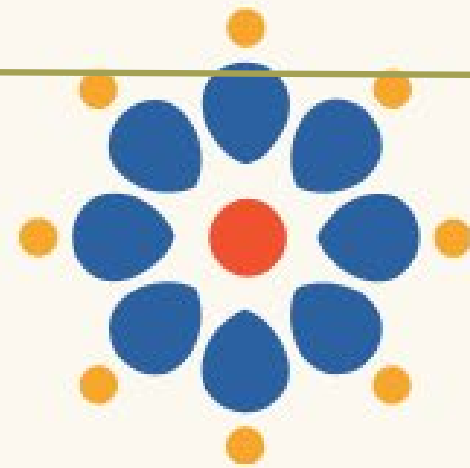


Healthy Retail in Contra Costa

CONTRA COSTA
HEALTH



cchealth.org

Board of Supervisors Presentation | May 9, 2023

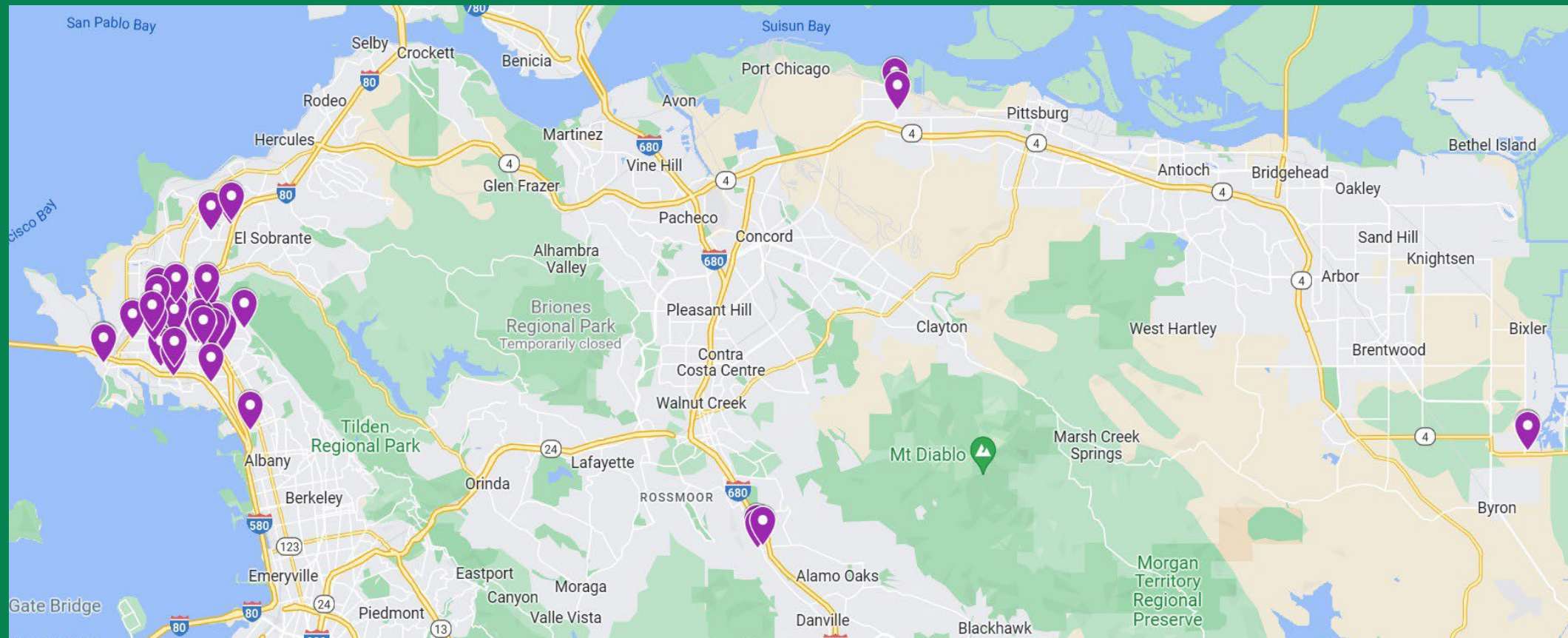
Presenters:

- *Dr. Ori Tzvieli, Public Health Director / Dr. Sefanit Mekuria, Medical Director, Public Health*
- *Denise Milosevich | CCH CW&PP*
- *HOPS Youth Advocacy Team | Bay Area Community Resources*

