

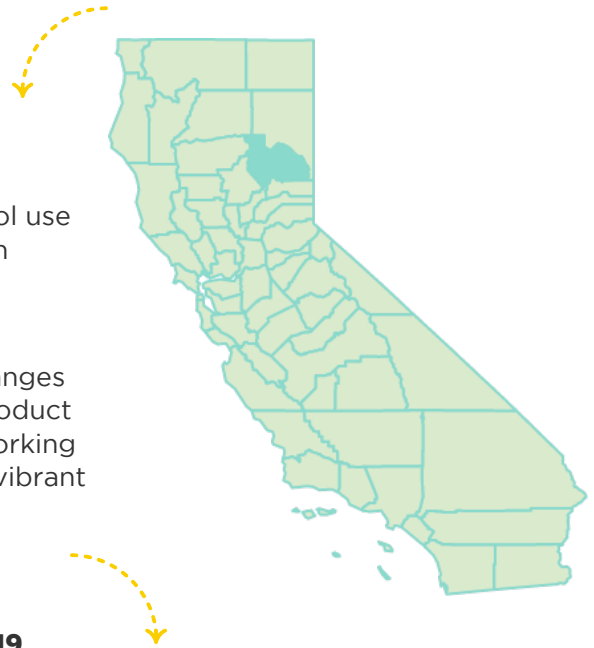
A Larger Story

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 Plumas

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

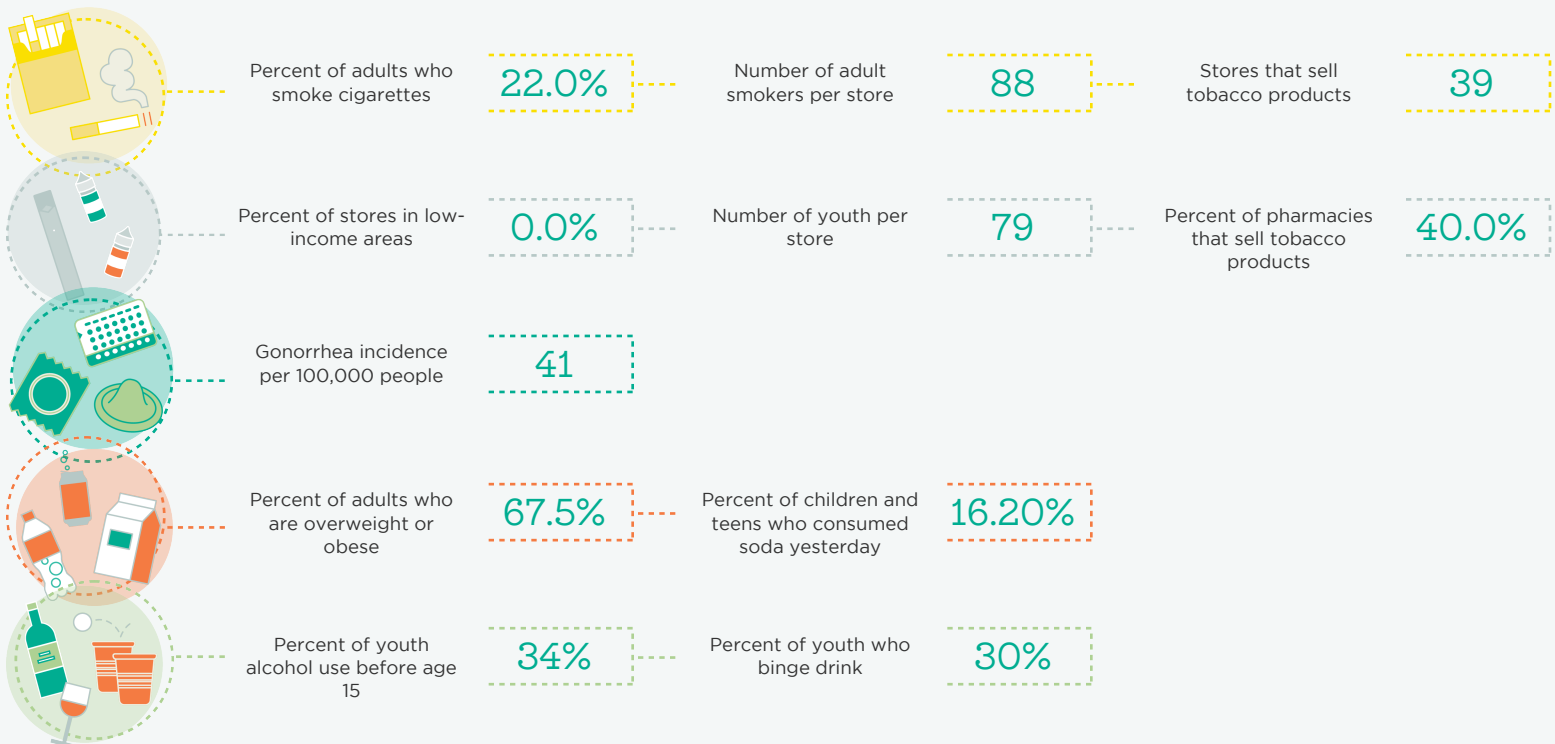
 Plumas District Hospital adopted a tobacco-free policy in June 2016. Eastern Plumas Health Care adopted a tobacco-free policy in October 2017. Seneca District Hospital adopted a tobacco-free policy in October 2018.

