

Contra Costa County

The Campaign

Healthy Stores for a Healthy Community campaign is a statewide collaboration between tobacco use prevention, nutrition and alcohol prevention partners. The goal is to improve the health of Californians through changes in stores and to educate people how in-store product marketing influences the consumption of certain products.



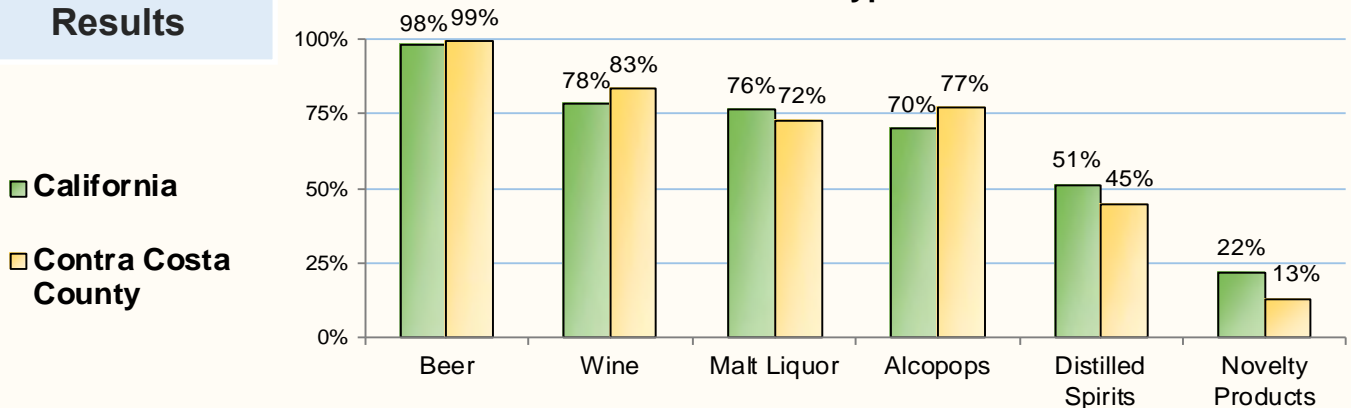
Contra Costa County is located on the northern coast of California, approximately 85 miles southwest of the state capitol. Contra Costa County has a population of 1,126,745; close to 23% are under the age of 18. Approximately two-thirds of its residents are White/non-Hispanic, one-quarter of its residents are Hispanic, and 33.9% of its households speak a language other than English at home. Forty percent of all K-12 students qualify for the Free/Reduced Meal Program; 39.6% of residents have a college degree. For the Healthy Stores campaign, Contra Costa County completed 203 store surveys.

The Survey

Scientific surveys were recently conducted throughout California to assess product marketing and the availability of healthy and unhealthy options offered in stores that sell tobacco. Surveys were completed in 7,152 stores in all 58 counties and 3 cities in California. Types of stores included convenience, supermarket, liquor, tobacco, small market, discount, and drug stores. This valuable information helps make the places we shop healthier.

