



Healthy Stores for a Healthy Community

Los Angeles Region: Los Angeles County, Cities of Pasadena and Long Beach

WHAT IS THE CAMPAIGN?

The *Healthy Stores for a Healthy Community* campaign is a statewide collaboration between tobacco use prevention, nutrition, and alcohol and STD prevention partners committed to working with the business community, local organizations, and parents to make our communities healthier for all residents.

THE SURVEY

Building upon the 2014 survey, follow-up surveys were conducted in 2016 throughout California to assess product marketing and the availability of healthy and unhealthy options (specifically tobacco, food, alcohol, and condoms) offered in stores that sell tobacco. More than 7,100 stores were surveyed in all 58 counties, which included convenience, supermarket, liquor, tobacco, small market, discount, and big-box stores.

WHAT WE KNOW:

The LA region's stores play a critical role in our health, but we found offerings are out of balance.

- Only about 36% of stores sell fresh fruits and vegetables, but more than 60% sell alcohol and 73% sell little cigars and cigarillos.
- About 80% of surveyed stores sell condoms, but only about 20% make condoms readily available in unlocked shelves, creating a barrier to easy access to safe sex protection.

There is a growing quantity and variety of tobacco products widely available, even marketed in kid-friendly flavors.

- The number of stores that sell e-cigarettes increased by 34% since the 2014 survey results.
- About 78% of stores sold flavored tobacco products in sweet flavors, such as grape, watermelon, chocolate, gummy candies, and even breakfast cereals.
- 78% of surveyed stores near schools sold flavored products.

Our kids are being inundated with unhealthy messages and choices.

- Only 14% of stores had storefront advertising for healthy products, while more than 66% advertised unhealthy products like junk food and sugary drinks.
- More than 42% of stores placed alcohol advertisements under three feet (at "kid-level") or were located near kid-friendly items such as candy or toys.
- 87% of stores that sold cigarillos, or little cigars, sold individually wrapped versions for under \$1, incentivizing this popular item for easy purchase by youth.