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STOPP says “GO” to Healthier Neighborhood Stores

Local tobacco prevention program collaborates on community health improvement projects

Stockton, CA (June 29, 2015) - San Joaquin County Public Health Services' Smoking and Tobacco Outreach Prevention Program (STOPP) is striving to improve the health of the community by involving youth and adult allies in the state's Healthy Stores for a Healthy Community (HSHC) campaign. Stores in the community play a critical role in the economic well-being of the community as well as the people who visit them. As part of the statewide HSHC Campaign sponsored by the California Department of Public Health and the California Tobacco Control Program (CTCP), STOPP is partnering with community members and other community programs to assist neighborhood retailers in reducing harmful advertising of alcohol and tobacco while increasing access to fresh fruits and vegetables.

A store's appearance and choices, both outside and inside, can impact the community's economy, physical well-being, and safety of neighborhoods. A 2013 San Joaquin County survey of 132 neighborhood stores that sell alcohol, tobacco and convenience foods, showed that 82.5% have unhealthy exterior advertising compared to only 9.2% that have healthy exterior advertising (CTCP, 2013). The survey results also highlighted that only 23.5% of adults in San Joaquin County ate 3+ servings of fruits and vegetables and that 68.6% of adults are overweight or obese. The type of products available and the manner in which they are promoted influence the purchases and the health of the community, especially the youth.

In an effort to encourage healthier behavior, STOPP is collaborating with San Joaquin County Public Health Services' Nutrition Education and Obesity Prevention (NEOP) program to educate the community about how exposure to unhealthy advertising and choices contributes to health disparities in the community. A recent partnership with Oakland's Mandela Marketplace through NEOP will help link local farmers and retailers to increase fresh food accessibility for San Joaquin County residents. In addition, community support and involvement will be vital to the success of these ongoing collaborative efforts.

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Studies have shown that exposure to unhealthy advertising and products have a negative effect on youth behavior and community safety. STOPP is partnering with local law enforcement to bring about positive changes for youth and the community through the HSHC Campaign. STOPP has also reached out to a variety of adult and youth groups such as Friday Night Live (FNL), Re-Invent South Stockton and Stocktonians Taking Action to Neutralize Drugs (S.T.A.N.D) to increase local involvement in support of the HSHC Campaign.

In an effort to increase youth involvement in this project, STOPP invited local youth and adult groups to attend a recent all-day Youth Engagement Forum that was sponsored by the California Department of Public Health Nutrition Education Obesity Prevention Branch, the Public Health Institute and the I-SEED organization. In an inspiring high-energy atmosphere, forum facilitators provided the youth and their adult allies with tools for working together to become positive change-makers in their neighborhoods. STOPP staff attended the event to present future program and campaign youth involvement opportunities, such as conducting community surveys. For more information on how to get involved with the HSHC Campaign, please call 209-468-2411.

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Attachments from www.HealthyStoresHealthyCommunity.com:

San Joaquin County Data Sheet

Map - Density Youth and Stores that Sell Tobacco in SJC



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...

	SAN JOAQUIN	CA
% of adults who smoke (2011-12)	14.6%	13.8%
% of youth who smoke (2012, grades 9-12)	10.3%	10.5%
Cost of smoking (2012)	\$120,104,526	\$6.5B
% of adults who are overweight or obese (2011-12)	68.6%	59.8%
% of adults who ate 3+ fruits and vegetables yesterday (2011-12)	23.5%	27.2%
% of youth who used alcohol in the past 30 days (2009-11, 11th grade)	40%	35%
% of youth who binge drink (2009-11, 11th grade)	23%	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)

	SAN JOAQUIN	CA
Stores that sell tobacco products	654	36,777
% of stores near schools**	20.9%	27.4%
% of stores in low income areas (185% of federal poverty level)	57%	46.5%
Number of youth for every 1 store	307	251
Number of adult smokers for every 1 store	107	101

SURVEY RESULTS OF STORES THAT SELL TOBACCO (2013)

	SAN JOAQUIN	CA
GENERAL		
Number of stores surveyed	120	7,393
% of stores that have <u>unhealthy</u> exterior advertising	82.5%	71%
% of stores that have <u>healthy</u> exterior advertising	9.2%	12.2%
TOBACCO		
% OF STORES THAT SELL...		
Lowest price of cigarettes	\$3.77	\$4.30
e-cigarettes	45.8%	45.7%
candy, mint and liquor flavored non-cigarette tobacco products	90.8%	79.4%
candy, mint and liquor flavored non-cigarette tobacco products and <u>are near schools</u> **	80%	75.3%
candy, mint and liquor flavored non-cigarette tobacco products vs. alcopops	90.8%/92.6%	79.4%/82.4%
candy, mint and liquor flavored non-cigarette tobacco products vs. milk	90.8%/20%	79.4%/37.2%
chewing tobacco	62.5%	56.1%
little cigars and cigarillos	87.5%	83.7%
the most popular brand of cigarillos for under \$1	89.4%	78.1%
tobacco products near candy at the check-out	50.8%	39.1%
tobacco products near candy at the check-out <u>and are near schools</u> **	48%	40.5%
FOOD		
% OF STORES THAT SELL...		
low- or non-fat milk	20.2%	37.2%
sugary drinks at the check-out	51.7%	56.9%
sugary drinks at the check-out <u>and are near schools</u> **	32%	55.6%
<u>any</u> fresh fruit or vegetable	28.3%	42.4%
a good selection of <u>good quality</u> fresh fruits and vegetables	19.4%	33.2%
a good selection of <u>good quality</u> fresh fruits and vegetables in low income vs. <u>not</u> low income areas	16%/*	30.3%/36%
% OF STORES...		
that accept CalFresh that sell a good selection of <u>good quality</u> fresh fruits and vegetables	*	41%
that accept CalFresh or WIC	65.8%	53.7%
ALCOHOL		
OF STORES THAT SELL ALCOHOL, %...		
overall % of stores that sell alcohol	76.7%	71.3%
that sell alcopops	92.6%	82.4%
with alcohol ads near candy/toys or below 3 feet	48.1%	36.7%
that sell malt liquor in low income vs. <u>not</u> low income areas	95.2%/73.7%	81.6%/71.4%
with alcohol exterior advertising	73.9%	54.3%

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



Youth (Percent) and Stores that Sell Tobacco in San Joaquin County