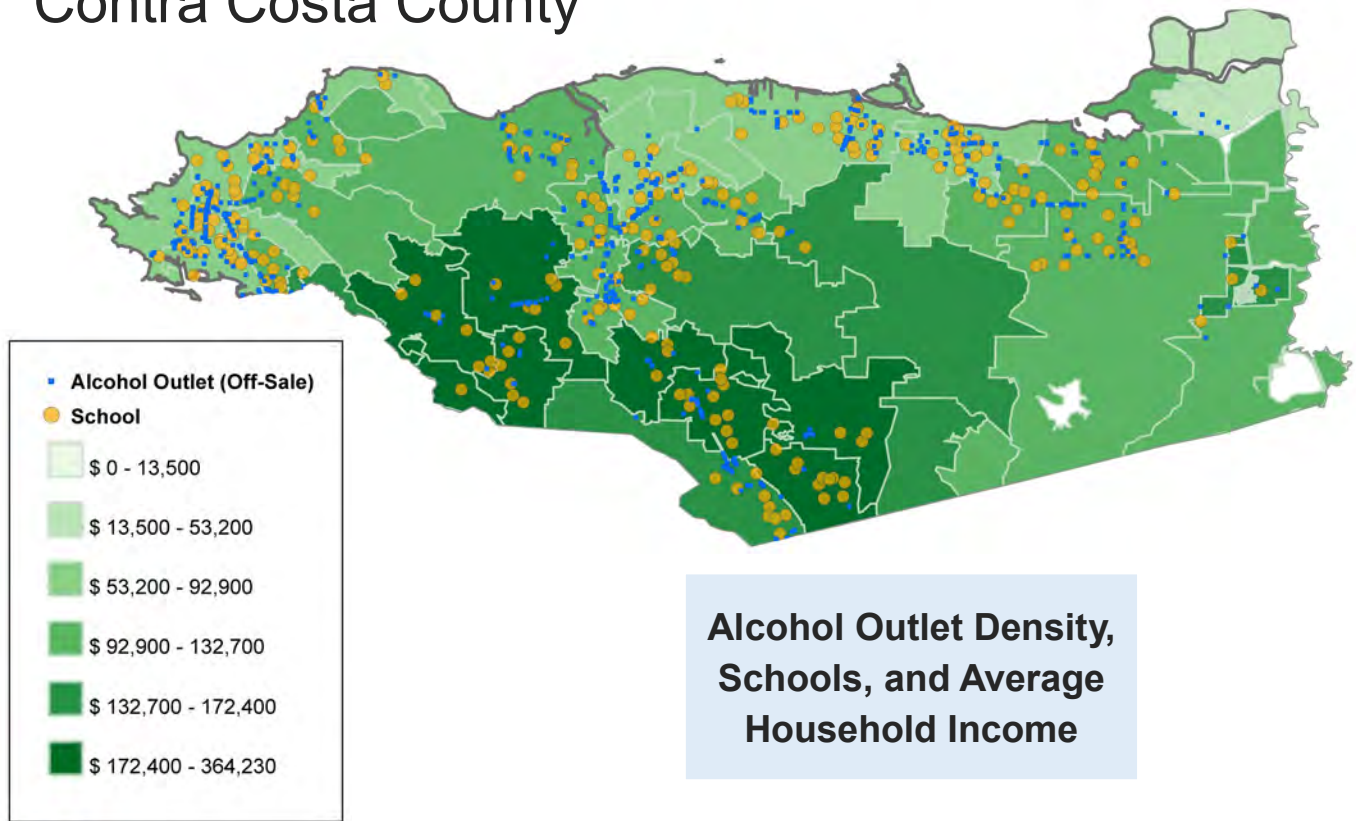
2016 Alcohol-Related Results

Percent of Alcohol Retail Stores That Sold Each Type of Alcohol Product



Percent of Alcohol Retail Stores that ...	Contra Costa County	California
Had alcohol ads on exterior storefront	40%	50%
Placed alcoholic beverages on/next to the main checkout counter	18%	21%
Placed alcohol ads near candy/toys (3 ft.) or below 3 feet	47%	34%
Displayed alcoholic products close to the store's entrance (10 ft.)	16%	15%
Displayed alcoholic products in a large floor display	33%	35%
Displayed alcoholic beverages/products near candy or toys (3 ft.)	28%	21%
Displayed alcopops near non-alcoholic beverages (1 ft.)	27%	21%
Had signage on legal drinking age/store policy on selling alcohol to minors	61%	69%

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Risk/Protective Factors	Contra Costa County	California
High School Graduation Rates ¹	86%	81%
Students With Low School Connectedness (11th Grade) ^{2,3}	13%	13%
Consumption	Contra Costa County	California
Youth Alcohol Use During Past 30 Days (11th Grade) ²	29%	31%
Youth Binge Drinking During Past 30 Days (11th Grade) ^{2,4}	19%	21%
Consequences	Contra Costa County	California
Misdemeanor Arrests Among Youth (under age 20) for Driving Under the Influence (DUI) in 2013-14 ⁵	40.7 <i>per 100,000</i>	54.2 <i>per 100,000</i>
Alcohol-Related Emergency Department Visits Among Youth (Ages 12-20) in 2014 ⁶	248.2 <i>per 100,000</i>	225.0 <i>per 100,000</i>

¹ Kidsdata.org, California Department of Education (CDE), California Longitudinal Pupil Achievement Data System (CALPADS), 2014.

² Kidsdata.org, CDE, California Healthy Kids Survey and California Student Survey (WestEd), 2011-13, 11th Grade Students.

³ Includes student reports of being treated fairly, feeling close to people, feeling happy, feeling a part of, and feeling safe at school.

⁴ Binge drinking is defined as consuming five or more drinks of alcohol within a couple of hours.

⁵ California Department of Justice, Criminal Justice Statistics Center, 2013 and 2014 Misdemeanor Arrests.

⁶ California Department of Public Health, Safe and Active Communities Branch, EpiCenter - California Office of Statewide Health Planning and Development, 2014 Emergency Department Data, ages 12-20.