

## Collaborating on Healthy Retail: Policies for Tobacco, Nutrition, and Alcohol in the Retail Environment

June 8, 2017

*Presented by*

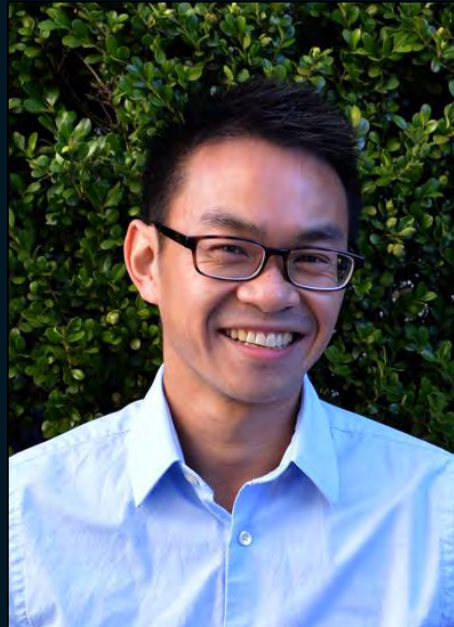
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ChangeLab Solutions is a non-partisan, nonprofit organization that educates and informs the public through objective, non-partisan analysis, study, and/or research. The primary purpose of this discussion is to address legal and/or policy options to improve public health. There is no intent to reflect a view on specific legislation.

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# Learning objectives

1. Identify helpful data that can support a healthy retail policy
2. List the five categories of healthy retail policy strategies and identify an example within each category
3. Know the key resources available to you to support a healthy retail policy



# Agenda

- Icebreaker
- HSHC data
- Definitions
- Menu of healthy retail policy options
- Q+A



# Housekeeping

- Ask questions via chat box
- Turn down the distractions





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# Icebreaker





# POLL

What issue(s) do you work on?

- Tobacco
- Food
- Alcohol
- Other (write in comment box)



# POLL

Do you work in California?

Yes

No



# POLL

Have you ever collaborated with tobacco, food, alcohol, or other partners on work in the retail environment?

- Yes (describe in chat box)
- No



# POLL

How satisfied were you with my banana jokes, and will you invite me back to another webinar?

- Heck yeah!
- Meh
- Definitely not, please stick to your talking points for the rest of the webinar



# Question

What percentage of tobacco retail stores have unhealthy products (ex. tobacco, alcohol, sugary drinks, candy) sold at checkout?

- 33%
- 50%
- 75%
- 90%



# Answer

90% of tobacco retail stores have unhealthy products (ex. tobacco, alcohol, sugary drinks, candy) sold at checkout.

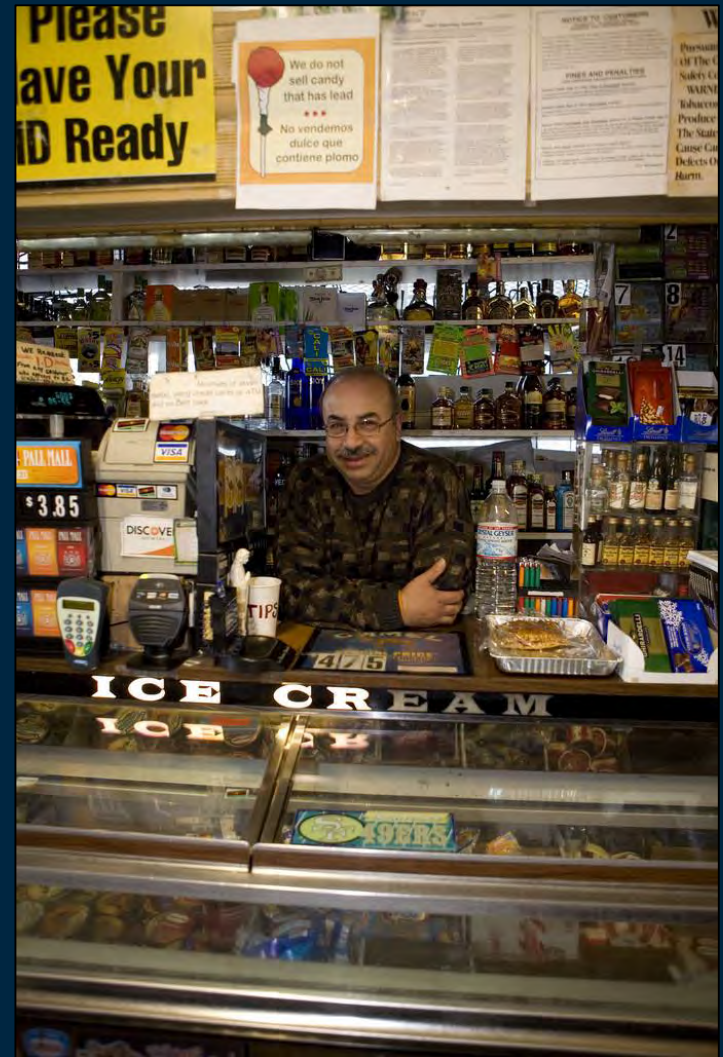


Photo by Lydia Daniller



# Question

What percentage of surveyed stores had healthy storefront ads like for milk or veggies?

- Less than 15%
- 33%
- 50%
- 75%





# Answer

Less than 15% of surveyed stores had healthy storefront ads like for milk or veggies



Photo by Gary Tramontina



# Question

Compared to all California communities, stores in communities with the highest percentage of low-income individuals sold their cheapest flavored Swisher Sweets for a lower price.

