



Survey finds increased tobacco availability

By Staff Reports

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LAKEPORT >> New research shows that in Lake County the availability of e-cigarettes has grown 14 percent since 2013. This finding is part of new research released this week on the availability and marketing of tobacco products, alcohol, condoms and healthy and unhealthy food options in California stores that sell tobacco.

"This survey found that our community's youth are inundated with unhealthy messages and choices. We need to change what information and options our kids are exposed to and work to surround them with healthy choices and messaging instead," said Karen Tait, Lake County Health Officer.

The University of California, San Diego 2016 California Student Tobacco Survey shows that 22.7 percent of youth in Lake County use tobacco products.

"The expanded availability of e-cigarettes are of particular concern and reflect the spike in use by teens and young adults in the last three years," said Tait.

On Wednesday, 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.

Another goal of the study was to examine the accessibility and marketing of healthy and unhealthy products to youth.

"Lake County Public Health 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," Tait pointed out.

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.

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