

## 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 Humboldt

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


 In 2016, the Blue Lake City Council prohibited vaping wherever smoking was also prohibited.

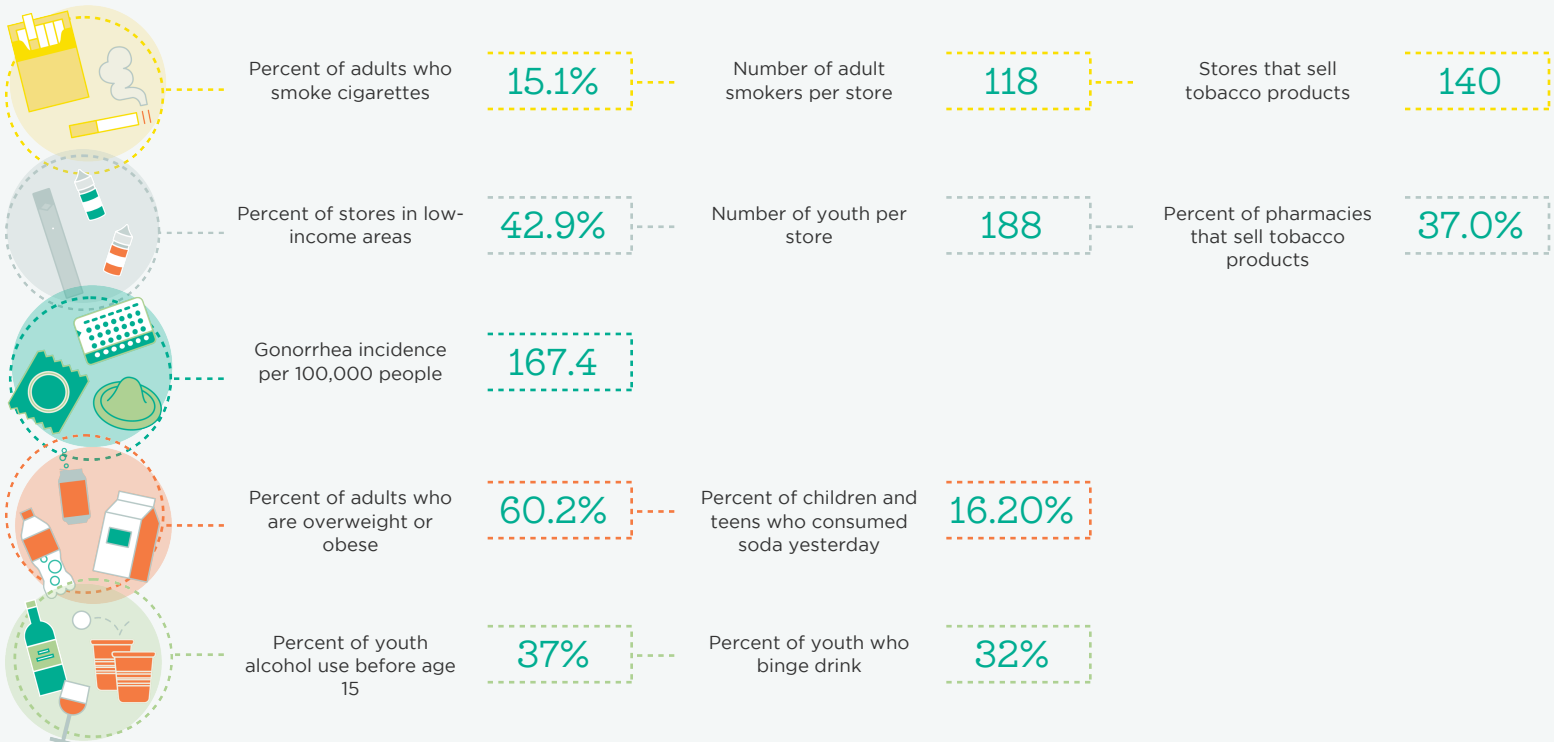
 Since 2016, three new vape shops have opened in Humboldt County. Since the legalization of cannabis, 15 new cannabis retail shops opened in Humboldt County, with 12 in the Humboldt Bay Area.

 In 2019, Eureka voted to amend its smoking ordinance to allow indoor cannabis smoking/vaping at eligible cannabis retail facilities.

 In 2016, Fortuna voted to adopt a smoking ordinance, prohibiting smoking in many public places, protecting community members from secondhand smoke exposure. In 2017, the Redwoods Community College District was designated as a smoke and tobacco-free environment.

## Facing Facts in Humboldt

 In 2019, Arcata adopted an ordinance to allow indoor cannabis smoking/vaping at businesses with on-site consumption permits. 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.

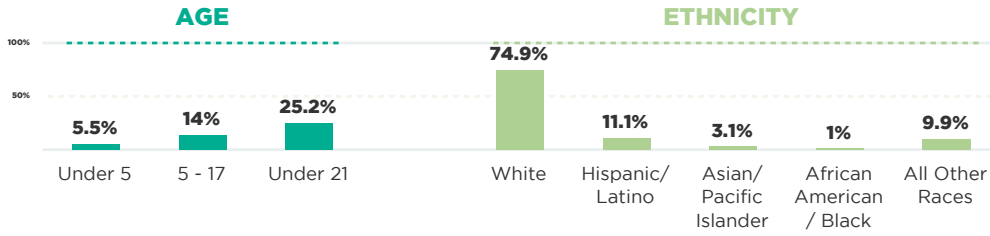


# The Makeup of Humboldt

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

County Population: **135,490**

Average Household Income: **\$43,718**



## 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...

	HUMBOLDT	CA
with unhealthy storefront ads	62.2%	69.9%
with healthy storefront ads	8.2%	14.8%
near schools with unhealthy storefront ads**	73.9%	70.7%

### TOBACCO | % OF STORES...

with vaping products	60.2%	54.7%
with flavored tobacco products (other than cigarettes)	86.7%	81.8%
near schools with flavored tobacco products (other than cigarettes)**	100.0%	80.6%
with chewing tobacco	85.7%	56.3%
with little cigars/cigarillos	86.7%	81.0%
with menthol cigarettes	95.9%	88.3%
with single little cigars/cigarillos	60.2%	46.3%
with tobacco marketing in kid-friendly locations	38.8%	35.3%

### FOOD | % OF STORES...

with low- or non-fat milk	32.7%	33.1%
with sugary drinks at check-out	34.7%	43.6%
with any fresh fruits or vegetables	50.0%	46.3%
with sugary drinks storefront ads	27.6%	41.2%

### ALCOHOL | % OF STORES...

with alcohol	88.8%	71.4%
(among stores that sell alcohol) with alcopops	78.2%	75.7%
(among stores that sell alcohol) with alcohol ads near candy/toys or below 3 feet	51.7%	31.5%

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

with condoms	83.7%	82.8%
with condoms on the shelf and unlocked	69.4%	43.0%