

# Immediate Release

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## **Survey Shows percentage of stores with healthy storefront ads has substantially decreased in Napa County**

Santa Rosa, CA – March 8, 2017. Napa County's percent of youth involved with both tobacco and alcohol are of particular concern and reflect the spike in use by teens in the last three years. Napa County had 35.7% of stores with healthy storefront ads in 2013, whereas Napa County shows 5.6% of stores with healthy storefront ads in 2016. This is a substantial difference to the statewide average of 13.6% of stores with healthy storefront ads.

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 and alarming discrepancy in our county in the accessibility and marketing between products that promote a healthy lifestyle, and those that don't,” said Dr. Relucio, Public Health Officer of Napa County. “Stores play a critical role on our community's health, and this survey shows offerings and messaging are out of balance, tipping heavily toward unhealthy options. Our goal is to help re-calibrate the balance toward health.”

### **The survey found the following for Napa County:**

- Napa County has 22.7% of the youth who use tobacco (2016, high school) in comparison to the Statewide level of 13.8%.
- Napa County has 44% of youth in the 11<sup>th</sup> grade level that have used alcohol before the age of 15 from the time period 2009-2015 in comparison to the Statewide level of 29%.
- Napa County has 23% of the youth in the 11<sup>th</sup> grade level that binge drink from the time period 2009-2016 in comparison to the Statewide level of 18%.
- Napa recorded 144 stores that sell tobacco products in comparison to comparable population size of Berkeley where they had 93 stores that sell tobacco products in 2015.

Napa continues to increase the percentages of stores with unhealthy storefront ads. For 2016, Napa County had 72.2% of stores with unhealthy storefront ads in comparison to the Statewide of 69.8 % of stores with unhealthy storefront ads.

**Additional findings from the survey found the following for Napa County:**

- Napa has 81.3% of stores near schools with unhealthy storefront ads in comparison to the statewide average of 71.3% of stores near school with unhealthy storefront ads.
- Napa is showing a continual increase on the % of stores with electronic smoking devices. For example, in 2013 Napa had 55.4% of stores with electronic smoking devices and in 2016 this has increased to 66.7% of store selling electronic smoking devices. In comparison, statewide, the % of stores with electronic smoking devices is at 62.3%. Napa County remains close to 5% higher than the statewide average.
- Napa has shown a substantial increase from 2013 to 2016 in the % of stores near schools with flavored non-cigarette tobacco products. In 2013, Napa had 68.4% of stores near schools with flavored non-cigarette tobacco products whereas in 2016 Napa stats indicate an increase to 81.3%. This is close to a 12% increase in just 3 years.
- Napa is also far worse than the state average on the % of stores with chewing tobacco available. Napa has 79.6% of stores with chewing tobacco available whereas the state average is at 57.2%.
- Kid-friendly tobacco marketing is also of great concern in Napa. 43.8% of stores near schools with tobacco marketing in kid-friendly locations are reported for Napa County, whereas the statewide average is at 37.9%.
- In regards to Nutrition, Napa has shown an alarming difference with the % of stores with any fresh fruits or vegetables being sold. In 2013, Napa had 60.7% of stores with any fresh fruits or vegetables available in comparison to 2016 whereas Napa stores have a decrease to 44.4% with any fresh fruits or vegetable.
- Napa is also above the statewide average on the % of stores with sugary drinks with storefront ads. The Statewide stats indicate 42.5% with sugary drink storefront ads and Napa is above this average at 51.9%.
- Napa is also very high on the % of stores with alcohol. The Statewide average is at 69.6% of stores with alcohol. Napa is substantially higher at 88.9% of stores with alcohol. Napa is known as wine country, but our neighboring County of Sonoma also known for their wines and Napa still remains very high with over 18% more stores with alcohol. (Sonoma is at 71.1% which is much closer to the statewide average of 69.6% of stores with alcohol).
- Napa has also had a substantial increase of stores that sell alcohol with the % of stores with alcohol storefront ads. In 2013, Napa had 47.1% of stores that sell alcohol, % of stores with alcohol storefront ads in comparison to 2016 where Napa had an increase to 54.2%. This is an increase of 5% growth of alcohol storefront ads in just 3 years. In addition, Napa remains over the statewide average of 50.3% of stores that sell alcohol, % of stores with alcohol storefront ads.

“Napa County Health and Human Services 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.

*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](http://www.healthystoreshealthycommunity.com).