine policy review.

Instructions:

Review the policy and determine whether it includes each of the following elements. Mark **"YES"** if the policy explicitly includes the measure and **"NO"** if it does not.

- **D1. Clear signage:** Are tobacco-free signs required and placed at entry points and high-traffic locations?
- **D2. Attendee/staff education:** Are participants and workers informed of the policy in advance?
- **D3. Pre-event communication:** Does the policy require communication of rules before the event begins?
- **D4. No waste collection:** Does the policy prohibit ashtrays and other tobacco receptacles?
- **D5. Recently revised:** Has the policy been reviewed or updated within the last five years?

Each "YES" response earns **1 point**, for a maximum of **5 points** in this section.

Section E: Other Considerations – NO POINTS ASSIGNED

Section E. Other Considerations – NO POINTS ASSIGNED		
E1. Does policy link tobacco use to livestock/environmental harm? **YES** or **NO**	E2. Does policy address tobacco waste as a primary concern of the grounds? **YES** or **NO**	E3. Does policy discourage tobacco sponsorships or advertising? **YES** or **NO**

Rationale:

These supplemental components reflect transparency, realistic enforcement expectations, and tenant empowerment. Acknowledging the limits of landlord enforcement, encouraging reporting, and offering tenant-to-tenant remedies (e.g., civil complaints) can enhance the strength and fairness of the policy.

Instructions:

Mark YES or NO for each item based on whether it is mentioned in the policy. This section does not receive points but may inform policy enhancement discussions.