- True
- False



# Answer

True.

Compared to all California communities, stores in communities with the highest percentage of low-income individuals sold their cheapest flavored Swisher Sweets for a lower price.



Photo by ChangeLab Solutions



# Question

Most stores surveyed sold condoms on shelves that are unlocked.

- True
- False



# Answer

False.

Only about 1 in 3 stores had condoms on an unlocked shelf.



Google Images



# Question

Fewer stores are putting sodas and sugary drinks at the checkout compared to three years ago.

- True
- False



# Answer

True.

Fewer stores are putting sodas and sugary drinks at the checkout compared to three years ago.



Photo by Livia Rojas

“More tobacco retail stores sell alcohol than milk.”

“It’s easier to find stores selling fruit-flavored tobacco products than actual fruit, and menthol cigarettes are sold in 92% of stores.”

Takeaway #1

Use data to tell a story



# Facing The Facts



Each year, **12,100** kids under 18 become new daily smokers and **40,000** California adults die from smoking.



Each year, the average California teen consumes the equivalent of **39 lbs of sugar** from sugary drinks.



**More than 80%**

of all deaths in California are caused by chronic diseases such as cancer, heart disease, stroke and chronic respiratory diseases. Many of these deaths can be prevented by eliminating tobacco use, limiting alcohol intake, eating healthy and being physically active.

In California, sexually transmitted diseases (STDs) are at a **20-year high** with nearly **250,000** new cases of STDs reported in California in 2015.



**Almost 1/3** of California kids start drinking before the age of 15.



## Takeaway #2

Visit  
[healthystoreshealthycommunity.com](http://healthystoreshealthycommunity.com)



Healthy Stores for a Healthy Community

[Home](#) [CTCP Updates](#) [Resources](#) [Focus Areas](#) [Training](#) [Member Directory](#) [Accounts](#) [Search](#)

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**The California Tobacco Control Program (CTCP) has embarked on a long-term effort to explore the ways in which the retail environment can be utilized as a force to build healthier communities and neighborhoods.**






The Healthy Stores for a Healthy Community Campaign involves funded agencies in a new and integrated effort, the goal of which is “to improve the health of Californians through changes to the retail environment.” CTCP supports data collection and local interventions by all 61 funded Local Lead Agencies around ten areas of focus, including point-of-sale marketing, retailer licensing, retailer density, and healthy retailer incentives. These focus areas in particular were selected as potential opportunities to integrate tobacco, alcohol, and healthy foods interventions within the retail environment. This campaign offers the opportunity to mobilize public health advocates around one environment and build critical mass to leverage social norm change. Within efforts to develop healthy retail environments, integration means working together in settings when appropriate at the local level. Integrating strategies can have several beneficial effects, including: creating efficiencies in workload and resources and promoting systems change with larger potential impact. CTCP is encouraging local programs to integrate efforts around the retail environment, and is supporting this work through training, technical assistance, and by providing collaborative options for inclusion in local work plans.

**Integrated Campaign Goal: To improve the health of Californians through changes to the retail environment.**

- Tobacco Control Sub-Goals:
  - To restrict marketing and advertising of tobacco products in the retail environment to reduce tobacco-related health disparities.
  - To reduce the availability of tobacco products.
  - To achieve compliance with existing tobacco control laws.
- Nutrition Sub-Goals:
  - To restrict marketing and advertising of sugary beverages and unhealthy foods in the retail environment and promote healthy choices via signage and placement to reduce obesity-related health disparities
  - To motivate retail outlets to offer and promote a variety of good quality fruits and vegetables and other healthy, affordable foods especially in low income communities.
  - To offer healthy foods in check out aisles and limit unhealthy foods in check-out aisles.
- Alcohol Prevention Sub-Goals:
  - To increase the number of cities and counties that have placed restrictions on the sales of flavored alcohol products known as alcopops, concentrating on those outlets within 1,000 yards of a K-12 school.
  - To increase the number of communities participating in Responsible Alcohol Merchant Awards.
  - To reduce the number of irresponsible alcohol outlets located within 1,000 yards of a K-12 school.
  - To reduce the number of alcohol outlets that implement irresponsible and/or excessive alcohol advertisements or packaging both on the shelf and on the windows.
- Chronic Disease Control Sub-Goals:
  - To promote health equity among Californians by increasing the number of retail venues in communities that promote healthier food access through increased availability, and improved pricing, placement and promotion.

Takeaway #3

Use available resources  
to further analyze data

EVALUATION PLANNING	DATA COLLECTION	ANALYSIS & REPORTING	PUBLICATIONS	ABOUT US
				
EVALUATION DESIGN ▶	CULTURAL CONTEXTS ▶	ANALYZING DATA ▶	JOURNAL ARTICLES ▶	CONTACT US ▶
EXAMPLE ACTIVITIES ▶	INSTRUMENTS ▶	DATA VISUALIZATION ▶	NEWSLETTER ▶	HOW WE WORK ▶
EXAMPLE PLANS ▶	METHODS ▶	REPORTING RESULTS ▶	PRESENTATIONS ▶	PROJECTS ▶
EVALUATION RESOURCES ▶	USING MOBILE TECHNOLOGY ▶	USING SOCIAL MEDIA ▶	RESEARCH BRIEFS ▶	STAFF LOGIN ▶

### *Building Evaluation Capacity*

The Tobacco Control Evaluation Center at UC Davis provides evaluation consulting and training services to social service and disease prevention programs. It also serves as the statewide evaluation technical assistance provider for California's tobacco control programs. TCEC provides individual technical assistance, training, and evaluation-related resources while striving to build the evaluation capacity of local programs.

