

## 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 Lake

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



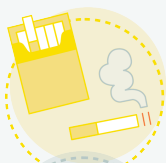
A comprehensive smoke-free outdoor air ordinance was adopted in September 2019 in Clearlake, protecting community members from secondhand smoke and aerosol.



Between July 2017 and December 2019, five (5) additional high schools established Tobacco Prevention and Education Youth Coalitions. Youth were trained to educate peers & community on health effects of tobacco & nicotine use through events, presentations, Photovoice projects, and letter writing campaigns.

## Facing Facts in Lake

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.



Percent of adults who smoke cigarettes

26.6%

Number of adult smokers per store

183

Stores that sell tobacco products

74



Percent of stores in low-income areas

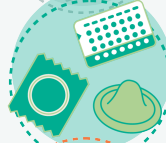
33.8%

Number of youth per store

177

Percent of pharmacies that sell tobacco products

25.0%



Gonorrhea incidence per 100,000 people

262.4



Percent of adults who are overweight or obese

62.5%

Percent of children and teens who consumed soda yesterday

16.20%



Percent of youth alcohol use before age 15

48%

Percent of youth who binge drink

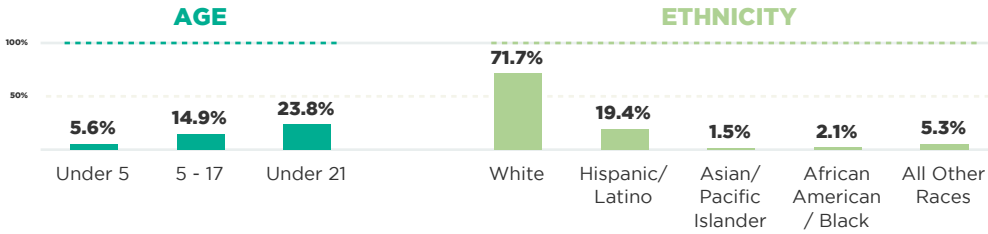
32%

# The Makeup of Lake

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

County Population: **64,095**

Average Household Income: **\$40,446**



## 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...

	LAKE	CA
with unhealthy storefront ads	68.8%	69.9%
with healthy storefront ads	6.3%	14.8%
near schools with unhealthy storefront ads**	100.0%	70.7%

### TOBACCO | % OF STORES...

with vaping products	60.9%	54.7%
with flavored tobacco products (other than cigarettes)	98.4%	81.8%
near schools with flavored tobacco products (other than cigarettes)**	100.0%	80.6%
with chewing tobacco	84.4%	56.3%
with little cigars/cigarillos	95.3%	81.0%
with menthol cigarettes	93.8%	88.3%
with single little cigars/cigarillos	81.3%	46.3%
with tobacco marketing in kid-friendly locations	54.7%	35.3%

### FOOD | % OF STORES...

with low- or non-fat milk	35.9%	33.1%
with sugary drinks at check-out	56.3%	43.6%
with any fresh fruits or vegetables	62.5%	46.3%
with sugary drinks storefront ads	23.4%	41.2%

### ALCOHOL | % OF STORES...

with alcohol	89.1%	71.4%
(among stores that sell alcohol) with alcopops	94.7%	75.7%
(among stores that sell alcohol) with alcohol ads near candy/toys or below 3 feet	68.4%	31.5%

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

with condoms	84.4%	82.8%
with condoms on the shelf and unlocked	54.7%	43.0%