

## A Larger Story

### What is this campaign about?

The **Healthy Stores for a Healthy Community** campaign is a **statewide collaboration** between tobacco use prevention, alcohol use prevention, sexually transmitted disease prevention, and nutrition partners.


### Why is this campaign important for my community?


The **goal is to improve the health of all Californians** through changes in community stores and education of people on how in-store product marketing influences the consumption of unhealthy products. Working together, we can make healthier communities while maintaining vibrant businesses.





## What's Changed in California

Learn about the changes that happened between the 2016 - 2019 Healthy Stores for a Healthy Community surveys.

 In September 2019, Gov. Gavin Newsom directed the California Department of Public Health (CDPH) to launch a statewide public awareness campaign on the health risks of vaping nicotine and cannabis products.

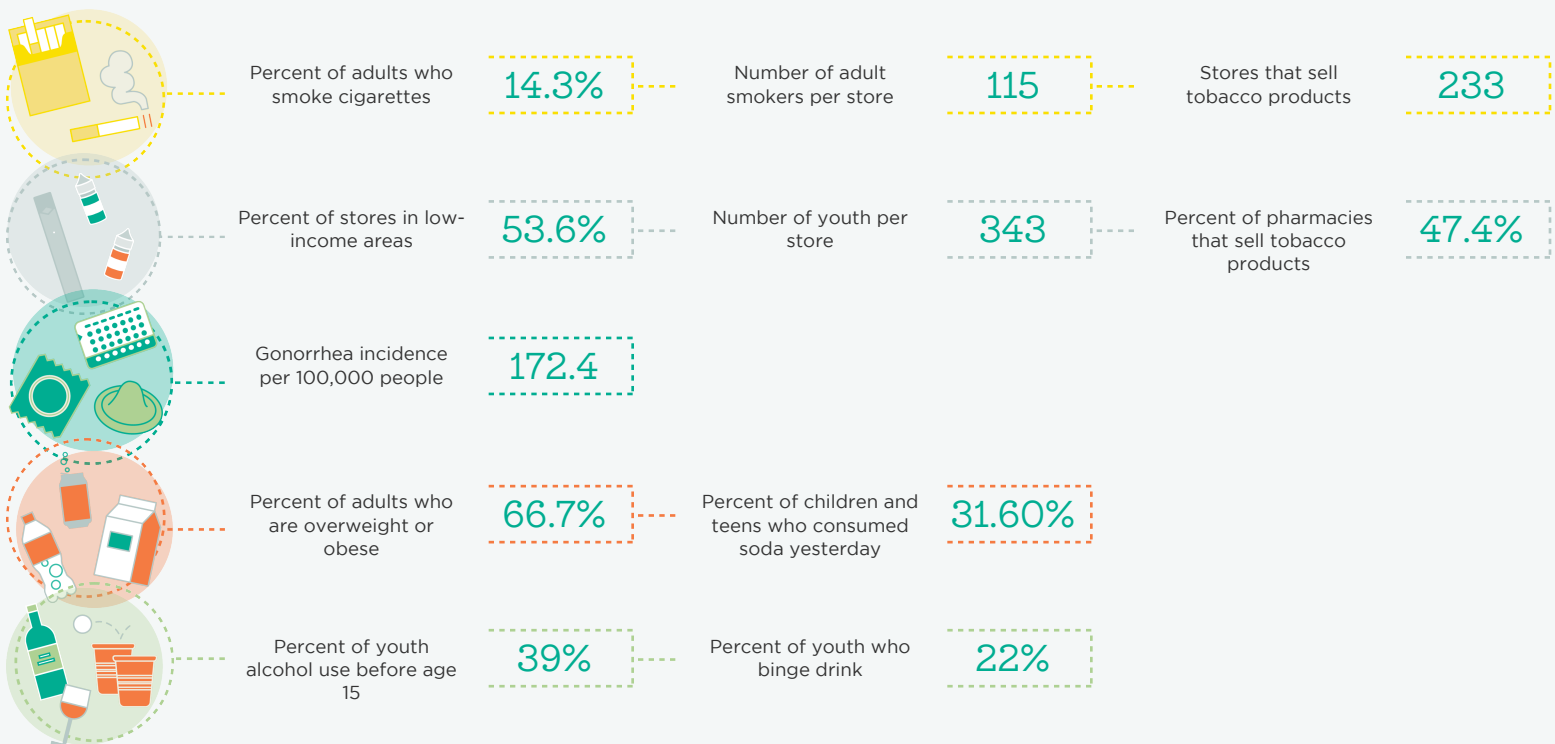
 As of March 2020, over 75 California jurisdictions passed local laws restricting the sale of flavored tobacco products, and 65 of them also restrict menthol cigarette sales.

