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Press Release

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New Survey Finds Alcohol and Tobacco Products Still More Available than Milk and Fresh Fruit

Sutter Creek, CA – In Amador County the availability of e-cigarettes has grown 97% since 2013. This finding is part of new research released today on the availability and marketing of tobacco products, alcohol, healthy and unhealthy food options, and condoms in California stores that sell tobacco.

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. It builds upon 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.

The survey found the following for Amador County:

- More than 20% of stores place tobacco products or ads in kid-friendly locations, such as tobacco ads at child-level (three feet or below) or tobacco products near candy or toys.
- More than 85% of stores placed alcohol ads at kid-level or near kid-friendly items such as candy or toys.
- 75% of stores sell flavored tobacco products, which often have child-appealing flavors, such as grape, watermelon, chocolate, and candy.
- In addition to selling cigarettes, 84% of stores sell “little cigars” or cigarillos, but only 23% of stores sold fresh fruit or vegetables.
- 30% of stores sold non- or low-fat milk, but nearly 90% sell alcohol.
- Only 9% of stores advertised healthy products on their storefronts, but 53% of storefronts advertised unhealthy products.

“The expanded availability of e-cigarettes is of particular concern along with use by teens and young adults,” states Dr. Rita Kerr, Amador County Health Officer. The Surgeon General recently issued a report finding that flavors in e-cigarettes are one of the main reasons youth use them, e-cigarette aerosol is not safe and that e-cigarette use is strongly associated with the use of other tobacco products among youth and young adults.

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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