

HEALTHY STORES FOR A HEALTHY COMMUNITY



Stores play an important role in our community. They shape the economic vitality, quality, and safety of our neighborhoods. They also influence the health of the families and young people who shop in them.

The Healthy Stores for a Healthy Community campaign focuses on the link between the store environment and community health. It addresses community concerns and findings that:

- In California, many stores that sell tobacco are less than 2 blocks away from a school.¹
- In California, communities with a higher number of stores that sell alcohol have higher crime rates.²
- Stores cluttered with unhealthy advertising and graffiti contribute to neighborhood decay and blight.³
- Marketing of tobacco products and junk food promotes consumption of these unhealthy products.^{4,5}
- Low-income communities have the least access to affordable, fresh, and nutritious food, which is a barrier to healthy eating.⁶

Young people are commonly targeted and influenced by tobacco, alcohol, and junk food marketing:

- Youth are three times more likely to be influenced by tobacco advertisements than adults.⁷
- Tobacco companies use price discounts to target youth and low-income groups.⁸
- Underage drinking increases when youth are exposed to more alcohol advertisements.⁹
- Companies that sell junk food spend \$1 million every hour on youth marketing.⁵

HOW ARE THESE PRODUCTS HARMING OUR COMMUNITY?

TOBACCO



- Each year, 36,600 adults in California die from smoking and 30,600 kids become new daily smokers.¹⁰
- California children buy 76.6 million packs of cigarettes each year.¹⁰

ALCOHOL



- In any given 30 day period, 1 in 5 California high school students drink 5 or more alcoholic drinks in a row.¹¹
- The number one killer of 10-24 year olds in the U.S. is alcohol-related accidents.¹²

JUNK FOOD*



- The largest source of calories for youth is sugary drinks, including sodas and sports drinks.¹³
- In California, 1 in 3 teenagers are obese or overweight.¹⁴

** Junk food includes pre-packaged foods that are high in calories, fat, salt/sodium, and/or sugar; and low nutrient and/or sugar-sweetened drinks, such as soft drinks, diet drinks, energy drinks, and vitamin enhanced water.*

JOIN THE HEALTHY STORES FOR A HEALTHY COMMUNITY CAMPAIGN

WHAT IS THE CAMPAIGN?

The Healthy Stores for a Healthy Community campaign is a statewide collaboration that focuses on improving the health of Californians through changes in the retail environment.

The overall goal of the campaign is to create an environment that promotes community health and protects youth while sustaining a vibrant business environment. This campaign will not discredit the public reputation of any business but rather engage concerned citizens and community groups to work together to promote changes in the retail environment that will help everyone, including youth, families, retailers, and the whole community!



CAMPAIGN ACTIVITIES:

- Assess the amount of tobacco, alcohol, and junk food advertisements and promotions in our communities.
- Assess the availability of flavored tobacco and alcohol products, which appeal to youth.
- Assess the availability of good quality fruits, vegetables, and healthy snacks in our communities.
- Assess the factors that contribute to neighborhood decay and blight such as graffiti and the proliferation of advertisements for unhealthy products.
- Assess how closely alcohol and tobacco outlets are located to schools.
- Work with concerned citizens, community groups, and retailers to promote healthy, safe environments and to ensure compliance with existing public health laws related to the sale, distribution, and marketing of tobacco and alcohol products.

ACTUAL CHANGES IN A STORE



BEFORE



AFTER

**WE NEED
YOUR HELP
TO MAKE OUR
COMMUNITY HEALTHY!**

Contact us to learn more about
how you can be involved!

1. Henriksen, L. (2012). Presentation: The Retail Environment for Tobacco. 2. Pacific Institute. (2009). Liquor Stores and Community Health. 3. Kwate et al. (2006). Ghettoizing Outdoor Advertising: Disadvantage and Ad Panel Density in Black Neighborhoods. 4. Carter et al. (2009). The Effect of Retail Cigarette Pack Displays on Unplanned Purchases: Results from Immediate Postpurchase Interviews. 5. Berkeley Media Studies Group. (2006). Fighting Junk Food Marketing to Kids: A Toolkit for Advocates. 6. Children Now. (2013). Obesity Facts and Figures. 7. Campaign for Tobacco-Free Kids. (2013). Toll of Tobacco in the United States of America. 8. Berman, M., & Snyder, K.M. (2011). Tobacco Price Promotion: Policy Responses to Industry Price Manipulation. 9. Vermont Department of Health. (2011). Small Change/Big Impact. 10. Campaign for Tobacco Free Kids. (2013). The Toll of Tobacco in California. 11. Pacific Institute for Research and Evaluation (2011). Underage Drinking in California: The Facts. 12. Blum, R., & Qureshi, F. (2011). Morbidity and Mortality among Adolescents and Young Adults in the United States. 13. Harvard School of Public Health. (2012). Sugary Drinks Supersizing and the Obesity Epidemic. 14. California Department of Public Health, California Obesity Prevention Program. (2010). California Obesity Prevention Plan: A Vision for Tomorrow, Strategic Actions for Today.