



Healthy Stores for a Healthy Community

Orange County

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 7,000 stores were surveyed in all 58 counties, which included convenience, supermarket, liquor, tobacco, small market, discount, and big-box stores.

WHAT WE KNOW:

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

- Only about 57% of stores in Orange County sell fresh fruits and vegetables, but nearly 64% sell alcohol and almost 96% sell menthol cigarettes.
- By partnering with community stores, we can work toward creating a better balance of healthy products for our communities to help make the healthy choice the easy choice.

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

- The percentage of Orange County stores selling e-cigarettes increased from the last time this survey was conducted, up from 57% to 69%.
- About 85% of stores in Orange County sold flavored tobacco products in sweet flavors that often appeal to youth, such as grape, watermelon, chocolate, gummy candies and even breakfast cereals.
- The percent of Orange County stores *near schools* selling these flavored tobacco products increased from 73% to 83% since the last time this survey was done.
- Research confirms that teens who use e-cigarettes are **three times** more likely to smoke traditional cigarettes one year later.

Our kids are being inundated with unhealthy messages and choices.

- In Orange County, only 13% of stores have storefront advertising for healthy products, but more than 69% of stores have advertising for unhealthy products.
- More than 38% of stores in Orange County have tobacco ads that are placed under three feet (at "kid-level") or are placed near kid-friendly items such as candy or toys.
- About 61% of stores that sell cigarillos, or little cigars, sell individually wrapped versions, making this popular item easier for youth to purchase.
- Kids are **three times** more likely to be influenced by a tobacco ad than an adult.