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NEW RELEASES & WEBINARS ▶
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Takeaway #3

Use available resources to further analyze data

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# What is healthy retail?



Take a look at the image below.

Chat!

What makes this a healthy retail environment? What's missing?

Type your answer into the chat box.



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

It encourages the purchase and consumption of fruits, vegetables, water, and other nutritious products, and places reasonable controls on tobacco products, non-nutritious foods and beverages, and alcohol.



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It encourages the purchase and consumption of fruits, vegetables, water, and other nutritious products, and places reasonable controls on tobacco products, non-nutritious foods and beverages, and alcohol.





# POLL

Which policies are you most interested in working on?

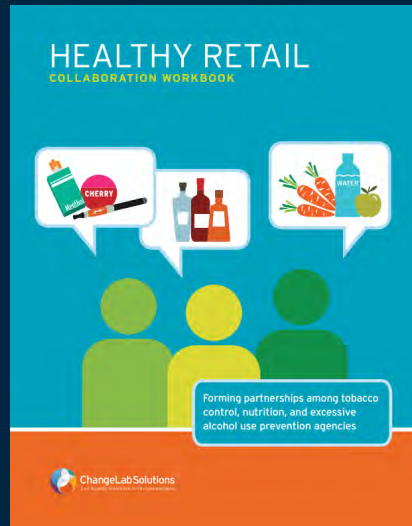
- Products
- Placement
- Promotions
- Pricing
- Prevalence



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# Menu of healthy retail policy options





**CONVERSATION STARTER** 1

### Why should government agencies think about the retail environment comprehensively?

Picture a store nearby that sells tobacco products, foods and beverages, and, depending on the state, alcohol. The store might be in a big city, a small town, or along a remote road. Children and teenagers might stop by the store after school, and adults might pick up a few groceries there on their way home from work. There's a good chance that tobacco and alcohol ads are hanging in the windows, sugar drinks and energy drinks are prominently displayed in the aisle, and non-flammable foods are stacked at eye level on the shelves.

The retail environment can have a significant impact on the health of communities. In many places, residents lack access to fruits and vegetables, but can find tobacco and alcohol all too easily. This restrictive health consciousness. In the United States, tobacco use, poor nutrition, and excessive alcohol use are among the leading causes of preventable deadly illness, including cancer, heart disease, and chronic lower respiratory diseases. People of color and those with lower incomes are at very high risk for these conditions.<sup>1</sup>

It doesn't have to be this way. Stores can stock and promote nutritious foods and beverages – such as fruits, vegetables, and water – that are consistently priced, and limit access to tobacco, non-flammable foods and beverages, and, in some states, alcohol. Corner stores, rural markets, and grocery stores can be more than just convenient places to shop – they can be healthy community assets.

**Sample talking points:**

- Are there any stores in the leading causes of preventable death in the country? Tobacco use, poor nutrition, lack of physical activity, and excessive alcohol use are the leading causes of preventable death in the United States.<sup>1</sup> We work on three of those four causes.
- Tobacco products, non-flammable foods, and beverages, and alcohol are widely available and promoted in the retail environment. Tobacco products, packaged beverages and snacks, and alcohol are the most common items available at small stores that are within walking distance of low-income community residents.<sup>2</sup> The availability of these products is associated with a higher probability of purchase and consumption.<sup>3</sup>

Conversation Starter | 1 | [changeclab.com/healthyretail/](http://changeclab.com/healthyretail/)

ChangeLab Solutions  
The Collaborative Center for Healthy Communities

SEARCH

Linking Food Stores and Healthy Communities

Developing a Healthy Store

Improving the Retail Environment

How We Can Help

**Getting Health on the Shelf**

Welcome to the healthy retail section of the ChangeLab Solutions website! Here you will find inspiration, information, and ideas to help you create healthy stores in your community.

ChangeLab Solutions thinks broadly about public health in the retail environment. It's about not only getting healthy foods into stores, but also looking at food marketing and placement, limiting access to junk food, and reducing the effects of tobacco and alcohol sales.

In this section, we bring together resources from every corner of our library to inspire you as you plan and implement a healthy retail mission. We'll show you what's possible, and connect you with practical tools and innovative strategies to help you get where you're going.

Collaborative among nutrition, tobacco control, and alcohol control practitioners who are working in stores can strengthen any initiative. Even if you are currently focused on improving nutrition in the retail environment, we encourage you to explore the other retail-related sectors of our website and consider partnering with others who want to create a healthy retail environment.

**What's New**

- Healthy Retail Playbook
- Conversation Starters: A Comprehensive Vision for a Safe and Healthy Retail Environment

[Linking Food Stores and Healthy Communities](#)

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# Resources

# **Products:** Incentivize stores to stock nutritious foods and beverages



Example: Mid-Ohio Valley, WV

For each variety of fresh produce that a store offers, the owner's permit fee is reduced by 20 percent. If an owner offers five varieties, the permit is free.

**Incentives for Change**  
 Rewarding Healthy Improvements to Small Food Stores




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**nplan** | NATIONAL POLICY & LEGAL ANALYSIS NETWORK  
 TO PROMOTE HEALTHY CHOICES


# Health on the Shelf

A Guide to Healthy Small Food Retailer Certification Programs



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**Putting Business to Work  
 for Health**  
 Incentive Policies for the Private Sector



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# Resources

# **Products:** Require stores to stock nutritious foods and beverages

Example: Minneapolis, MN

The Staple Foods Ordinance requires stores with a grocery license to carry a minimum variety and amount of staple foods.