 Central Plumas Recreation and Park District adopted a tobacco-free policy in March 2018.

 An analysis indicated that despite an increase in ID checking between 2015 and 2018, the illegal sales to minors continues to be high, fluctuating between 9% and 25% during the same time period.

Facing Facts in Plumas

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.

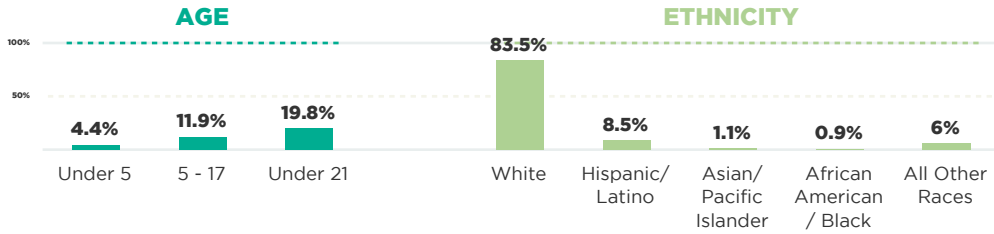


The Makeup of Plumas

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

County Population: **18,724**

Average Household Income: **\$50,266**



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...

	PLUMAS	CA
with unhealthy storefront ads	50.0%	69.9%
with healthy storefront ads	10.0%	14.8%
near schools with unhealthy storefront ads**	33.3%	70.7%

TOBACCO | % OF STORES...

with vaping products	50.0%	54.7%
with flavored tobacco products (other than cigarettes)	80.0%	81.8%
near schools with flavored tobacco products (other than cigarettes)**	100.0%	80.6%
with chewing tobacco	86.7%	56.3%
with little cigars/cigarillos	60.0%	81.0%
with menthol cigarettes	93.3%	88.3%
with single little cigars/cigarillos	46.7%	46.3%
with tobacco marketing in kid-friendly locations	33.3%	35.3%

FOOD | % OF STORES...

with low- or non-fat milk	66.7%	33.1%
with sugary drinks at check-out	53.3%	43.6%
with any fresh fruits or vegetables	40.0%	46.3%
with sugary drinks storefront ads	20.0%	41.2%

ALCOHOL | % OF STORES...

with alcohol	96.7%	71.4%
(among stores that sell alcohol) with alcopops	79.3%	75.7%
(among stores that sell alcohol) with alcohol ads near candy/toys or below 3 feet	13.8%	31.5%

SEXUALLY TRANSMITTED DISEASES | % OF STORES...

with condoms	76.7%	82.8%
with condoms on the shelf and unlocked	70.0%	43.0%