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PUBLIC HEALTH BRANCH

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PRESS RELEASE

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**New Survey Shows Progress Made in Reducing Unhealthy Exterior Product
Advertising in Del Norte County**

CRESCENT CITY, CA, MARCH 8, 2017 - New research has shown that in Del Norte County, the amount of unhealthy exterior advertising on alcohol retailer doors and windows have been significantly reduced as part of the California Healthy Stores for a Healthy Community Campaign. This finding is part of new survey results released on the availability and marketing of tobacco products, alcohol, condoms and healthy and unhealthy food options in California stores that sell tobacco.

The survey builds upon initial research released three years ago in March 2014 and provides insights into changes and 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. As in the previous survey conducted three years ago, the Del Norte County Sheriff's Department Explorers Post teamed up with the Tobacco Use Prevention Program to conduct the survey for Del Norte County.

In the survey released in 2014, Del Norte County had one of the highest rates of unhealthy exterior product advertising in California, with some doors and windows being almost completely covered with signs and product advertising. The 2016 survey revealed that 60% of the retailers had less than 10% of their windows and doors covered with signs and advertising, which significantly increases the safety of law enforcement personnel when they have to respond to these location and at the same time reduces the impact that unhealthy product advertising has on kids.

Tobacco, soda and alcohol companies strategically place advertising at the eye level of young children to entice them to make unhealthy choices which can lead to chronic disease, such as obesity, diabetes, and cancer.

The survey also found the following for Del Norte County:

- E-cigarette availability saw a significant increase in Del Norte County in stores, up 50% (50% in 2013 and 75% in 2016)
- 40% of stores sold non- or low-fat milk, but 95% sell alcohol.
- In addition to selling cigarettes, 95% of stores sell “little cigars” or cigarillos, but only 45% of stores sold fresh fruits or vegetables.
- Of the stores that sell alcohol, alcopops are sold at 94.7% of stores in Del Norte County, significantly higher than statewide average (69.5%).
- 100% of the retailers that also included a pharmacy sold tobacco products.
- There was a 52% decrease in the number of retailers selling sugary drinks at the checkout counter.

The results of the most recent survey will be used to guide local efforts to improve the retail environment. For state and county-specific data and more information on Healthy Stores for a Healthy Community, please visit www.healthystoreshealthycommunity.com.