

Healthy Retail in Contra Costa

Contra Costa County, Family and Human
Services Committee

June 09, 2025

CONTRA COSTA
HEALTH



cchealth.org

Presenters:

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Public Health

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Bay Area Community Resources

HOPS Youth Advocacy Team Representative

Public Health and the Retail Environment



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



Lack of healthy food access affects **low-income neighborhoods** and **communities of color** at higher rates



In Contra Costa County,

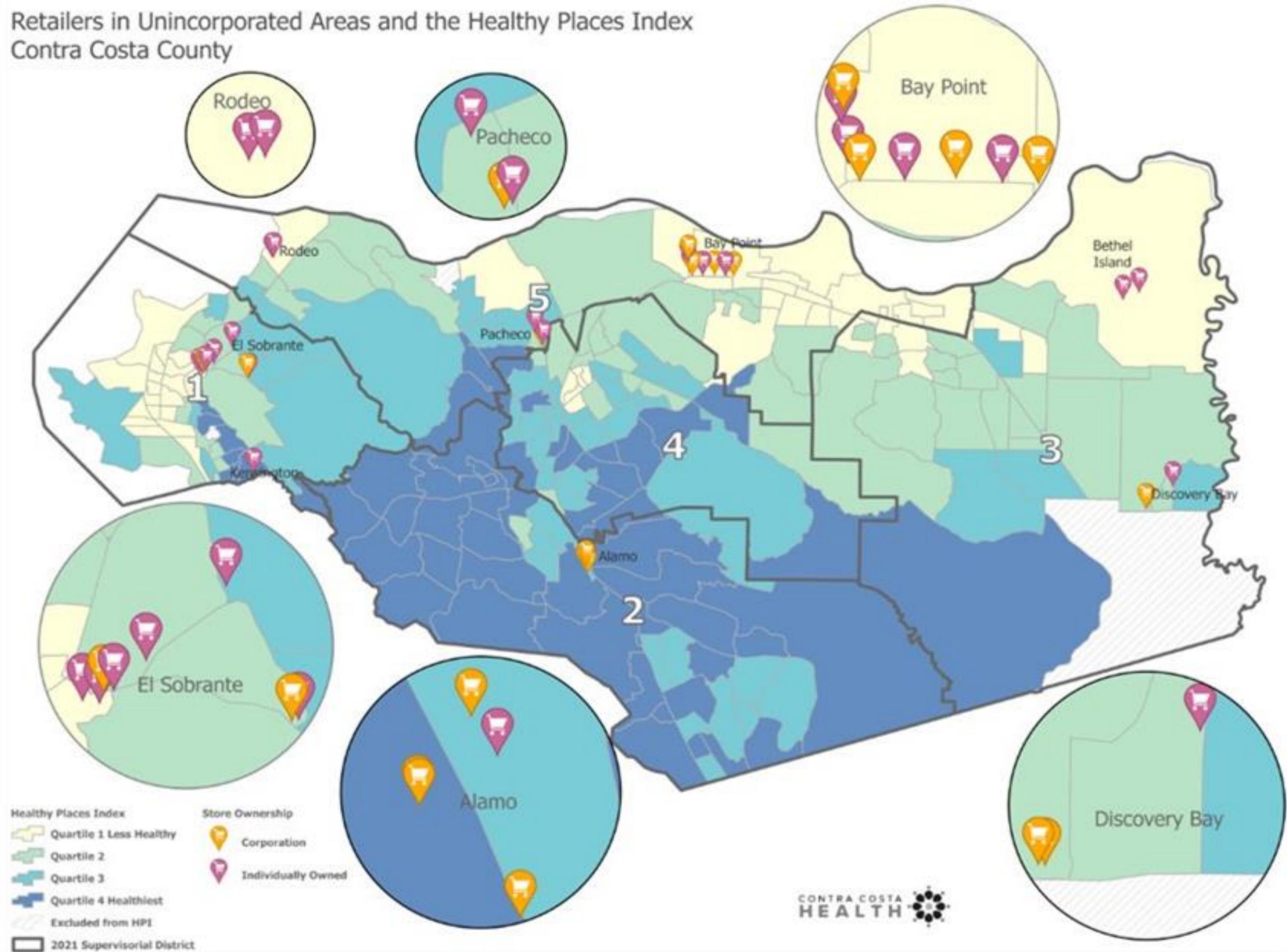
- **17.7% of children** (2–11 years) are overweight
- **29.1% of adolescents** (12–17 years) are overweight/obese
- **89% adolescents** living <185% FPL are overweight/obese
- **61% adult** obesity rate
- **10.8% adult** diagnosed diabetes¹



