



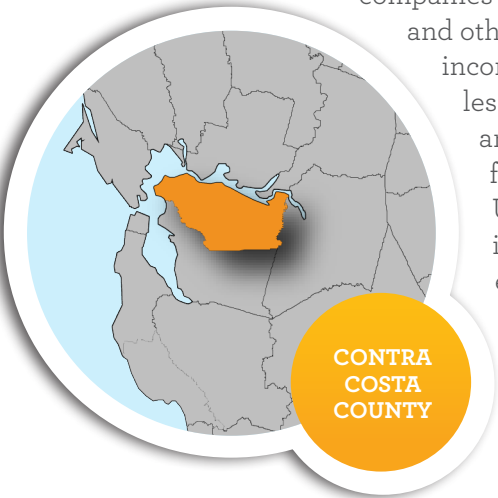
The Situation

Stores in our communities play a critical role in our health.

They not only impact the economic well-being of neighborhoods, but also the physical health of the people who visit them. The types of products available, many of which contribute to chronic health issues, and how they're promoted influence us all, but especially our kids.

In 2011, the tobacco industry spent \$605 million¹ advertising and promoting tobacco products in California and our kids are paying the price. Exposure to tobacco marketing in stores increases tobacco experimentation and use by youth² and is more powerful than peer pressure.³

Marketing of unhealthy foods also has a great impact, particularly on kids. They consume more of it, more often because it's promoted heavily to them - \$1 million an hour is spent by companies selling soda, candy, chips and other unhealthy foods.⁴ Low-income communities also have less access to fresh, affordable and nutritious food furthering the problem.⁵ Underage drinking also increases when youth are exposed to alcohol ads.⁶ In fact, 1 in 5 California high school students drink 5 or more alcoholic drinks in a row per month.⁷



The Campaign

The **Healthy Stores for a Healthy Community** campaign is a statewide collaboration between tobacco use prevention, nutrition and alcohol prevention partners. The goal is to improve the health of Californians through changes in community stores and to educate people how in-store product marketing influences consumption of unhealthy products. Working together, we can make our community a healthier place and maintain a vibrant business community.

The Survey

Scientific surveys were recently conducted throughout California to assess product marketing and the availability of healthy and unhealthy options offered in stores that sell tobacco - **the first time** in California that tobacco, alcohol and food were analyzed together in stores. This is valuable information to help make the places we shop healthier.

More than 7,000 stores were surveyed in all 58 counties, which included convenience, supermarket, liquor, tobacco, small market, discount, drug and big-box stores. Approximately 700 individuals participated in gathering information statewide, including representatives from public health, community volunteers and youth.

WHAT WE KNOW...	CONTRA COSTA	CA
% of adults who smoke (2011-12)	11.8%	13.8%
% of youth who smoke (2012, grades 9-12)	10.4%	10.5%
Cost of smoking (2012)	\$184,813,842	\$6.5B
% of adults who are overweight or obese (2011-12)	63.5%	59.8%
% of adults who ate 3+ fruits and vegetables yesterday (2011-12)	29.9%	27.2%
% of youth who used alcohol in the past 30 days (2009-11, 11th grade)	37%	35%
% of youth who binge drink (2009-11, 11th grade)	36%	22%

FACT: CHRONIC DISEASES
Obesity, diabetes, heart disease, cancer and tobacco-related diseases account for more than **80% of all deaths** in California. These deaths could be prevented by eliminating tobacco use, limiting alcohol intake, eating healthy and being physically active.

For sources, please see website

WHAT WE KNOW ABOUT STORES THAT SELL TOBACCO (2012)

	CONTRA COSTA	CA
Stores that sell tobacco products	819	36,777
% of stores near schools**	23.9%	27.4%
% of stores in low income areas (185% of federal poverty level)	22.8%	46.5%
Number of youth for every 1 store	318	251
Number of adult smokers for every 1 store	116	101

SURVEY RESULTS OF STORES THAT SELL TOBACCO (2013)