## LICENSING FOR LETTUCE

A Guide to the Model Licensing Ordinance for Healthy Food Retailers



Resource

# **Products:** Prohibit stores from selling menthol cigarettes & other flavored tobacco products



Example: Santa Clara County, CA

A recent county ordinance extends the prohibition on flavored tobacco products to include menthol cigarettes.



## Model California Ordinance Restricting Sales of Flavored Tobacco Products

Updated June 2015  
(Originally published January 2014)

Developed by ChangeLab Solutions

This material was made possible by funds received from Grant Number 14-10214 with the California Department of Public Health, California Tobacco Control Program.

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[change-lab.org/capitol/capitol-tobacco-solutions](http://change-lab.org/capitol/capitol-tobacco-solutions)

# Resources



# **Placement:** Require stores to create a healthy checkout area

Example: Toledo, OH

A storeowner moved produce from the back of the store to a display by the cash register.

Emerging  
policy idea



## Model Healthy Checkout Aisle Ordinance

July 2015

*The National Policy & Legal Analysis Network to Prevent Childhood Obesity (NPLAN) is a project of ChangeLab Solutions. ChangeLab Solutions is a nonprofit organization that provides legal information on matters relating to public health. The legal information in this document does not constitute legal advice or legal representation. For legal advice, readers should consult a lawyer in their state.*

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[changelabsolutions.org](http://changelabsolutions.org)

## MARKETING MATTERS

A WHITE PAPER ON STRATEGIES TO REDUCE UNHEALTHY FOOD AND BEVERAGE MARKETING TO YOUNG CHILDREN



## TEMPTATION AT CHECKOUT

The Food Industry's Sneaky Strategy for Selling More



# Resources

# **Placement:** Prohibit tobacco self-service displays

Example: Desert Hot Springs

All self-service displays of tobacco are prohibited.





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Let's make tomorrow for the better.

## Model California Ordinance Requiring a Tobacco Retailer License

WITH ANNOTATIONS

Revised May 2015 (Originally issued September 1998)

Developed by ChangeLab Solutions

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[www.changeLABsolutions.org/tobacco-control](http://www.changeLABsolutions.org/tobacco-control)

# Resources

# *Promotions:* Limit the amount of storefront signage



Example: St. Paul, MN

The Window Sign Ordinance doesn't allow temporary signs to cover more than 30 percent of commercial storefront windows.



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## Model California Ordinance for Reducing Storefront Window Signage

May 2015

Developed by ChangeLab Solutions

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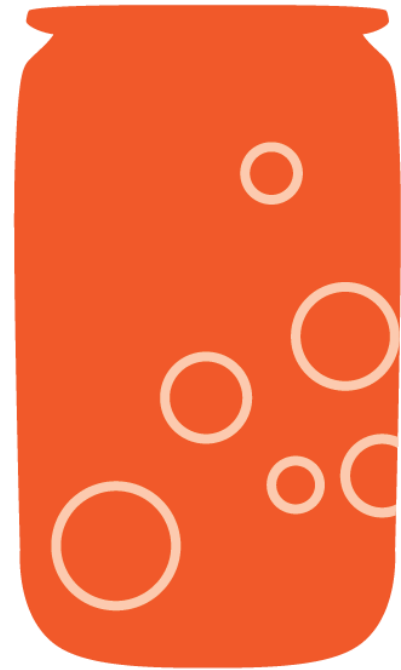
[www.changelabsolutions.org/tobacco-control](http://www.changelabsolutions.org/tobacco-control)

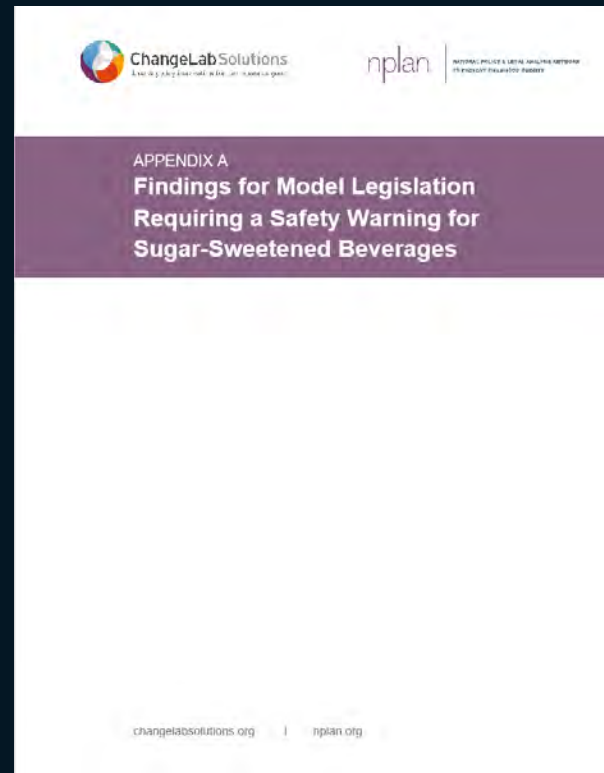
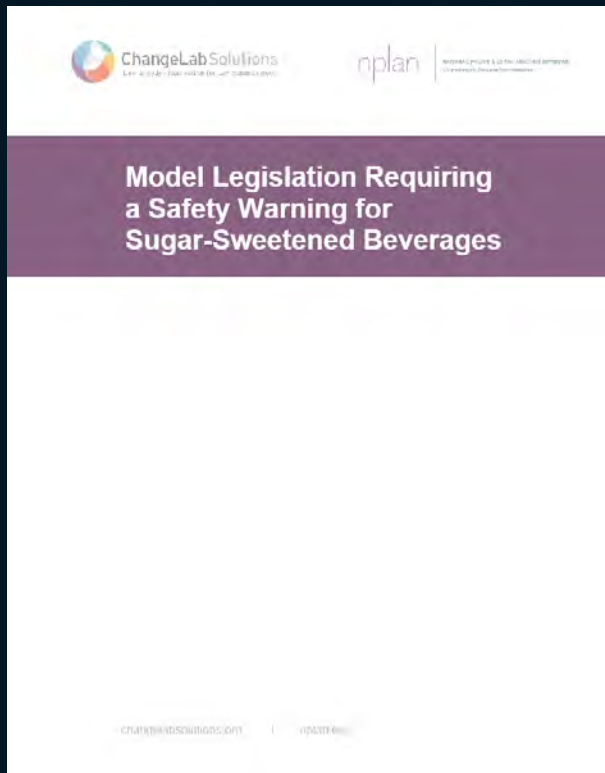
# Resource