Retailers in Unincorporated Areas and the Healthy Places Index
Contra Costa County

Impact of
Proposed
Ordinance:

Healthy Food
Placement in
Large Retail
Stores



Healthy Retail Timeline 2019-Present

2019-2021

BACR HOPS Youth Community Assessments & Engagement

CSPI Data Analyzation



2022



BACR HOPS Youth Presentation to BOS

CCH Awarded CDFA-HRGP Grant Funding (Phase I: Education & TA)

2023

Feb: FHS Committee Presentation

Mar: Retailer Community Survey 1

May: BOS Presentation *Postponed*



Aug: Retailer Community Survey 2

Oct: Healthy Retail Retailer Forum

2024

Mar: FHS Committee Presentation

Nov: BOS Presentation



2025-Present

Infrastructure Procurement CDFA-HRGP Grant (Phase II: Implementation)

June: FHS Committee Presentation

June: Present draft ordinance to BOS



*Funded by the California Department of Public Health (CDPH) Nutrition & Physical Activity Branch (NPAB)

Vision for Healthy Checkout in Contra Costa



BEFORE



AFTER

Proposed Ordinance: Healthy Food Placement in Large Retail Stores

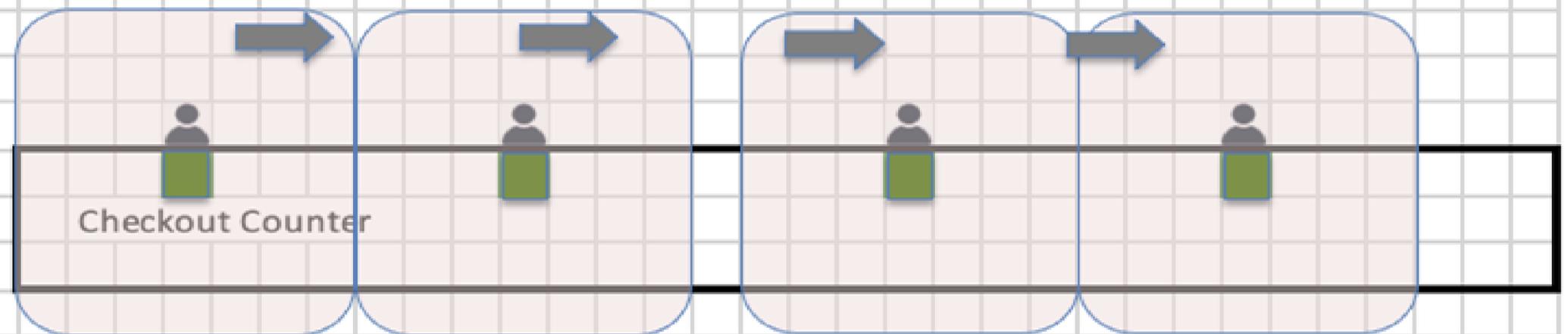
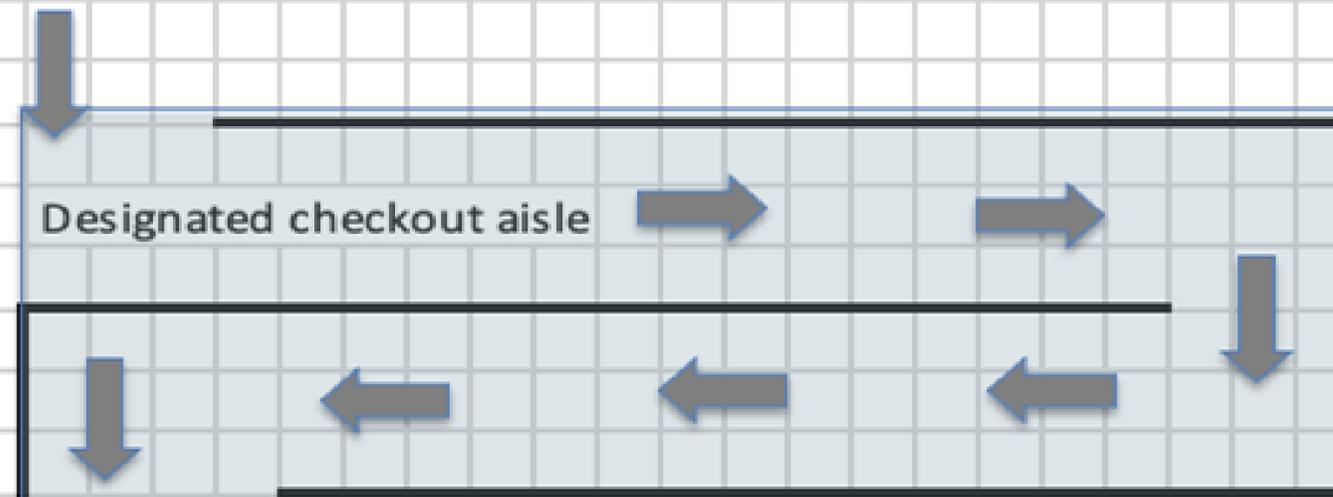
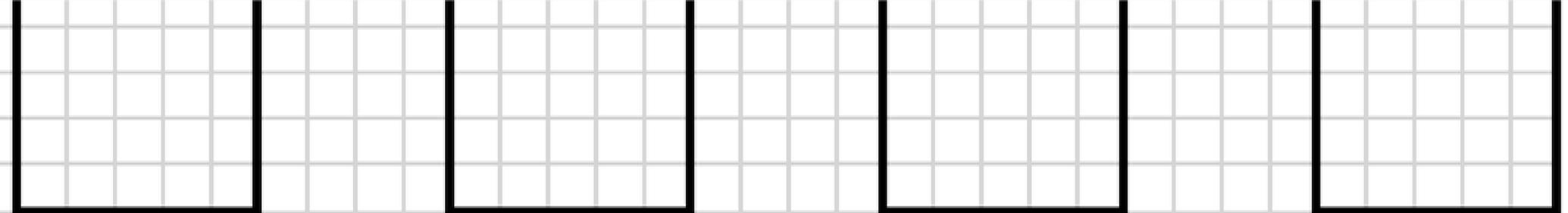
A Healthy Retail Policy in all unincorporated food retail stores over **2,000* sq. ft.**, in which there are **nutrition standards** for food and beverage items stocked in checkout areas **within 3 feet** of the point of sale.

