



Kimberly Bankston-Lee  
Senior Program Director

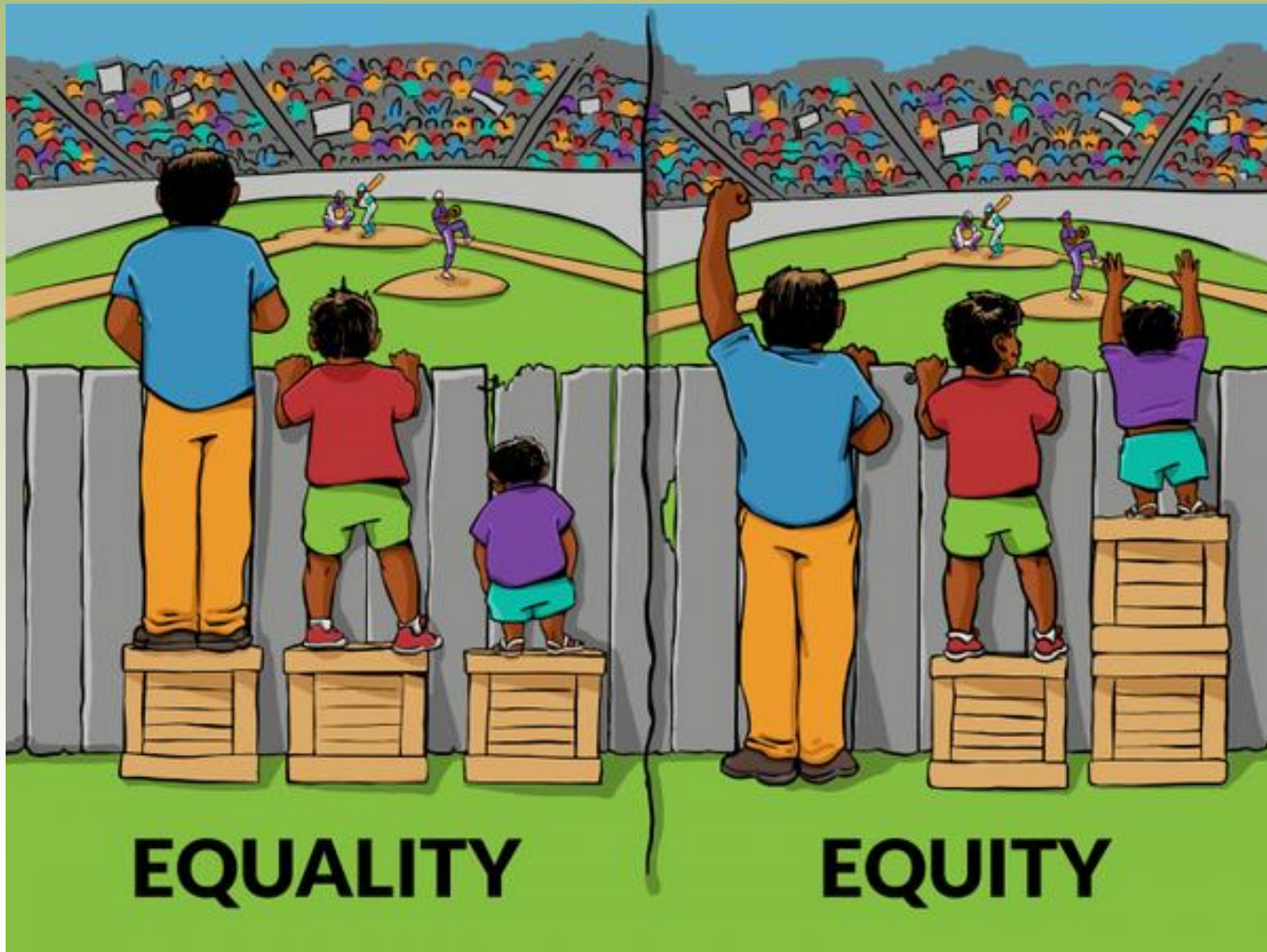


Twlia Laster  
Program Manager



*Advocates for healthy, safe and smoke-free communities in the Sacramento Valley*

# What Equity Looks Like



Source: United Way of the Columbia-Willamette

# Healthy Stores, Healthy Community Results Sacramento County 2017

More than 4 out of 5 stores sell “little cigars” or cigarillos, but only 1 out of 3 stores sold fresh fruits and vegetables



E-cigarettes saw an increase from 2013, up 16.4%



Less than 1 in 4 stores advertised healthy products on store fronts.



# Sacramento Bee article

## WHAT WE'RE UP AGAINST

"THE HAVE AND HAVE-NOTS OF HEALTH ON DISPLAY IN EAST SAC, OAK PARK"

- o Visible differences between the two neighborhoods.
- o The 95819 and 95817 ZIP codes, which encompass much of east Sacramento and Oak Park, respectively, share a border.
  - Each has about 15,000 residents.
  - In 2010, Oak Park residents are more than three times as likely to go to the emergency room for asthma, diabetes or high blood pressure.

