



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



MODOC COUNTY

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...

	MODOC	CA
% of adults who smoke (2011-12)	16.7%	13.8%
% of youth who smoke (2012, grades 9-12)	10%	10.5%
Cost of smoking (2012)	\$1,637,475	\$6.5B
% of adults who are overweight or obese (2011-12)	68.7%	59.8%
% of adults who ate 3+ fruits and vegetables yesterday (2011-12)	31.6%	27.2%
% of youth who used alcohol in the past 30 days (2009-11, 11th grade)	53%	35%
% of youth who binge drink (2009-11, 11th grade)	28%	22%

For sources, please see website

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.

WHAT WE KNOW ABOUT STORES THAT SELL TOBACCO (2012)

	MODOC	CA
Stores that sell tobacco products	19	36,777
% of stores near schools**	15.8%	27.4%
% of stores in low income areas (185% of federal poverty level)	78.6%	46.5%
Number of youth for every 1 store	104	251
Number of adult smokers for every 1 store	*	101

SURVEY RESULTS OF STORES THAT SELL TOBACCO (2013)

SURVEY RESULTS OF STORES THAT SELL TOBACCO (2013)		MODOC	CA
GENERAL	Number of stores surveyed	11	7,393
	% of stores that have <u>unhealthy</u> exterior advertising	72.7%	71%
	% of stores that have <u>healthy</u> exterior advertising	27.3%	12.2%
TOBACCO % OF STORES THAT SELL...	Lowest price of cigarettes	\$4.19	\$4.30
	e-cigarettes	9.1%	45.7%
	candy, mint and liquor flavored non-cigarette tobacco products	90.9%	79.4%
	candy, mint and liquor flavored non-cigarette tobacco products and <u>are near schools</u> **	100%	75.3%
	candy, mint and liquor flavored non-cigarette tobacco products vs. alcopops	90.9%/100%	79.4%/82.4%
	candy, mint and liquor flavored non-cigarette tobacco products vs. milk	90.9%/100%	79.4%/37.2%
	chewing tobacco	100%	56.1%
	little cigars and cigarillos	90.9%	83.7%
	the most popular brand of cigarillos for under \$1	100%	78.1%
	tobacco products near candy at the check-out	63.6%	39.1%
	tobacco products near candy at the check-out <u>and are near schools</u> **	100%	40.5%
FOOD % OF STORES THAT SELL...	low- or non-fat milk	100%	37.2%
	sugary drinks at the check-out	81.8%	56.9%
	sugary drinks at the check-out <u>and are near schools</u> **	*	55.6%
	<u>any</u> fresh fruit or vegetable	63.4%	42.4%
	a good selection of <u>good quality</u> fresh fruits and vegetables	14.3%	33.2%
	a good selection of <u>good quality</u> fresh fruits and vegetables in low income vs. <u>not</u> low income areas	14.3%/*	30.3%/36%
% OF STORES...	that accept CalFresh that sell a good selection of <u>good quality</u> fresh fruits and vegetables	33.3%	41%
	that accept CalFresh or WIC	45.5%	53.7%
ALCOHOL % OF STORES THAT SELL ALCOHOL, %...	overall % of stores that sell alcohol	100%	71.3%
	that sell alcopops	100%	82.4%
	with alcohol ads near candy/toys or below 3 feet	45.5%	36.7%
	that sell malt liquor in low income vs. <u>not</u> low income areas	90.9%/*	81.6%/71.4%
	with alcohol exterior advertising	45.5%	54.3%

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