



COUNTY OF YOLO

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New Survey Shows Yolo County Needs More Healthy and Accessible Products in Stores Than Vaping or Tobacco Products

(Woodland, CA) – New research shows that in Yolo County the availability of e-cigarettes has decreased from 73.5% in 2016 to 55.6% in 2019 among surveyed stores. This finding is part of new research recently released on the availability and marketing of tobacco products, alcohol, condoms and healthy and unhealthy food options in California stores that sell tobacco.

These findings were collected before three Yolo County communities, Woodland, West Sacramento, and Davis, passed recent policies that ban the sale of flavored tobacco in their communities. There will be significant reductions in the youth access to flavored tobacco in the 2022 survey. The survey occurs every three years.

The Healthy Stores for a Healthy Community (HSHC) Survey is the largest scientific survey of its kind in the state and builds upon previous research released in 2014 and 2017 to look at changes in the availability and marketing of the studied products over time. Information collected from nearly 8,000 randomly selected licensed tobacco retailers in all 58 California counties included convenience, gas, grocery, liquor, and drug, as well as tobacco stores.

One of the key goals of the survey was to examine the accessibility and marketing of healthy and unhealthy products to youth. In Yolo County, 17.8% of surveyed stores still have tobacco marketing in kid-friendly locations, such as near candy or toys or under three feet.

“The findings show that while we have made some progress in combatting tobacco, our community’s youth are still surrounded by unhealthy choices and messages in the retail environment,” said Yolo County Public Health Officer Dr. Ron Chapman. “Tobacco advertising shouldn’t be somewhere that’s meant to be seen by kids. Overall, we need a better balance of healthy choices in our stores.

Davis

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Davis, CA 95616
Mental Health (530) 757-5530

West Sacramento

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West Sacramento, CA 95605
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Mental Health (916) 375-6350
Public Health (916) 375-6380

Winters

111 East Grant Avenue
Winters, CA 95694
Service Center (530) 406-4444

Woodland

25 & 137 N. Cottonwood Street
Woodland, CA 95695
Service Center (530) 661-2750
Mental Health (530) 666-8630
Public Health (530) 666-8645

The 2019 survey found the following for Yolo County:

- 73.3% of stores surveyed sell flavored, non-cigarette tobacco products such as grape e-cigarettes, and this is an /decrease since 2016 when 79.5% sold them. A majority of stores (73.3%) also sold menthol cigarettes.
- The vast majority of stores sold little cigars/cigarillos (86.7%) or chewing tobacco (76.7%). These widely available products come in hundreds of enticing flavors and can be sold individually – making them cheap and appealing to youth.
- More stores in Yolo County sold flavored tobacco products such as e-cigarettes, little cigars and chew (73.3%), than fresh fruits and vegetables (52.2%).
- More than 43.3% of surveyed stores in Yolo County sold sugary drinks at the check-out counter. California teens consume the equivalent of 39 pounds of sugar each year from sugary drinks.
- The vast majority of surveyed stores that sold alcohol (84.1%) also sold alcopops. These are alcoholic beverages that come in sweet and fruity flavors that can be appealing to kids.
- 88.9% of surveyed stores sold condoms, but only 60% sold them on unlocked shelves where a person doesn't need to ask a store clerk to access them. This is important because in California in 2018, bacterial STDs (chlamydia, gonorrhea, and syphilis) significantly increased.

“Flavors are the tobacco industry’s recruitment tool to hook new customers,” said Dr. Chapman. “The Yolo County Health & Human Services Agency 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. We have an important opportunity, now, to make sure our stores offer healthier options.”

The Healthy Stores for a Healthy Community campaign is a statewide collaboration between tobacco and alcohol use prevention, sexually transmitted disease prevention, and nutrition partners to examine what’s in our community stores and how that impacts public health.

For full state and county-specific data and more information on Healthy Stores for a Healthy Community, please visit www.healthystoreshealthycommunity.com.

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