

Healthy Retail in Contra Costa

Family and Human Services Committee Presentation | February 27, 2023

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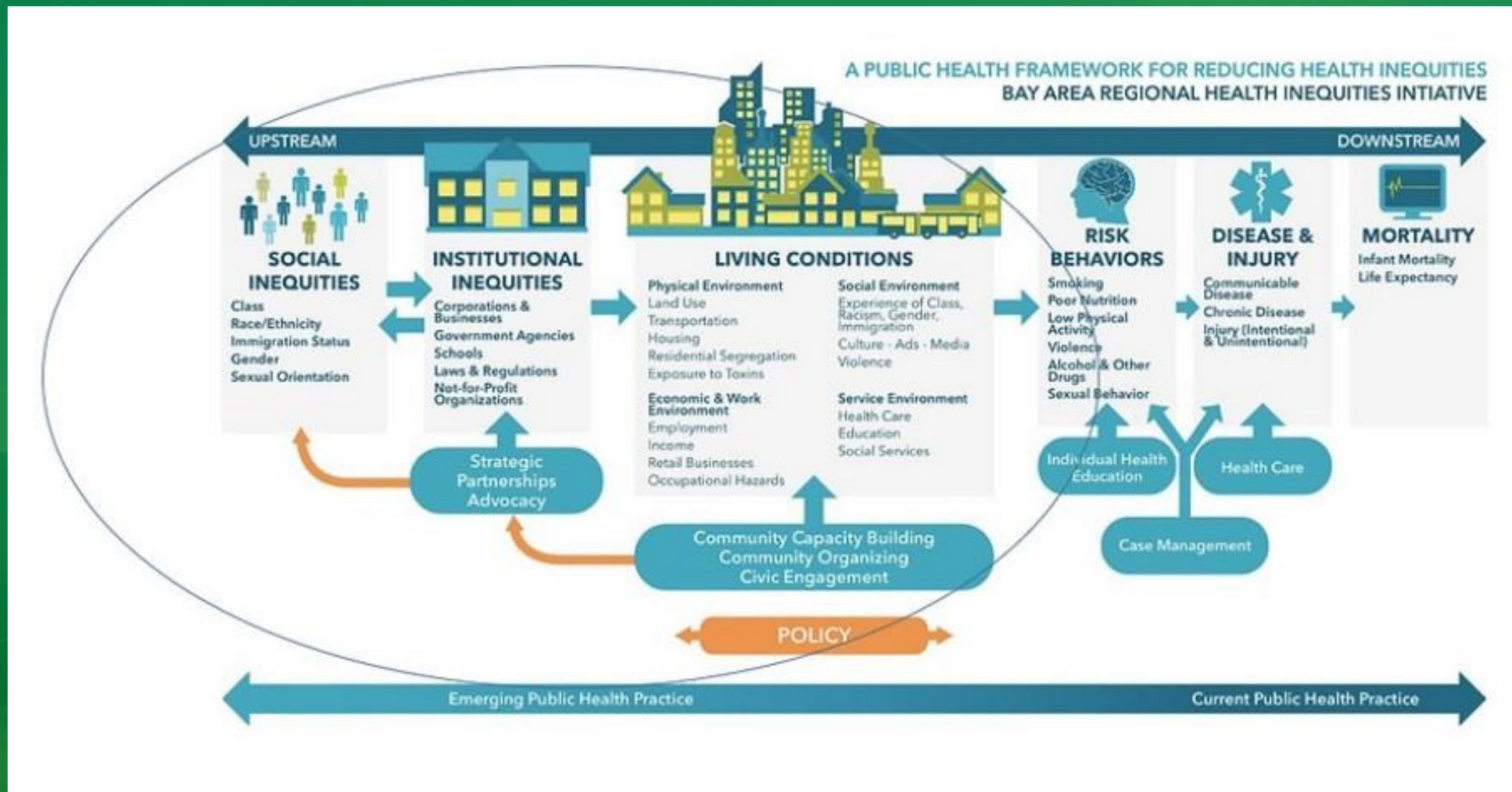
Obiel Leyva, HIV/AIDS STD Program

