

From: Ali Uscilka <> **Sent:** Monday,
November 4, 2024 2:02 PM
To: Clerk of the Board <ClerkOfTheBoard@cob.cccounty.us>
Subject: Public comments agenda item D.1

Dear Clerk and members of the Board of Supervisors,

I am writing on behalf of Healthy & Active Before 5, to express our strong support for the Healthy Options at Point of Sale policy before you today.

As an organization dedicated to improving the health of young children and their families, we are confident that this policy will have a positive impact in our communities. Many families depend on small neighborhood markets to purchase food and everyday supplies, and too often the items near the checkout counter are the last thing we want to buy for our kids: chips, soda, and candy. By increasing the access and appeal of healthier options, this new HOPS policy will support families in making healthier choices.

Thank you for your consideration.

Ali Uscilka

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Healthy & Active Before 5 is a Contra Costa collaborative that advances health equity for children ages 0-5 and their families.

From: Sunit Kaur <k>

Sent: Monday, November 4, 2024 11:38 AM

To: Clerk of the Board <ClerkOfTheBoard@cob.cccounty.us>

Subject: Public comments agenda item # D.1.”

My name is Sunit Kaur, I am a junior at De Anza High School and a youth advocate for Hops which stands for (Healthy options at point of sale).

Hops aims to provide a healthy retail checkout, in which healthier items are placed near the register. This will encourage people to grab an option that has less sugar and sodium levels included. This is a very personal issue not only to me, but to other members of the community.

In our community, we struggle with health issues, such as diabetes, and other related problems. As a result, I have many family members who struggle with such issues. Such as my uncle who is pre-diabetic and has to carefully inspect each labeled item. It would make it easier not only for him but also for others, going through similar issues, if only there was a section that they could grab from without worrying about increased amounts of sugar/sodium levels. Generally, items placed near the checkout are designed to be quick and on the go, but how many times have you checked the amount of sugar and sodium in them? We take convenience in return for our health. Personally, if the items at the checkout were replaced (to Hop's standard) then I would be more inclined to buy them and feel less guilty.

Additionally, other cities such as Berkley have implemented their own version of healthy retail which has been in effect for a few years now. As a result, it is still in effect. I call upon you, council members, to help us move this ordinance forward, in which we can encourage a healthier diet for our loved ones.

From: silver wiese <s>
Sent: Monday, November 4, 2024 11:38 AM
To: Clerk of the Board <ClerkOfTheBoard@cob.cccounty.us>
Cc: Ashley Trousdell <>
Subject: Public comments agenda item D.1

Public Comment

Good Evening Board members,

Thank you for the wonderful opportunity to be able to comment on Healthy Retail! My name is Silver Wiese, I'm a junior at Pinole Valley High School and an intern for the Richmond Food Policy Council. I am passionate about helping people and I enjoy working towards our goal. I would like to inform you about what we are trying to do as a food policy council and how we are trying to improve public health and the well being of our beloved community. In recent years, there has been an increase in health problems like diabetes and blood pressure and we believe reducing the amount of unhealthy items in checkout aisles will be a step towards solving this issue. I think it is pivotal we pass this ordinance as this is also a way to educate the youth on how to live a healthier lifestyle. In summary, we believe that passing this ordinance will not only aid the rising health problems in Richmond but also send an important message to the youth. Thank you!

From: Ileana Miranda <>
Sent: Monday, November 4, 2024 11:37 AM
To: Clerk of the Board <ClerkOfTheBoard@cob.cccounty.us>
Cc: Ashley Trousdell <atrousdell@bacr.org>
Subject: Public Comment Agenda Item D.1

Good Evening Board Members,

My name is Ileana Miranda Uch, I am a Junior at Pinole Valley High School. I'm an intern for the Richmond Healthy Food Policy Council and I would like to raise concern regarding the Health Crisis taking place specifically in Richmond. Over the past few years, there has been a significant increase in diabetes, tooth decay, and other health issues relating to the food we consume. My colleagues and I are trying to not only raise awareness but take action on this issue. We are advocating for the Healthy Checkout Ordinance to be passed. The Healthy Checkout Ordinance is an ordinance that means we have healthier food options at the checkout section. The checkout section is normally the area where we all succumb to our impulses and buy unhealthy foods. The Healthy Checkout Ordinance will allow us to hopefully slowly minimize the purchasing of unhealthy foods. Our overall goal is to make healthy nutritious options more accessible to the community and create a not only healthy but a happy community here in Richmond. Health is important not only to our communities but globally, we all have a lot of room to improve

From: Eama Khan <
Sent: Saturday, November 2, 2024 3:07 PM
To: Clerk of the Board <ClerkOfTheBoard@cob.cccounty.us>
Subject: Public comments agenda item # D.1

Hello everyone,

I'm Eama Khan, I'm a senior in de Anza High school. I am apart of the HOPS team which stands for healthy options at point of sale. We are working to bring healthier items to the checkout lanes in our community. This means replacing the usual candies, chocolates, and other unhealthy snacks found at checkout counters with healthier options. By doing this, we aim to promote better eating habits and provide more nutritious choices for everyone, especially children who are often tempted by sugary treats at the checkout. I have younger siblings, and I would like for them to grow up eating healthier and making better choices when it comes to food. Seeing healthier options at the checkout would encourage them- and all kids- to make good choices for themselves when picking snacks. We believe that enriching our checkouts with healthier alternatives will foster better food practices that will go a long way in enhancing the general health of our community. We hope you will support this positive improvement.

Thank you for your attention

From: Anna Kircher <anna@yesfamilies.org>
Sent: Tuesday, November 5, 2024 10:36 AM
To: Clerk of the Board <ClerkOfTheBoard@cob.cccounty.us>
Subject: Public comments agenda item D.1.

Dear Contra Costa County Board of Supervisors,

I hope this message finds you well. I am writing to express my strong support for the Healthy Retail Policy (HOPS) that is currently being considered, which would set important nutrition standards for food retail stores over 2,000 square feet. This policy aims to ensure that products sold at checkout contain no more than 5g of added sugar and 200mg of sodium, directly addressing some of the most pressing health concerns in our community.

The need for this policy is clear. Many of our local food retail stores offer limited healthy options, especially in checkout aisles where sugary snacks and drinks are often placed for impulse purchases. Research shows that product placement has a powerful influence on consumer behavior, and right now, unhealthy choices are overwhelmingly promoted. This is especially concerning given the rising rates of heart disease, diabetes, cavities, and other chronic conditions in our community, many of which are linked to poor nutrition and the overconsumption of sugary beverages and snacks.

A Healthy Retail Policy would create a positive impact on both our public health and local businesses by:

- Increasing access to nutritious food and beverages: By making healthier options more prominent, we provide our community with better choices.
- Encouraging healthier behaviors, particularly among children: The policy would make it easier for families to make healthier decisions when shopping for groceries.
- Helping to reduce the prevalence of diet-related health issues: By curbing the availability of sugary products, we can begin to shift our community's snacking norms and improve overall health outcomes.

Moreover, this policy is not only good for public health but also for businesses. Healthy retail aligns with growing consumer demand for better food options, which can help stores attract more health-conscious shoppers and promote positive community impact.

I urge you to support the Healthy Retail Policy (HOPS) as an important step toward improving the health and well-being of our community. Thank you for your time and consideration, and for your continued dedication to the health of our residents.

Sincerely,

Anna Kircher

Youth Leaders Coordinator

Pronouns: She/They

3029 Macdonald