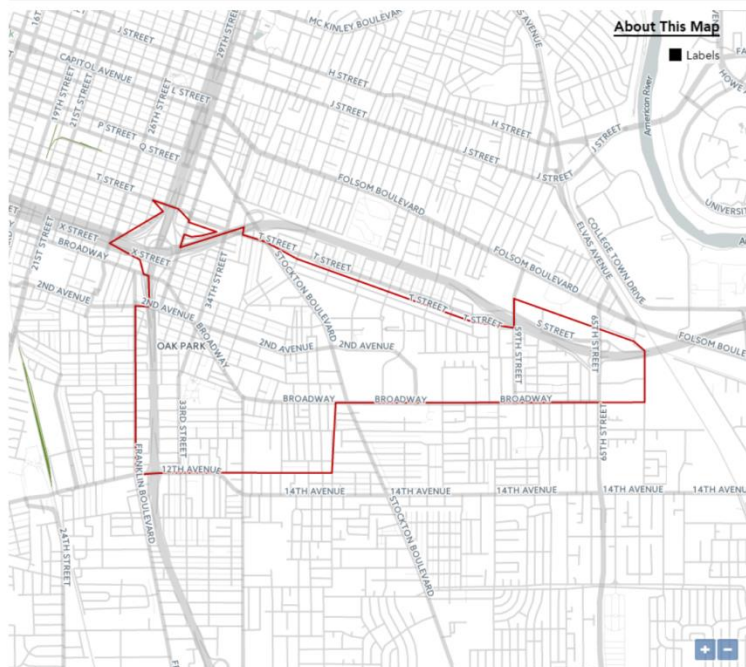
THE SACRAMENTO BEE



Source: California Department of Public Health, Office of Health Equity

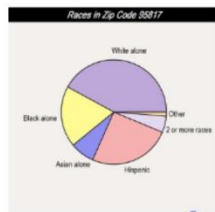
# Healthy Stores, Healthy Community Results Sacramento County 2017

## Oak Park—95817

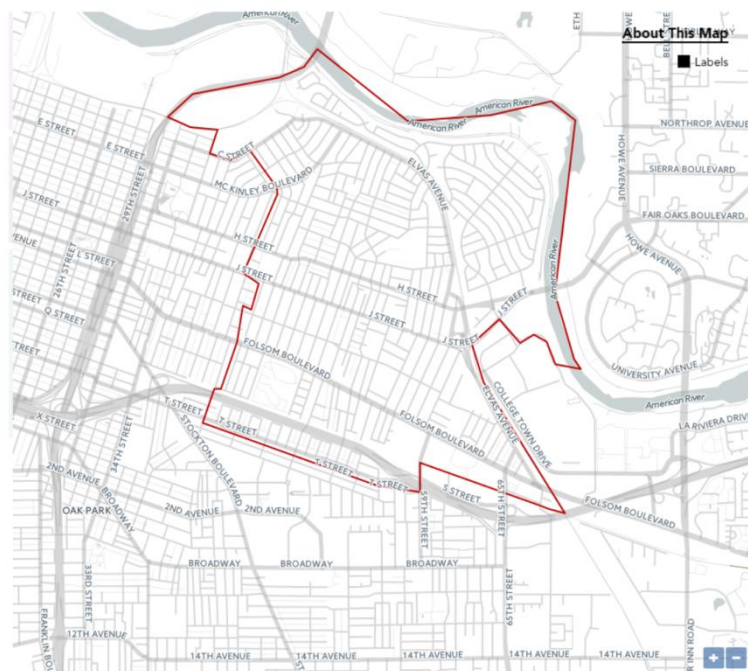


Population: 13,818  
 Median Household Income: \$33,890  
 Average price of Newport cigarettes: \$5.20  
 Lowest price for a single little cigar: \$.69

(Sources: HealthyCity.org, U.S. Census Bureau, 2015; Healthy Stores/Healthy Community Survey, 2016)

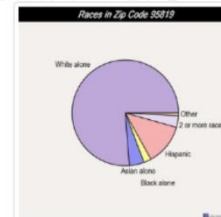


## East Sac—95819



Population: 18,571  
 Median Household Income: \$90,149  
 Average price of Newport cigarettes: \$5.94  
 Lowest price for a single little cigar: Not sold here

(Sources: HealthyCity.org, U.S. Census Bureau, 2015; Healthy Stores/Healthy Community Survey, 2016)



Made possible by Saving Our Legacy: African Americans for Smoke-Free, Safe Places, the SOL Project, through funding by the California Department of Public Health, contract #15-10240.



Made possible by Saving Our Legacy: African Americans for Smoke-Free, Safe Places, the SOL Project, through funding by the California Department of Public Health, contract #15-10240.



**Thank You!**

**Kimberly Bankston Lee,  
Senior Program Director  
Kimberly@thesolproject.com**



[www.TheSOLProject.com](http://www.TheSOLProject.com)

1-888-774-SOUL