

Resources

Campaign Planning

Making Health Communication Programs Work (The “Pink Book”): www.cancer.gov/pinkbook

Tools of Change: Proven Methods for Promoting Health, Safety and Environmental Citizenship: www.toolsofchange.com/

Community Tool Box: http://ctb.ku.edu/tools/en/chapter_1007.htm

Theory of a Glance: A Guide for Health Promotion Practice: www.cancer.gov/theory.pdf

Campaign Evaluation

Center for the Advancement of Community Based Public Health. *An Evaluation Framework for Community Health Programs*. Durham, NC: Center for the Advancement of Community Based Public Health, 2000. www.cdc.gov/eval/evalcbph.pdf

Centers for Disease Control and Prevention. Framework for Program Evaluation in Public Health. *Morbidity and Mortality Weekly Report* 1999; 48(RR-11)

Patton MQ. Utilization-focused evaluation: The new century text. 3rd ed. Thousand Oaks, CA: Sage, 1997

Scriven, M. Minimalist theory of evaluation: The least theory that practice requires. *American Journal of Evaluation* 1998; 19:57-70

W.K. Kellogg Foundation. Evaluation Handbook. 1998. www.wkkf.org/Programming/ResourceOverview.aspx?CID=281&ID=770

W.K. Kellogg Foundation. Logic Model Development Guide. 2004. www.wkkf.org/Programming/ResourceOverview.aspx?CID=281&ID=3669

Policy Development

American Nonsmokers’ Rights Foundation Tobacco Industry Tracking Database©: www.tidatabase.org/

Americans for Nonsmokers’ Rights—Taking Local Action for Smokefree Air: www.no-smoke.org/document.php?id=273

Campaign for Tobacco-free Kids: www.tobaccofreekids.org

Community Tool Box—Advocacy for Change: http://ctb.ku.edu/tools/tk/en/tools_tk_10.jsp

Community Tool Box—Influencing Policy Development: http://ctb.ku.edu/tools/tk/en/tools_tk_11.jsp

National Tobacco-Free Rodeo Project/California Statewide Buck Tobacco Sponsorship Project: <http://www.bucktobacco.org/>

Now Hear This. The Nine Laws of Successful Advocacy Communications: www.fenton.com/pages/5_resources/pdf/Packard_Brochure.pdf

Smoking Policy for Petco Park, home of the Major League Baseball San Diego Padres: http://sandiego.padres.mlb.com/NASApp/lb/sd/ballpark/petcopark_a-z.jsp#S

Smoking Policy for Raley Field, home of the Minor League Baseball Sacramento River Cats: <http://rivercats.com/raley/atoz/#69>

Technical Assistance Legal Center—Model Policy for Motor Sports: Prohibiting Tobacco Sponsorship: http://talc.phlaw.org/pdf_files/0004.pdf

Technical Assistance Legal Center—Model Policy for Rodeos: Prohibiting Tobacco Sponsorship: http://talc.phlaw.org/pdf_files/0003.pdf

Technical Assistance Legal Center—Model Policies for Motor Sports: Requiring Smoke-Free/Tobacco Free Grounds or Areas: http://talc.phlaw.org/pdf_files/0036.pdf

Technical Assistance Legal Center—Model Policies for Rodeos: Requiring Smoke-Free/Tobacco-Free Grounds or Areas: http://talc.phlaw.org/pdf_files/0045.pdf

Tobacco, Health, and Youth

CDC Office on Smoking and Health: www.cdc.gov/tobacco/

CDC Division of Adolescent and School Health: www.cdc.gov/nccdphp/dash

CDC Division of Nutrition and Physical Activity: www.cdc.gov/nccdphp/dnpa

CDC Cancer Prevention and Control: www.cdc.gov/node.do/id/0900f3ec80193c0d

CDC Injury Prevention and Control: www.cdc.gov/ncipc/ncipchm.htm

National Cancer Institute: www.cancer.gov

United States Department of Agriculture's Team Nutrition Program: www.fns.usda.gov/tn

National Clearinghouse for Alcohol and Drug Information: www.ncadi.samhsa.gov

Office of National Drug Policy Control: www.whitehousedrugpolicy.gov

American Legacy Foundation: www.americanlegacy.org

World Health Organization Tobacco-Free Initiative: www.who.int/tobacco

Spit Tobacco Prevention Network: www.nospit.com/nonhome.html

Health Education Council: www.healthedcouncil.org

Tobacco Intervention Network: www.quit tobacco.com

Children Opposed to Smoking Tobacco: www.costkids.org

Oral Health America: www.oralhealth-america.org

American Cancer Society: www.cancer.org

American Hospital Association: www.americanheart.org

American Lung Association: www.lungusa.org

National SAFE KIDS Campaign: www.safekids.org

United Nations International Children's Fund: www.unicef.org

United Nations Educational, Scientific and Cultural Organization: www.unesco.org

Physical Activity and Sports

National Association for Health & Fitness, The Network of State Governor's Councils: www.physicalfitness.org

President's Council on Physical Fitness and Sports and President's Challenge: www.presidentschallenge.org/

National Heart, Lung, and Blood Institute Hearts N' Parks: www.nhlbi.nih.gov/health/ prof/heart/obesity/hrt_n_pk/index.htm

Tucker Center for Research on Girls and Women in Sport: <http://education.umn.edu/tuckercenter/>

Women's Sports Foundation: www.womenssportsfoundation.org/cgi-bin/iowa/index.html

Youth, Amateur, and Professional Sports

US Youth Soccer Association: www.youthsoccer.org

Young Men's Christian Association (YMCA) of the USA: www.ymca.net

Girl Scouts of USA: www.girlscouts.org

Boy Scouts of America: www.scouting.org/

US Olympic Committee: www.olympic-usa.org

International Olympic Committee: www.olympic.org

USA Track & Field: www.usatf.org

National Collegiate Athletic Association: www.ncaa.org

Major League Baseball: www.mlb.com

National Football League: www.nfl.com

National Hockey League: www.nhl.com

National Basketball Association: www.nba.com/

Women's National Basketball Association (WNBA): www.wnba.com/

Major League Soccer: www.mlsnet.com

US Soccer Federation: www.us-soccer.com

Women's United Soccer Association: www.wusa.com

US Tennis Association: www.usta.com

Federation Internationale de Football (FIFA): www.fifa.com

Federation Internationale de l'Automobile (Formula One): www.fia.com

General Association of International Sports Federations: www.agfisonline.com

Publications and Media Resources

The Sports Market Place Directory. This directory contains current information about pro sports teams and athletic organizations, calendars of events, and more. It has a CD-ROM companion and is updated each year. For more information or to order, contact Grey House Publishing at (800) 562-2139 or visit www.greyhouse.com/sports.htm.

Street & Smith's Sports Business Journal. This weekly magazine provides comprehensive and up-to-the-minute information on sports details, politics, and marketing. For more information or to subscribe, contact (800) 829-9839.

ESPN: www.espn.com

CNN/Sports Illustrated: www.cnn.com

Professional Associations

American Alliance for Health, Physical Education, Recreation and Dance: www.aahperd.org

National Association for Sport and Physical Education: www.aahperd.org/naspe/

National Athletic Trainers' Association: www.nata.org



Professional Basketball Athletic Trainers'
Society: www.pbats.com

American College of Sports Medicine: www.acsm.org

National Strength and Conditioning Association:
www.nasca-lift.org/