HOPS Youth Advocacy Team / Bay Area Community Resources



Guiding Public Health Framework

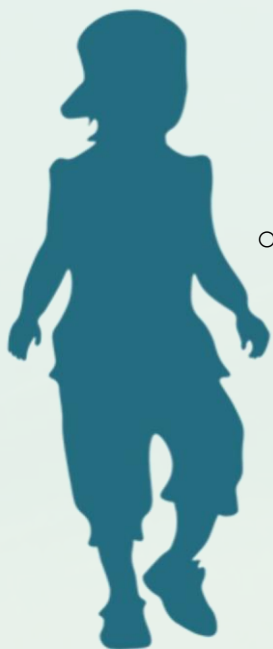
Social Determinants of Health



Health Inequities in Contra Costa

Children

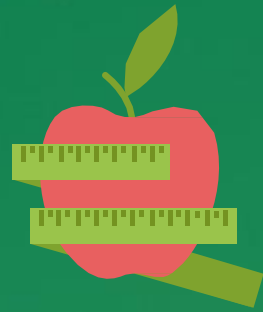
- Over 30% of children in 5th, 7th & 9th grades have overweight or obesity
- Inequities in obesity
 - 40% of African American children have overweight or obesity
 - 50% of Latino children have overweight or obesity



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%
- STI rates are 7-10 times higher in Antioch & Richmond than in Danville

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



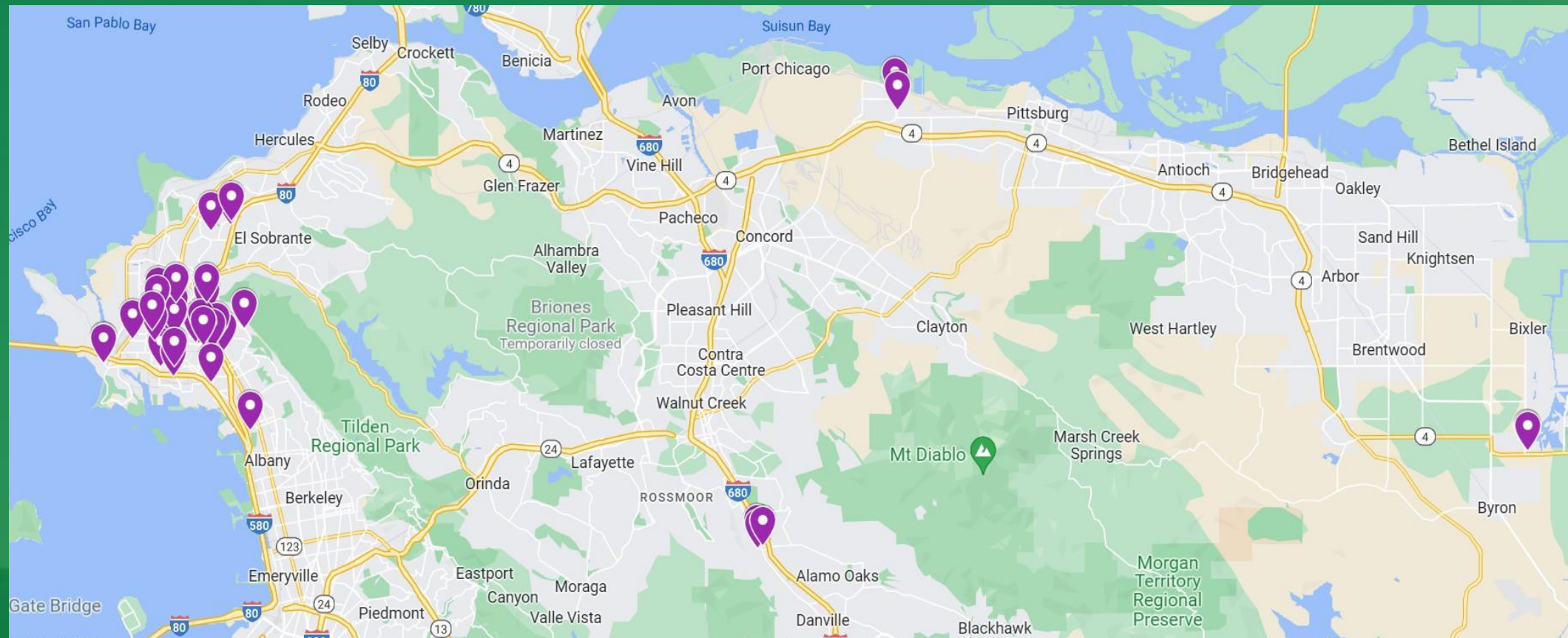
- **Condom availability** varies drastically by income level