 Governor Newsom also signed legislation imposing stricter age verification requirements for tobacco products sold online or by mail.

 Since June 2019, 209 Californians with a history of vaping, were hospitalized for severe breathing problems and lung damage. These cases were identified as part of the nationwide outbreak of e-cigarette, or vaping, product use-associated lung injury, and resulted in the death of four Californians.

## Facing Facts in Merced

It's important that we review what's available/accessible to our community because it impacts our health and well-being. Consider the following information.

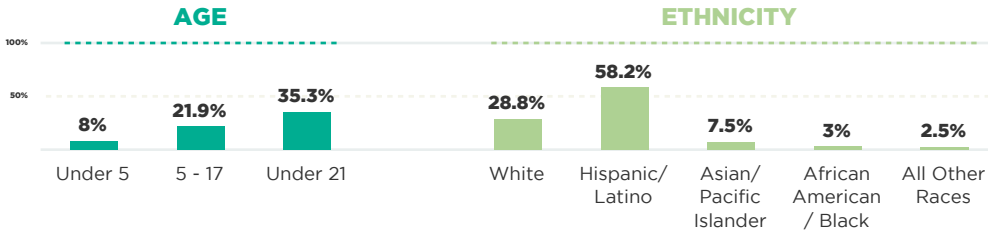


# The Makeup of Merced

What makes up this county by age, ethnicity, and income

County Population: **267,390**

Average Household Income: **\$46,338**



## Survey Results

The survey data shows that while some progress has been made in some areas such as flavored tobacco products, there is more work to do to ensure our stores offer a better balance of healthy options for our communities and the youth who visit them every day.

### STOREFRONT ADVERTISING | % OF STORES...

	MERCED	CA
with unhealthy storefront ads	73.0%	69.9%
with healthy storefront ads	13.5%	14.8%
near schools with unhealthy storefront ads**	80.0%	70.7%

### TOBACCO | % OF STORES...

with vaping products	50.5%	54.7%
with flavored tobacco products (other than cigarettes)	89.2%	81.8%
near schools with flavored tobacco products (other than cigarettes)**	76.0%	80.6%
with chewing tobacco	77.5%	56.3%
with little cigars/cigarillos	91.0%	81.0%
with menthol cigarettes	97.3%	88.3%
with single little cigars/cigarillos	61.3%	46.3%
with tobacco marketing in kid-friendly locations	35.1%	35.3%

### FOOD | % OF STORES...

with low- or non-fat milk	27.9%	33.1%
with sugary drinks at check-out	39.6%	43.6%
with any fresh fruits or vegetables	44.1%	46.3%
with sugary drinks storefront ads	37.8%	41.2%

### ALCOHOL | % OF STORES...

with alcohol	84.7%	71.4%
(among stores that sell alcohol) with alcopops	84.0%	75.7%
(among stores that sell alcohol) with alcohol ads near candy/toys or below 3 feet	45.7%	31.5%

### SEXUALLY TRANSMITTED DISEASES | % OF STORES...

with condoms	91.0%	82.8%
with condoms on the shelf and unlocked	50.5%	43.0%