Youth-led Healthy Retail Initiative

Community Assessments:

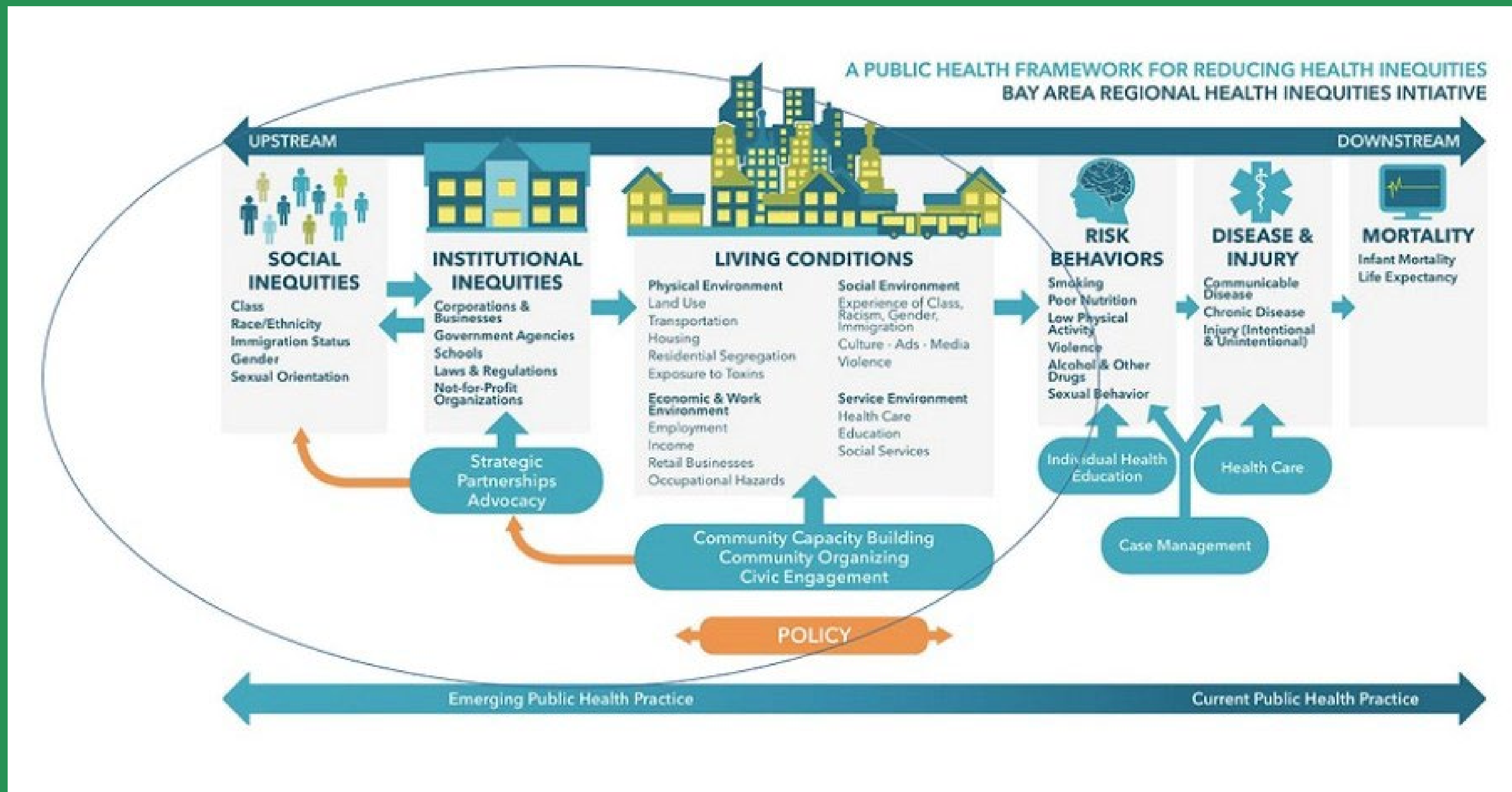
- **Survey 40 Food Stores:** 55.5% foods unhealthy, 4.5% healthy, 40% gum/mints



- **5 Focus Groups, 8 Community Interviews & 3 Retailer Interviews**
 - Unanimous support
- **562 Richmond voters surveyed**
 - 77% support for the policy; 73% low-income shoppers' support