Youth-led Healthy Retail Initiative



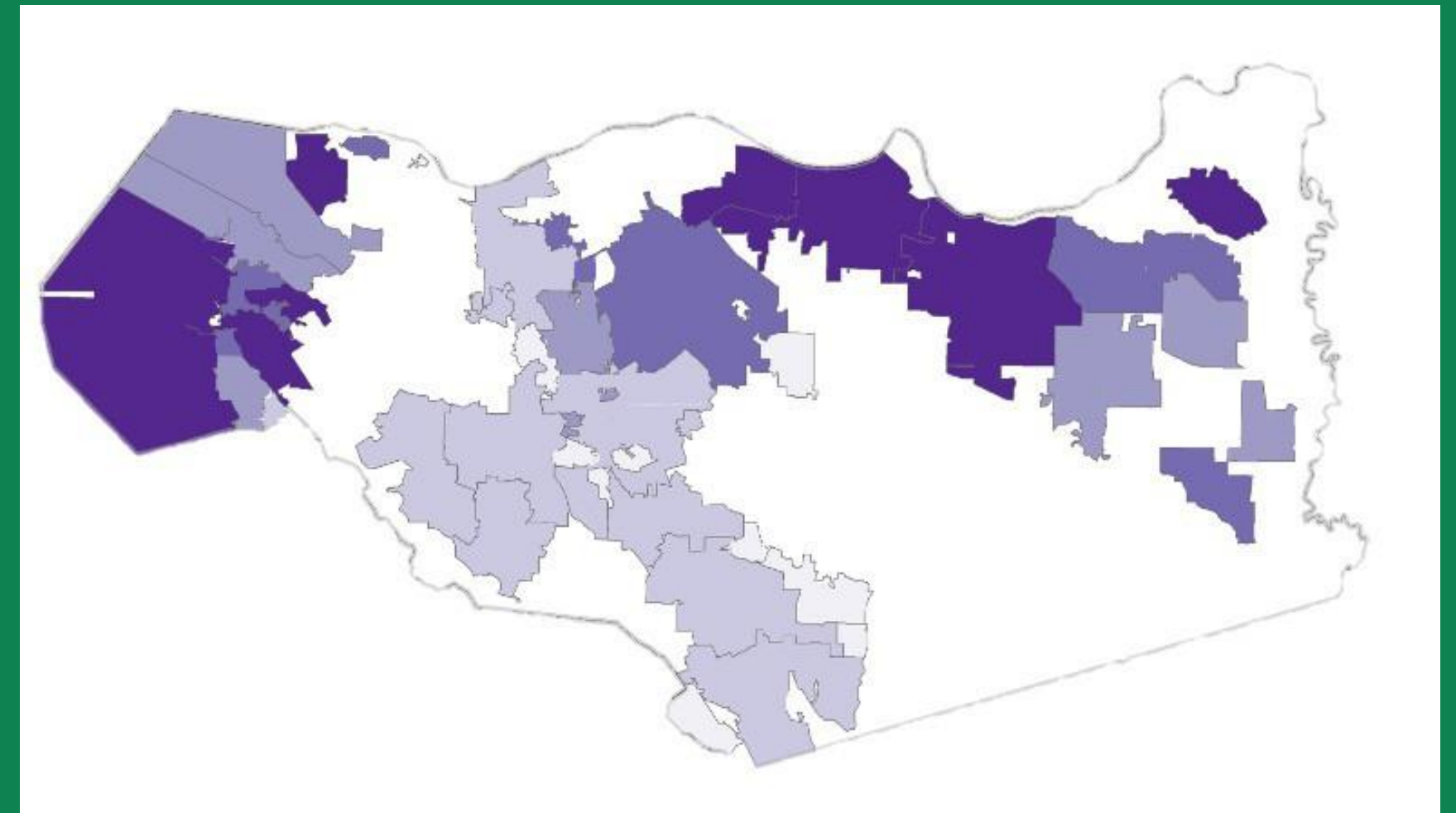