# **Promotions:** Require safety warnings on shelves or in stores that sell sugary drinks

## Emerging policy idea

Local governments in communities with a high level of readiness for policy change can consider a policy that requires the placement of safety warnings about sugary drinks on nearby shelves or in other parts of a store.





# Resources



**Pricing:** Require tobacco minimum prices; require minimum pack size; require proportional pricing; prohibit discounts & coupons

Example: Sonoma County, CA

A local ordinance requires a minimum price of \$7 per pack of cigarettes (effective January 1, 2018).





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www.change-lab.org | 1000 16th Street, Suite 1000, Oakland, CA 94612

## Model California Ordinance Requiring a Tobacco Retailer License “Plug-in” Policy Options Regulating Price

September 2014

Developed by ChangeLab Solutions

These supplemental policy options are intended to be incorporated into ChangeLab Solutions' *Model California Ordinance Requiring a Tobacco Retailer License*.

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[www.change-lab.org/tobacco-control](http://www.change-lab.org/tobacco-control)

# Resources

# **Pricing:** Increase taxes on non-nutritious items and decrease taxes on nutritious items

Example: Navajo Nation

Placed a 2 percent tax on food with little to no nutritional value. Removed a 5 percent tax on nutritious items.



**PSR Prevention Status Reports**

CDC • STLT Gateway Home • PSRs • View National Summary

### Alcohol-Related Harms

PSR NATIONAL SUMMARY

The Prevention Status Reports highlight—for all 50 states and the District of Columbia—the status of public health policies designed to address 10 important public health problems and concerns. This report focuses on the following recommended by the Community Preventive Services Task Force for preventing alcohol-related harms (1,2):

- Increasing state excise taxes on beer.
- Increasing state excise taxes on distilled spirits
- Increasing state excise taxes on wine
- Having commercial host (dram shop) liability laws

Other strategies recommended by the Community Preventive Services Task Force and US Preventive Service Task Force include regulating alcohol outlet density, avoiding further privatization of retail alcohol sales, and providing screening and brief intervention for excessive alcohol use (3-5).

#### State beer excise tax

The excise tax rate (in dollars per gallon, imposed by the state on beer containing 5% alcohol by volume, State additional taxes, such as those based on price rather than volume (e.g., ad valorem or sales taxes) that states impose on beer.

Rating	State beer excise tax
Green	≥\$1.00 per gallon
Yellow	\$0.50-\$0.99 per gallon
Red	<\$0.50 per gallon

**CAMPAIGN FOR TOBACCO-FREE KIDS**

UNITED STATES | INTERNATIONAL

FACTS & ISSUES | TAKE ACTION | WHAT WE DO | WHO WE ARE | MEDIA

Home > Facts and Issues > Fact Sheets > Fact Sheet: Tobacco Control Policies > Fact Sheet: Tobacco Taxes

### Fact Sheets

## Tobacco Taxes

#### U.S. State and Local Taxes

- Raising Cigarette Taxes Reduces Smoking, Especially Among Kids (and the Cigarette Companies Know It)
- Tobacco Tax Increases are a Reliable Source of Substantial New State Revenue
- Responses to Misleading and Inaccurate Cigarette Company Arguments Against State Tobacco Tax Increases
- Excerpts from the 2012 Surgeon General's Report Supporting Tobacco Tax Increases
- The Many Ways States Can Raise Revenue While Also Reducing Tobacco Use and Its Many Harms & Costs
- The Case for High-Tax Cigarette Tax Stamps
- State Cigarette Excise Tax Rates & Rankings
- Map Showing State Cigarette Tax Rates
- Top Combined State-Local Cigarette Tax Rates (State plus County plus City)
- Local Government Cigarette Tax Rates
- Cigarette Tax Increases By State Per Year 2000-2016
- State Cigarette Tax Increases (A Recession) Since 1989
- State Cigarette Tax Rates & Rank, Date of Last Increase, Annual Pack Sales & Revenues, and Related Data
- State Excise & Sales Taxes Per Pack of Cigarettes - Total Amounts and State Rankings
- Raising State Cigarette Taxes Always Increases State Revenues and Always Reduces Smoking
- State Cigarette Tax Increases Benefit Lower-Income Smokers and Families
- State Cigarette Tax Increases Will Not Hurt U.S. Tobacco Growers or Cigarette Factory Workers
- State Cigarette Tax Increases, Retailers, and Jobs
- Cigarette Tax Increases vs. Cigarette Company Price Increases (Compared to Average Retail Prices 1993-2008)