Guiding Public Health Framework

Social Determinants of Health



Health Inequities in Contra Costa

Children

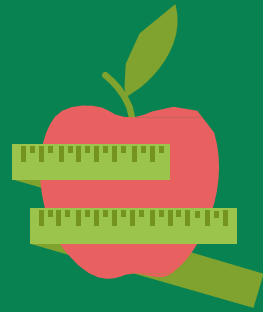
- Over 30% of children in 5th, 7th & 9th grades are overweight or obese
- Inequities in obesity
 - 40% of African American children have overweight or obesity
 - 50% of Latino children have overweight or obesity



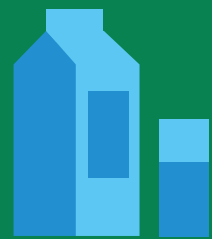
Adults

- Pre-diabetes prevalence is ~ 47% for adults in CCC
- In 94575 (Moraga) diabetes prevalence is 1.2%; in 94804 (Richmond) it's 12.2%

Public Health and the Retail Environment



- **Poor nutrition is one of the leading causes of preventable deadly illness**



- **Lack of healthy food access affects low-income neighborhoods and communities of color the hardest**



- **African American and Latino youth are disproportionately targeted with unhealthy marketing by the food and beverage industry**

A **healthy retail environment** is an environment where it is easier to make healthy choices than unhealthy ones.

VISION FOR
HEALTHY
RETAIL IN
CONTRA COSTA



RECOMMENDATION: A HEALTHY RETAIL ORDINANCE FOR STORES >2000 SQ. FT

Stock checkouts with more nutritious snacks in queues & within 3 ft of register:

Foods

- 5 or less grams of added sugar per serving
- 200 mg or less of sodium per serving

Gum and mints

- No added sugar

Beverages

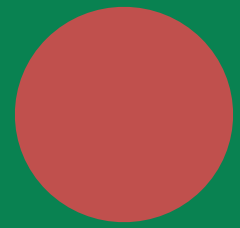
- No added sugar
- No low- or no-calorie sweeteners



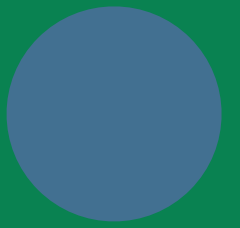
UNINCORPORATED RETAIL SURVEY DATA



Outreach to 32 retailers about implementation of a Healthy Retail Ordinance, with 18 retailers surveyed.



50% report wanting technical assistance to assist with the implementation of healthy checkout



42% retailers were neutral or in favor of the proposed ordinance; 37% stated they would follow any guidance that came from corporate



TIMEFRAME: HEALTHY RETAIL ORDINANCE

Step 1

Healthy Retail Ordinance

- 1. CCH Staff Educate Retailers About the Health Benefits of the Ordinance**
- 2. Ordinance Adoption:** Present DRAFT Ordinance to set nutrition standards for items stocked at checkout
- 3. Develop Enforcement & Appeal Structure**

Step 2

Implementation
(months 1-12)

4. Support Retailers:

BACR & CCH Staff will provide education and technical assistance to 32 unincorporated retailers including:

- **Materials**
- **1-on-1 TA**
- **No penalty inspections**

Step 3

Enforcement
@ 13 months

5. Begin Enforcement:

With direction from BOS that enforcement be:

A. Complaint Based ONLY

OR

B. Regular annual inspections w/ education AND possible Penalty/Violation Fee*

- Stores in violation will be subject to an incremental system beginning with a warning and increasing from \$100-\$500 with subsequent violations in accordance with administrative fines (Chapter [14-12](#)).

Recommendations

01

Draft Ordinance



Direct CCH Staff to develop a Healthy Checkout Ordinance with consultation from County Counsel

02

Enforcement & Appeal Structure



- A. Complaint Based ONLY
- OR
- B. Annual Inspection AND Possible Penalty/Violation Fee*

* Stores in violation will be subject to an incremental system beginning with a warning and increasing from \$100-\$500 with subsequent violations in accordance with administrative fines (Chapter 14-12).

Appeal structure to be at the advisement of the BOS

03

Reporting



CCH staff will include all reporting of Healthy Checkout findings within its existing Inspection Report to the BOS.

Thank you!



CONTRA COSTA
HEALTH