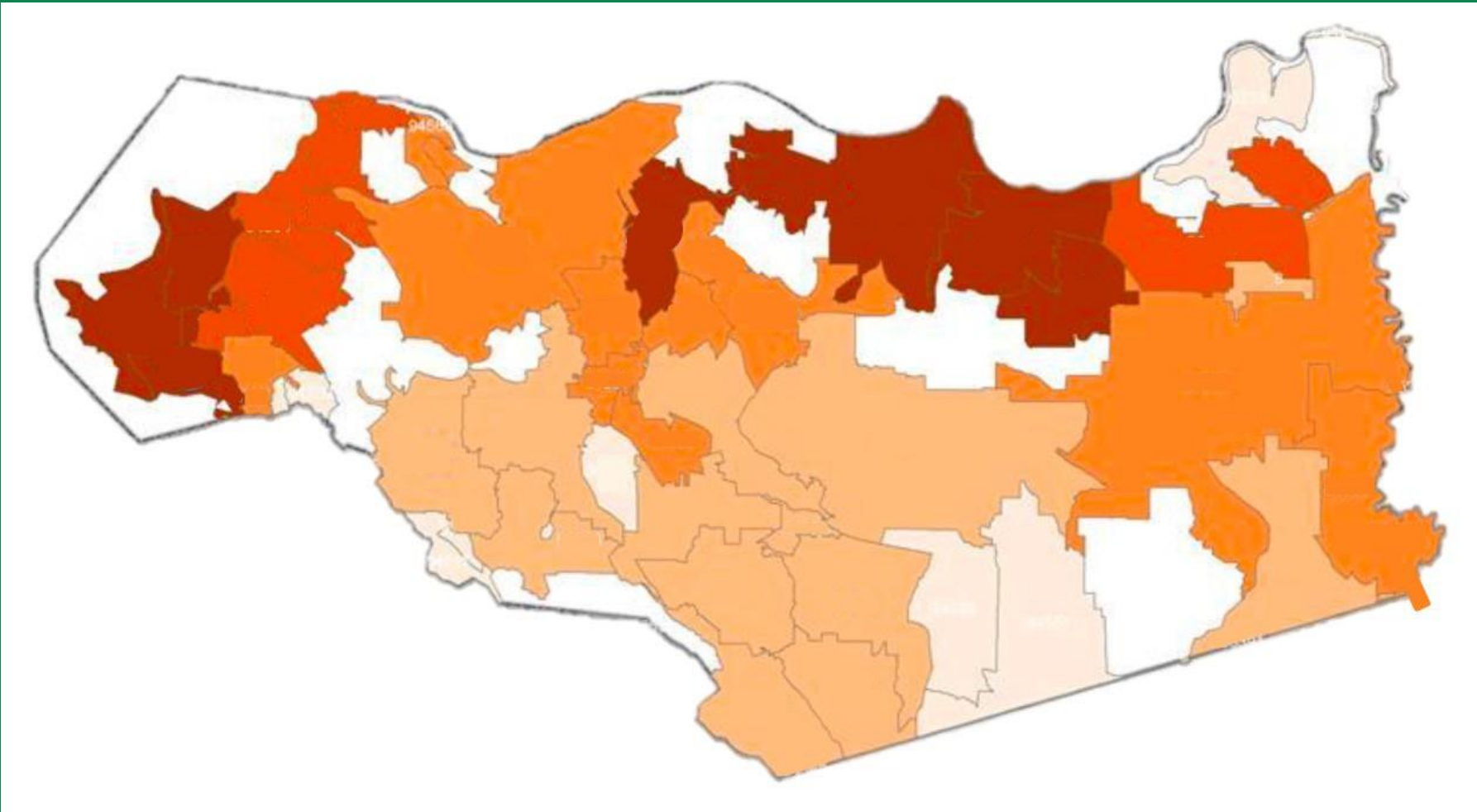
Community Assessments:

- **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

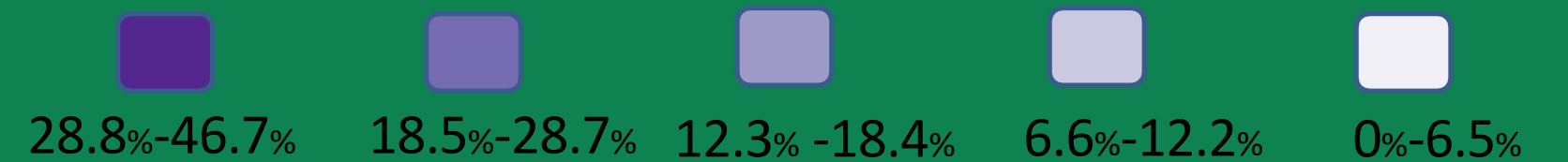
Health Inequities Of Sexually Transmitted Infections In Contra Costa



Chlamydia & Gonorrhea Annual Rate/100,000



% Individuals Living Below 200% of Federal Poverty Level



HSHC Survey – Condom Accessibility & STI Rates

% Stores Selling
Unrestricted Condoms



5%-12%



24%-40%



50%-69%

Chlamydia & Gonorrhea Annual Rate/100,000



790-1573



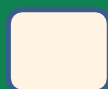
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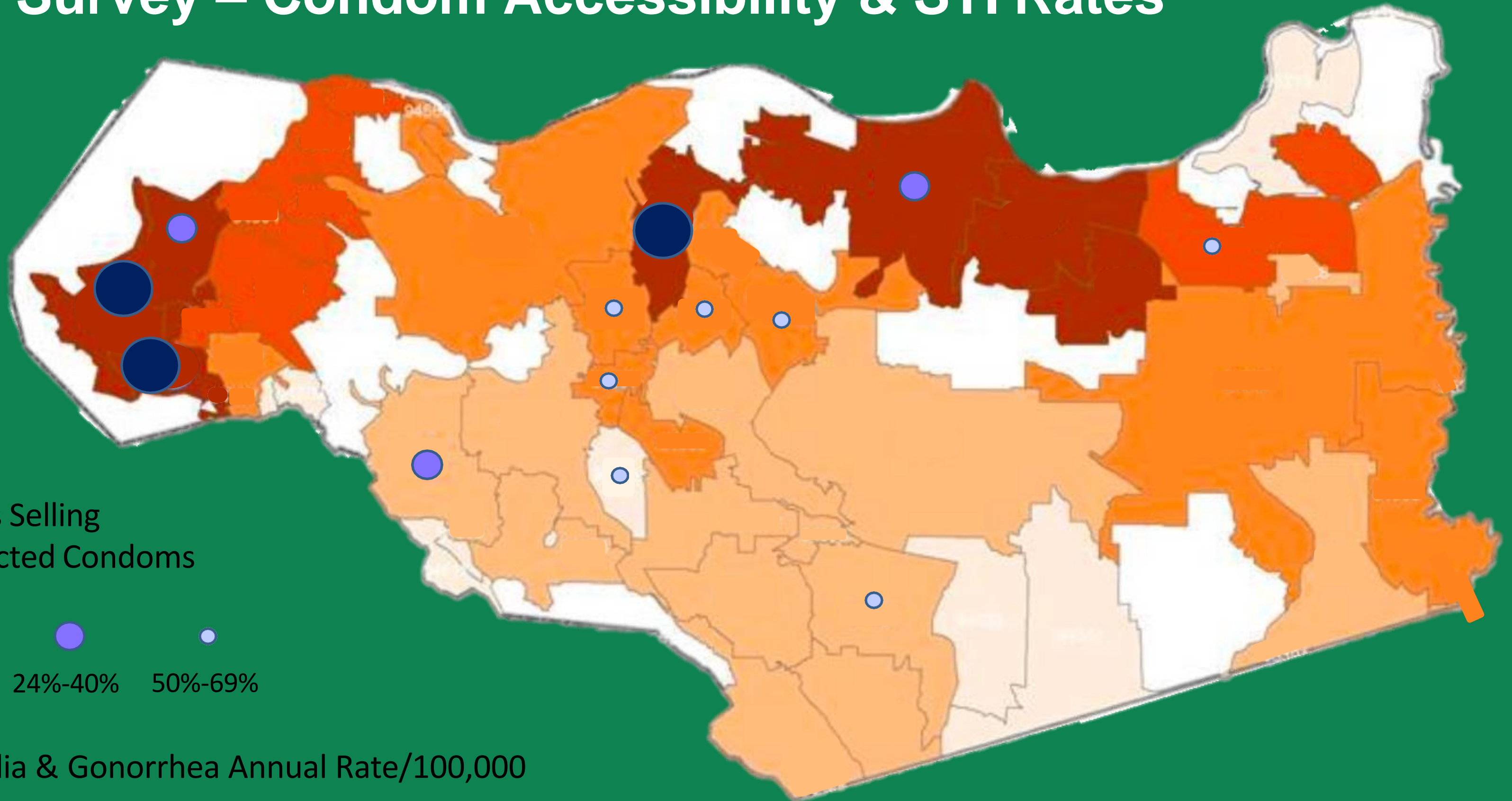
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94-338



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Source: CalREDIE DDP, 12/15/2020
HSHC 2019 Survey