www.thecommunityguide.org

**WHAT WORKS**

The Guide to Community Preventive Services  
What Works to Promote Health

### Preventing Excessive Alcohol Consumption

Evidence-Based Interventions for Your Community

#### TASK FORCE FINDINGS ON EXCESSIVE ALCOHOL CONSUMPTION

The Community Preventive Services Task Force (Task Force) has selected the following findings on what works in public health to prevent excessive alcohol consumption and related harms. These findings are compiled in The Guide to Community Preventive Services (The Community Guide) and listed in the table below. Use the findings to identify intervention strategies you could use for your community.

Legend for Task Force Findings: ● Recommended ◆ Insufficient Evidence ▲ Recommended Against (See notes for informed decisions)

Interventions	Task Force Findings
<b>Interventions Directed to the General Population</b>	
Increasing alcohol taxes	●
Regulation of alcohol outlet density	●
Dram shop liability	●
Maintaining limits on days of sale	●
Maintaining limits on hours of sale	●
Electronic screening and brief interventions (e-SBI)	●
Overdose law enforcement initiatives	◆
Responsible beverage service training	◆
Prevention of near alcohol sales	▲
<b>Interventions Directed to Underage Drinkers</b>	
Enhanced enforcement of laws prohibiting sales to minors	●

Visit the "Preventing Excessive Alcohol Consumption" page of The Community Guide website at [www.thecommunityguide.org/alcohol](http://www.thecommunityguide.org/alcohol) to find summaries of Task Force findings and recommendations on preventing excessive alcohol consumption. Click on each topic area to find results from the systematic review, included studies, evidence gaps, and journal publications.

For details for Disease Control and Prevention provides administrative, research, and technical support for the Community Preventive Services Task Force.

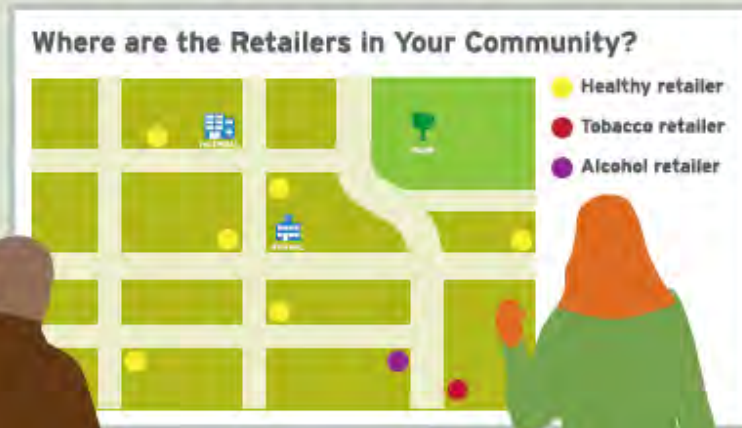
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## Model Sugar-Sweetened Beverage Tax Legislation

# Resources

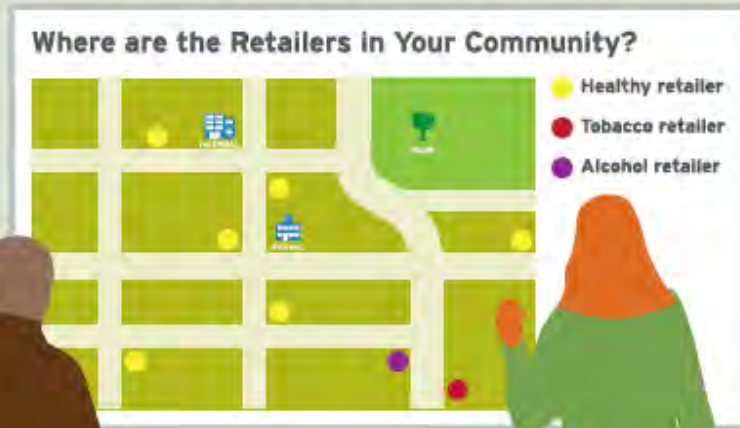
# **Prevalence:** Restrict the location of retailers selling non-nutritious foods and beverages



Local governments may wish to prohibit retailer from selling unhealthy food if they're close to schools, parks, childcare centers, libraries, or other child-oriented places.

Emerging  
policy idea

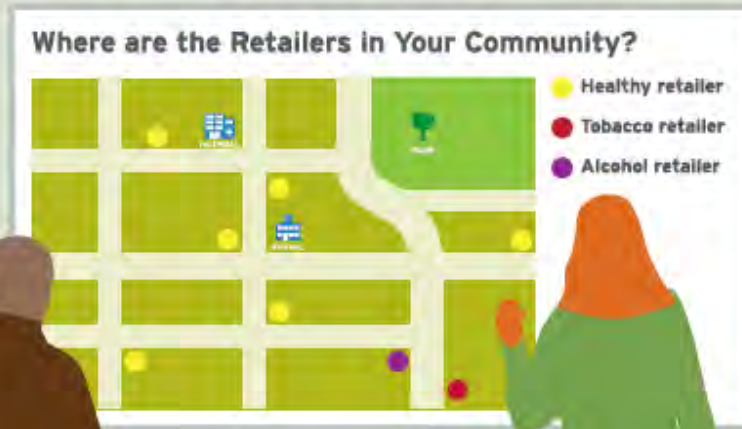
# **Prevalence:** Restrict the location or number of tobacco retailers



Example: San Francisco

Sets a ceiling (cap) on the number of tobacco retailer permits for each district within the city.

