Healthy Stores for Healthy Community Campaign
What Do We Want?

Campaign Goal:
To improve the health of Californians through changes to the retail environment
Integrated Campaign Goals

- Tobacco
- Alcohol
- Healthy Foods
- Marketing
- Advertising
- Product Availability
- Product Placement
Now..
Local Data Collection

- 9 Zip Codes
- 159 Retailers
- Surveyed only stores that sell tobacco and allow access to persons under the age of 18.
What Gets Measured, Gets Changed

– Tobacco or alcohol flavors that appeal to youth
– Amount of advertising on storefronts
– Types of products sold
– Package size
– Free or discounted product, and/or coupons
– Tobacco sales in pharmacies
Stores with Unhealthy vs. Healthy Ads

- % of stores that have unhealthy exterior advertising
- % of stores that have healthy exterior advertising

CA | San Luis Obispo County | City of San Luis Obispo
---|------------------------|---------------------
80% | 60%                    | 90%                 
70% | 50%                    | 80%                 
60% | 40%                    | 70%                 
50% | 30%                    | 60%                 
40% | 20%                    | 50%                 
30% | 10%                    | 40%                 
20% | 0%                     | 30%                 
10% |                        | 20%                 
0%  |                        | 10%                 

The graph shows the percentage of stores with unhealthy and healthy exterior advertising in different locations.
Stores with Unhealthy vs. Healthy Ads

- Exposure increases the likelihood adolescents will start to smoke.
- Youth are 3X more sensitive than adults to tobacco advertising.
- Youth are more likely to be influenced by cigarette marketing than by peer pressure.
% Stores that Sell E-cigarettes

- CA
- San Luis Obispo County
- City of San Luis Obispo
% Stores that Sell E-cigarettes

- According to FDA, e-cigarettes do contain toxic chemicals - 1 study of 12 e-cigarette brands found formaldehyde, acetaldehyde and nitrosamines.

- Nicotine poisoning from “e-liquid” has been reported across the U.S. Nationwide, the number of cases linked to e-liquids jumped to 1,351 in 2013, a 300 percent increase from 2012, and the number is on pace to double this year, according to information from the National Poison Data System.
• According to CDC, e-cigarette use by high school students nationwide has **doubled** over a one year period (2011-2012).

• E-cigarettes come in flavors like bubble gum, gummy bear, grape and cherry (flavored cigarettes were banned by the FDA in 2009).

• Youth who have never used tobacco are using e-cigarettes.
% Stores that Sell Chewing Tobacco

CA
San Luis Obispo County
City of San Luis Obispo
% Stores that Sell Chewing Tobacco

Smokeless tobacco advertising has increased partly due to tobacco use bans. Smokeless is often marketed as a way to “get around” smoking restrictions.

• Chewing tobacco comes in mint, candy and liquor flavors to mask the taste of tobacco making them appealing to youth.

• “Cherry Skoal is for someone who likes the taste of candy, if you know what I’m saying.” – Former US Smokeless Tobacco Company Sales Representative

• Chew/dip tobacco is not a safe alternative - toxic chemicals include nicotine (3x more), formaldehyde and polonium 210 - each can damage gums and cause cancer.
% Stores that Sell Candy, Mint and Liquor Flavored Non-Cigarette Tobacco

CA
San Luis Obispo County
City of San Luis Obispo

74.00% 76.00% 78.00% 80.00% 82.00% 84.00% 86.00% 88.00% 90.00%
% Stores that Sell Candy, Mint and Liquor Flavored Non-Cigarette Tobacco

- Tobacco industry did not create flavors such as grape, chocolate-mint and dreamsicle for adults.
- Flavored tobacco is often sold for less than the price of a candy bar in single cigar packages.
- As part of the survey collection in SLO we found some new tobacco products - CigaFizz is a fizzy candy-like product that contains nicotine, it comes in flavors like pink lemonade and chocolate.
Types of Flavors Available
Of stores that sell alcohol, % that sell alcopops

- CA: 80.00%
- San Luis Obispo County: 95.00%
- City of San Luis Obispo: 85.00%
Of stores that sell alcohol, % that sell alcopops

- Alcopops are sweetened alcoholic beverages, usually sold in single-serving bottles or cans. Often fruit-flavored or carbonated, they closely resemble soda or energy drinks. Alcopops are considered a public health concern, because the flavors appeal to youth, the serving sizes are often large, and the alcohol content can be as high as 12.5%.

- Nearly a quarter of youth in California binge drink (22%) and 35% of those in the 11th grade report to have used alcohol in the past month.
% of stores that sell any fresh fruit or vegetable

- CA
- San Luis Obispo County
- City of San Luis Obispo
When people don’t have easy access to nutritious food, they eat less nutritious food which is linked to obesity and type 2 diabetes.

Only 27% of Californians reported to have eaten 3 or more fruits a vegetables a day.

In California, 1 in 3 teenagers are obese or overweight as well as 59.8% of adults. In San Luis Obispo 48% of adults are overweight or obese.
Future?

Stores and retailers are not the enemy - they are our partners in providing health and life to our communities