

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 Mendocino

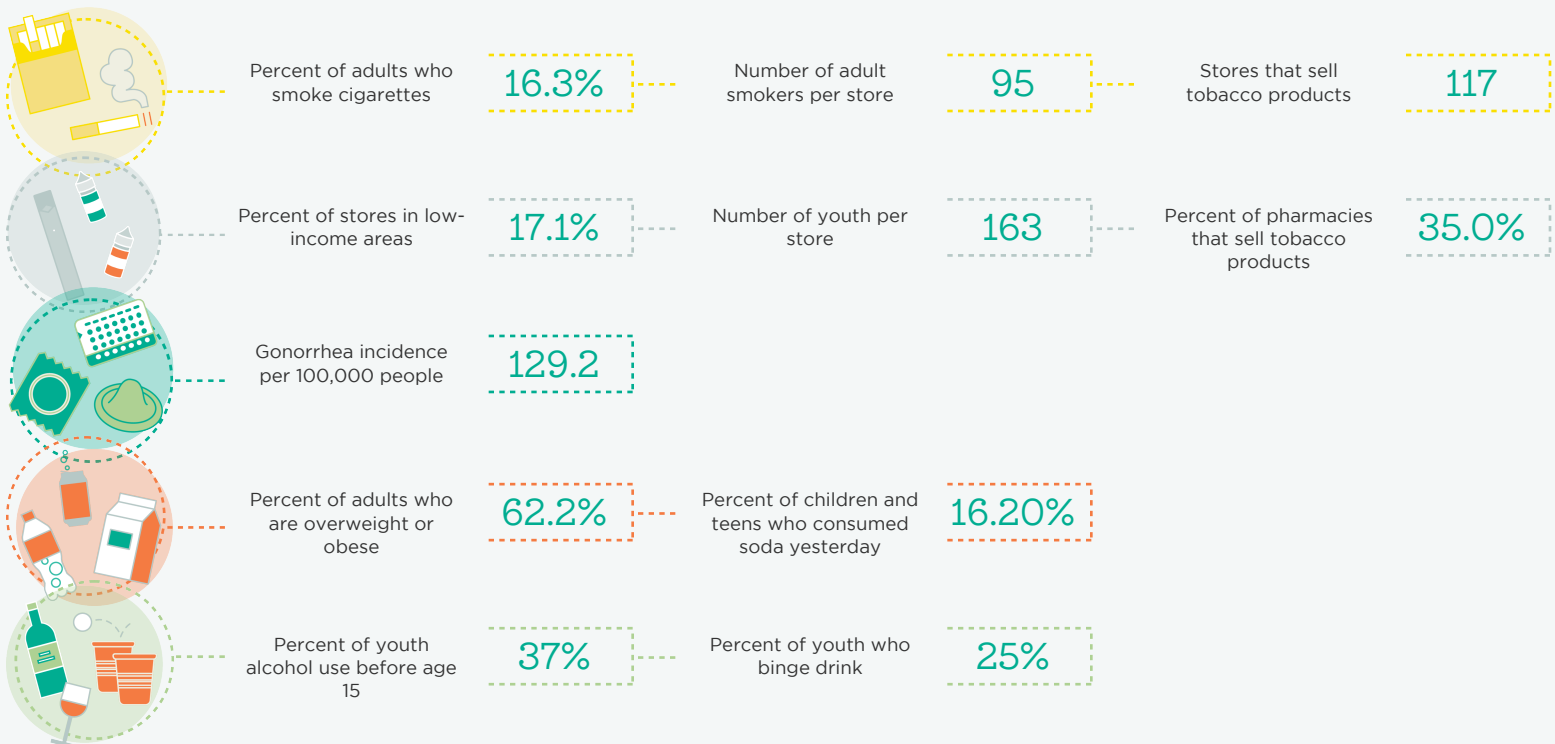
Learn about the changes that happened between the 2016 - 2019 Healthy Stores for a Healthy Community surveys.

↓ Since 2016, 12 new vape and/or tobacco retailers have opened in Mendocino County. There are now a total of 43.

↓ In July 2019, a Youth Tobacco Purchase Survey was conducted in Ft. Bragg, 3 out of 14 retailers sold to youth, a 21% retailer violation rate.

Facing Facts in Mendocino

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.

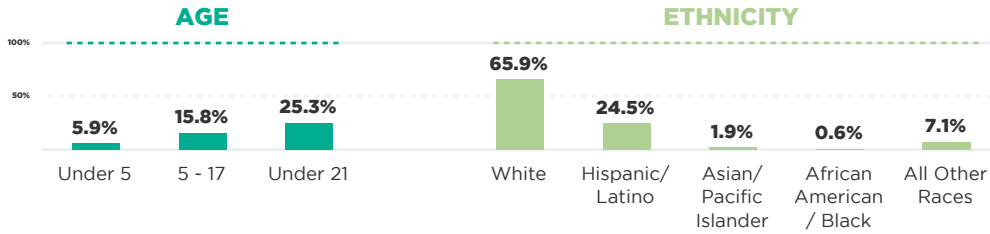


The Makeup of Mendocino

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

County Population: **87,497**

Average Household Income: **\$46,528**



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...

| | MENDOCINO | CA |
|--|-----------|-------|
| with unhealthy storefront ads | 50.6% | 69.9% |
| with healthy storefront ads | 9.6% | 14.8% |
| near schools with unhealthy storefront ads** | 70.6% | 70.7% |

TOBACCO | % OF STORES...

| | | |
|---|-------|-------|
| with vaping products | 55.4% | 54.7% |
| with flavored tobacco products (other than cigarettes) | 88.0% | 81.8% |
| near schools with flavored tobacco products (other than cigarettes)** | 88.2% | 80.6% |
| with chewing tobacco | 85.5% | 56.3% |
| with little cigars/cigarillos | 88.0% | 81.0% |
| with menthol cigarettes | 96.4% | 88.3% |
| with single little cigars/cigarillos | 39.8% | 46.3% |
| with tobacco marketing in kid-friendly locations | 30.1% | 35.3% |

FOOD | % OF STORES...

| | | |
|-------------------------------------|-------|-------|
| with low- or non-fat milk | 39.8% | 33.1% |
| with sugary drinks at check-out | 38.6% | 43.6% |
| with any fresh fruits or vegetables | 56.6% | 46.3% |
| with sugary drinks storefront ads | 24.1% | 41.2% |

ALCOHOL | % OF STORES...

| | | |
|---|-------|-------|
| with alcohol | 92.8% | 71.4% |
| (among stores that sell alcohol) with alcopops | 92.2% | 75.7% |
| (among stores that sell alcohol) with alcohol ads near candy/toys or below 3 feet | 32.5% | 31.5% |

SEXUALLY TRANSMITTED DISEASES | % OF STORES...

| | | |
|--|-------|-------|
| with condoms | 91.6% | 82.8% |
| with condoms on the shelf and unlocked | 73.5% | 43.0% |