**Prevalence:** Restrict the location of alcohol retail outlets (& place conditions on their operation)



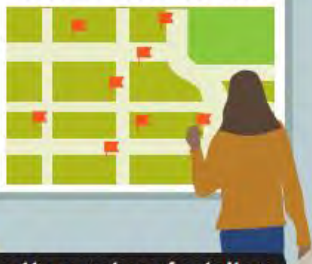
Example: Berkeley  
(and many other CA localities!)

Requires retail outlets selling alcohol to obtain a conditional use permit from the city before they can obtain a state liquor license.

# How to reduce tobacco retailer density and why

These policy solutions can be implemented in most communities through local regulation, such as tobacco retailer licensing or changes to zoning restrictions.

## Local Tobacco Retailers



### Cap the number of retailers in a geographic area

Example: There can be no more than 15 stores\* per district.



### Cap the number of retailers relative to population size

Example: There can be no more than 1 store\* per 1,000 residents.



### Require a minimum distance between retailers

Example: Stores cannot locate within 1,000 ft of an existing store.



### Prohibit retailers from locating near schools and other youth-sensitive areas

Example: Stores cannot locate within 1,000 ft of a school or playground.



### Prohibit sales of tobacco products at pharmacies or other types of retailers

Example: Pharmacies cannot be licensed to sell tobacco products.



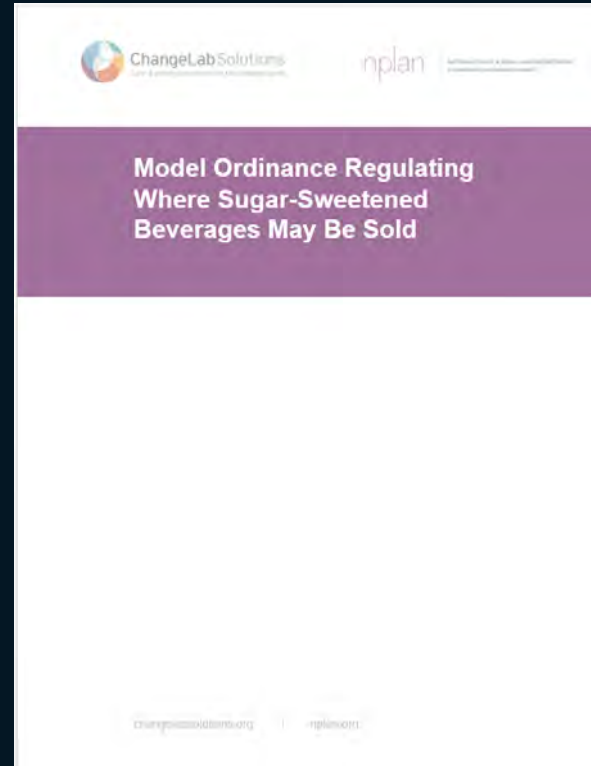
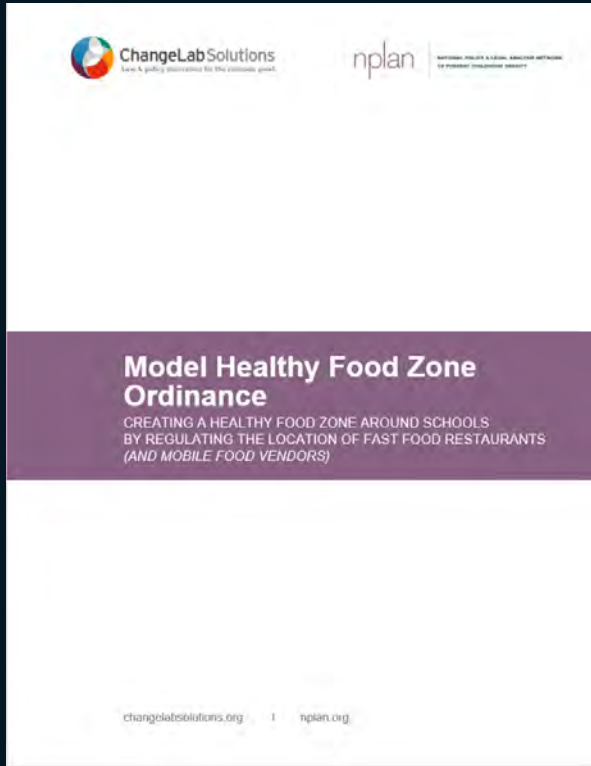
**HEALTH:** When more tobacco retailers are located in a given area, residents' health suffers. Youth are more likely to start smoking. People who smoke consume more cigarettes per day and have a harder time quitting.



**EQUITY:** Tobacco retailers cluster in neighborhoods with a high percentage of low-income residents or residents of color. These communities are targeted by tobacco companies, and they disproportionately suffer the health harms caused by tobacco use.

\* Numbers will vary by community.