32 Proposed Locations for Healthy Checkout Interventions

% Stores Selling Unrestricted Condoms



5%-12%



24%-40%



50%-69%

Chlamydia & Gonorrhea Annual Rate/100,000



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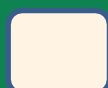
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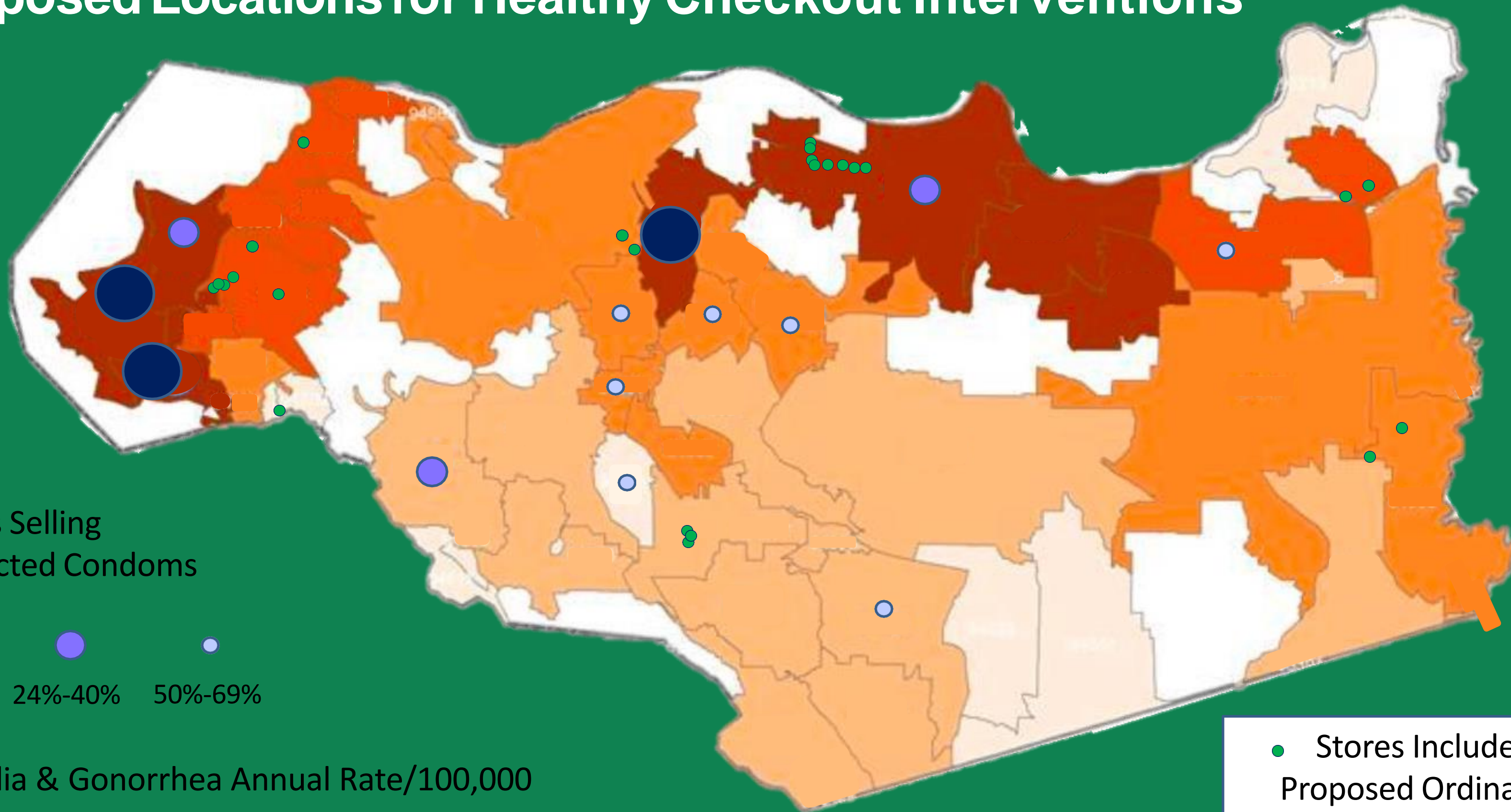
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● Stores Included in Proposed Ordinance

Source: CaREDIE DDP, 12/15/2020
HSHC 2019 Survey



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

For future consideration: 1 facing of external condoms accessible without clerk assistance



TIMEFRAME: HEALTHY RETAIL ORDINANCE



1. Engage Retailers:

Continue work with retailers

2. Ordinance

Adoption: Present DRAFT Ordinance to set nutrition standards for items stocked at checkout

3. Develop Enforcement Structure

4. Support Retailers:

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

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

5. Begin Enforcement:

CCHS staff will conduct annual spot checks at checkout

Stores in violation will be subject to an incremental system beginning with a warning and increasing from \$100-\$500 with subsequent violations

6. Conduct Research:

additional research and outreach around condom access

7. Make Recommendations:

to the BOS that the ordinance be amended to include condom access – making one type of condom available without staff assistance

Thank you!