*The retailer size was established to align with the existing Environmental Health Department permitting structure (ex: <2000, 2001-4000, 4001-6000, 6001+ sq. ft.) based on historical practice.

Nutrition Standards Foods & Beverages

1. **Foods** with **5 or less grams of added sugar** AND **200 mg or less of sodium** per serving
2. **Gum and mints** with **no added sugar**
3. **Beverages** with **no added sugar** and **no low- to no-calorie sweeteners**

Outlook Design of a Healthy Checkout



■ Point of Sale

□ 3 foot radius from point of sale

□ 3 foot radius from designated checkout area

Timeframe: Healthy Retail Ordinance

Step 1

Ordinance
Development
(Current Stage)

CURRENTLY:

SNAP-Education & Technical Support

- Ø CCH Staff educate retailers about the health benefits of SNAP-Ed healthy retail. Provide SNAP-Ed resources and technical support, as needed.

Ordinance Development

- County Counsel, with consultation from CCH staff, drafts the ordinance with direction from the BOS.

NEXT STEP:

Ordinance Adoption

Draft ordinance to be introduced, discussed, and adopted at the BOS meeting on June 24, 2025.

Step 2

Implementation
(Months 1-12)

SNAP-Education & Technical Support for Retailers

CCH staff and partners will provide SNAP-Ed resources and technical assistance to 32 unincorporated retailers including:

- Nutrition Standards Guidance
- 1-on-1 Technical Support
- No penalty inspections

Step 3

Enforcement
(13 Months-)

Begin Enforcement

- Complaint-Based
- Reinspection Fees

Recommendations

ACCEPT a report from Contra Costa Health (CCH) with updates on CCH staff activities since the November 5, 2024, Board of Supervisors meeting.

DIRECT CCH to present a draft ordinance that promotes the placement of healthy food options at the point of sale in retail stores greater than 2,000 square feet in unincorporated Contra Costa County at the upcoming June 24, 2025, Board of Supervisors meeting.

Thank you!