	CONTRA COSTA	CA
GENERAL		
Number of stores surveyed	226	7,393
% of stores that have <u>unhealthy</u> exterior advertising	67.3%	71%
% of stores that have <u>healthy</u> exterior advertising	11.9%	12.2%
TOBACCO		
% OF STORES THAT SELL...		
Lowest price of cigarettes	\$4.26	\$4.30
e-cigarettes	51.8%	45.7%
candy, mint and liquor flavored non-cigarette tobacco products	82.3%	79.4%
candy, mint and liquor flavored non-cigarette tobacco products and <u>are near schools</u> **	82.4%	75.3%
candy, mint and liquor flavored non-cigarette tobacco products vs. alcopops	82.3%/84.9%	79.4%/82.4%
candy, mint and liquor flavored non-cigarette tobacco products vs. milk	82.3%/41%	79.4%/37.2%
chewing tobacco	54%	56.1%
little cigars and cigarillos	85%	83.7%
the most popular brand of cigarillos for under \$1	75.7%	78.1%
tobacco products near candy at the check-out	23.9%	39.1%
tobacco products near candy at the check-out <u>and are near schools</u> **	23.5%	40.5%
FOOD		
% OF STORES THAT SELL...		
low- or non-fat milk	41%	37.2%
sugary drinks at the check-out	55.3%	56.9%
sugary drinks at the check-out <u>and are near schools</u> **	39.2%	55.6%
<u>any</u> fresh fruit or vegetable	45.1%	42.4%
a good selection of <u>good quality</u> fresh fruits and vegetables	49%	33.2%
a good selection of <u>good quality</u> fresh fruits and vegetables in low income vs. <u>not</u> low income areas	53.7%/45.9%	30.3%/36%
% OF STORES...		
that accept CalFresh that sell a good selection of <u>good quality</u> fresh fruits and vegetables	53.5%	41%
that accept CalFresh or WIC	56.6%	53.7%
ALCOHOL		
OF STORES THAT SELL ALCOHOL, %...		
overall % of stores that sell alcohol	73.5%	71.3%
that sell alcopops	84.9%	82.4%
with alcohol ads near candy/toys or below 3 feet	42.8%	36.7%
that sell malt liquor in low income vs. <u>not</u> low income areas	79.2%/66.1%	81.6%/71.4%
with alcohol exterior advertising	47.6%	54.3%

* = no information available ** = within 1,000 feet Reference the technical report for confidence intervals



Contra Costa Survey Highlights

Contra Costa survey findings confirm that unhealthy products such as tobacco, alcohol and sugary beverages are being promoted to youth.

Store Survey Highlights

- **Seven in 10 stores in Contra Costa have exterior advertising for *unhealthy* products** like tobacco, alcohol and sugary drinks. This compares with 1 in 10 stores with exterior advertising for *healthy* items including fruits, vegetables and non-fat/low-fat milk.
- **Over 80% of stores near schools in Contra Costa sell flavored non-cigarette products**, like “watermelon” and “tropical blast” flavored cigarillos and little cigars. Many of these products sell for under a dollar, making them very attractive and affordable for youth.
- **Sugary drinks are available at the check-out area at nearly 40% of stores near schools** in Contra Costa. The largest single source of calories for youth is sugary drinks, including sodas and sports drinks.
- Many of the Contra Costa communities with **high numbers of stores selling tobacco near schools** are low-income. Low-income communities have high rates of smoking and chronic diseases like heart disease, cancers and stroke. The Campaign for Tobacco Free Kids estimates that 441,000 kids now under the age of 18 in CA will ultimately die prematurely from smoking.
- **Close to half of all stores in Contra Costa sell e-cigarettes.** The number of stores that are selling e-cigarettes statewide has quadrupled in the last two years, from just over 10% in 2011 to over 45% in 2013. The percentage of high school students who reported ever using e-cigarettes doubled between 2011 and 2012. Many of these products are attractive to youth because they are relatively cheap and come in flavors like cherry-limeade, and mint.
- Of the stores that sell alcohol in Contra Costa, close to 85% are selling **Alcopops**, which are increasingly popular among young people because of their **fruity flavors and attractive containers**. These products are flavored malt beverages sold as 12 oz. can or bottles with typically a 12% alcohol content, or “supersized” at 23.5 oz. with 8% alcohol content.

Policy Options Potential solutions to reduce youth exposure to these products in our communities must be explored. Cities can adopt policies to reduce promotion of unhealthy products to youth, including limiting the amount of signage on storefronts, limiting the number of stores that sell these products near schools, and extending the federal government’s ban on the sale of flavored cigarettes to all tobacco products.

The Survey

- Stores surveyed were randomly selected by zip code from a list of all stores that sell tobacco products in the County. These included convenience, supermarket, liquor, tobacco, small market, discount, drug and big box stores, except for stores that prohibit youth from entry or stores that require membership.
- Although some of the County, State, and Bay Area Region survey results look different, there are few that are “statistically different”. Overall, there were few differences between the County store survey results the Bay Area Region, and the State.

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