# Resources

# Now let's talk about COLLABORATION

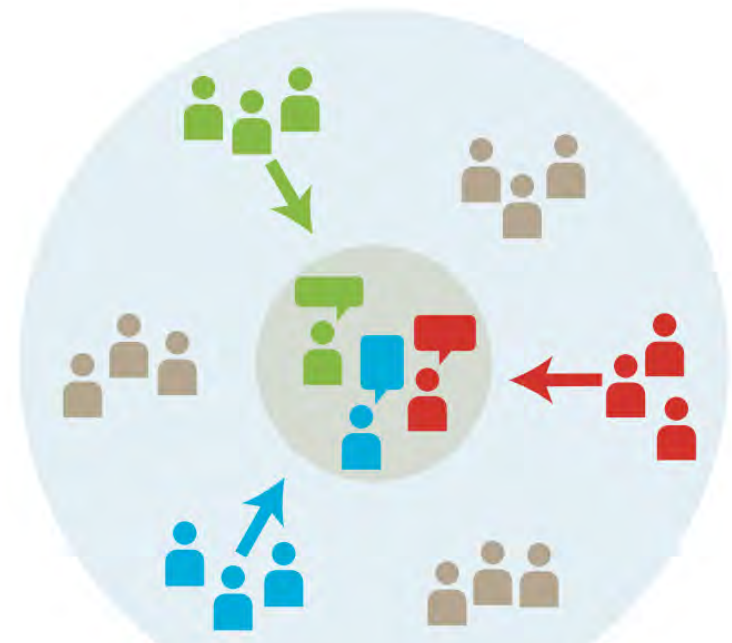


# Form a Task Force or Work Group

Examples: Los Angeles County, CA  
and Sonoma County, CA

LA County's Healthy Retail Environment Workgroup catalogued existing retail projects.

Sonoma County's ANTS partnership (Alcohol, Nutrition, and Tobacco Stakeholders) is exploring healthy retail certification.



# *Present a Unified Front and Promote Each Other's Work*

**Example: California's healthy retail workgroup**

Co-presentations at the annual California Conference of Local Directors of Health Education.



# Write collaborative activities into workplans

## Example: Ohio's Creating Healthy Communities grant program

Updated the Request for Proposals to include an option to work on reducing tobacco sales in small stores, in addition to working on nutrition interventions.



# *Fund collaborative activities*

## **Example: Vermont's joint funding for healthy retail**

Coalitions funded by the tobacco control, nutrition, and excessive alcohol use prevention programs were also required to work on healthy retail.



# Work together to design a healthy retail program

Example: Massachusetts's Healthy Retail Task Force efforts

Jointly created a healthy retail ranking program with standards set by tobacco control, nutrition, and excessive alcohol use prevention programs. Includes advertising!



# Share Resources

## Example: Pennsylvania's Healthy Corner Store Initiative

Sharing Regional Primary Contractors between the Division of Tobacco Prevention and Control and the Division of Nutrition and Physical Activity broadened the limited reach of the Healthy Corner Store Initiative.





# HEALTHY RETAIL

COLLABORATION WORKBOOK



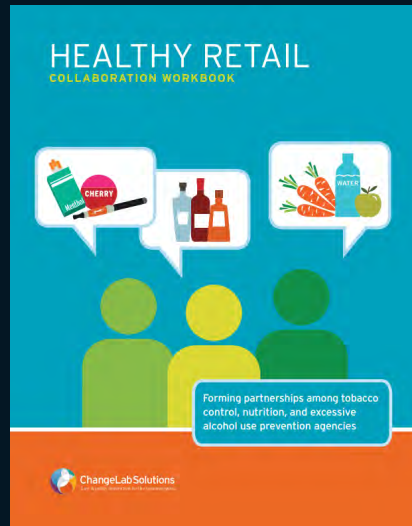
Forming partnerships among tobacco control, nutrition, and excessive alcohol use prevention agencies



Resource

# ChangeLab Solutions Questions?





### CONVERSATION STARTER 1

## Why should government agencies think about the retail environment comprehensively?

Picture a store nearby that sells tobacco products, foods and beverages, and, depending on the state, alcohol. The store might be in a big city, a small town, or along a remote road. Children and teenagers might stop by the store after school, and adults might pick up a few groceries there on their way home from work. There's a good chance that tobacco and alcohol ads are hanging in the windows, sugar drinks and energy drinks are prominently displayed in the aisle, and non-flammable foods are stacked at eye level on the shelves.

The retail environment can have a significant impact on the health of communities. In many places, residents lack access to fruits and vegetables, but can find tobacco and alcohol all too easily. This restrictive health consciousness in the United States, tobacco use, poor nutrition, and excessive alcohol use are among the leading causes of preventable deadly diseases, including cancer, heart disease, and chronic lower respiratory diseases. People of color and those with lower incomes are at very high risk for these conditions.<sup>1</sup>

It doesn't have to be this way. Stores can stock and promote nutritious foods and beverages – such as fruits, vegetables, and water – that are competitively priced, and limit access to tobacco, non-flammable foods and beverages, and, in some states, alcohol. Corner stores, rural markets, and grocery stores can be more than just convenient places to shop – they can be healthy community assets.

**Sample talking points:**

- Are there any stores in the leading causes of preventable death in the country? Tobacco use, poor nutrition, lack of physical activity, and excessive alcohol use are the leading causes of preventable death in the United States.<sup>1</sup> We work on three of those four causes.
- Tobacco products, non-flammable foods, and beverages, and alcohol are widely available and promoted in the retail environment. Tobacco products, packaged beverages and snacks, and alcohol are the most common items available at small stores that are within walking distance of low-income community residents.<sup>2</sup> The availability of these products is associated with a higher probability of purchase and consumption.<sup>3</sup>

Conversation Starter 1 | [changeclab.com/healthyretail/](http://changeclab.com/healthyretail/)

# Resources

# ChangeLabSolutions

THANK YOU!

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