

For Immediate Release

Press Release

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Survey Finds Alpine is the only California County where E-Cigarettes are not sold

Just released findings from statewide survey shows there is room for improvement in increasing healthy options in Alpine County.

Markleeville, CA – March 8, 2017 – Alpine County retailers are far ahead of their counterparts around the region and state in limiting the amount of some unhealthy products that they sell. These findings are part of new research released today on the availability and marketing of tobacco products, alcohol, condoms and healthy and unhealthy food options in California stores that sell tobacco.

Today, throughout California, health advocates held 13 press events to release results of the scientific survey, which is the largest its kind. It builds upon an initial research released three years ago in March 2014 and provides insights into changes in the availability and marketing of the studied products during this time. Information was collected in the summer of 2016 from more than 7,100 stores in all 58 California counties including pharmacies, supermarkets, delis, convenience and liquor stores as well as tobacco-only stores.

“Overall, the findings show a continuing discrepancy in our county in the accessibility and marketing between products that promote a healthy lifestyle, and those that don’t,” said Erin Dobyms, Project Director for the Alpine County Tobacco Control Program. “Stores play an important role in community health, and this survey shows offerings and messaging are out of balance, tipping toward unhealthy options. Our goal is to help re-calibrate the balance toward health.”

The survey found the following for Alpine County:

- In addition to selling cigarettes, 100% of stores sold cheap, flavored “little cigars” or cigarillos as singles or in small packs
- None of stores are located in child-sensitive areas or near schools, but 100% sell alcohol.
- 100% of retailers sell some fresh fruits and vegetables, but 0% of the stores had healthy storefront advertising
- None of the stores sell electronic smoking devices, but all sell menthol cigarettes and chewing tobacco.

“Alpine County Tobacco Control Program is committed to continuing to work with local health advocates and partners to provide accurate information and help make the healthy choice the easy choice for Californians,” said Erin Dobyms.

Healthy Stores for a Healthy Community is a statewide campaign formed by tobacco prevention, nutrition, alcohol abuse prevention and STD prevention partners collaborating to improve the health of

Californians by informing them about the impact of unhealthy product availability and marketing in the retail environment.

For state and county-specific data and more information on Healthy Stores for a Healthy Community, please visit www.healthystoreshealthycommunity.com.

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