

Healthy Retail in Contra Costa

Contra Costa County Board of Supervisors
Presentation

September 16, 2025



cchealth.org

Presenters:

Sefanit Mekuria, MD, MPH

Director of Public Health

Interim Director of Community Health and Safety Branch

Kristian Lucas, REHS

Director of Environmental Health

Denise Milosevich, MPH

Manager, Nutrition & Physical Activity Promotion Program

Community Wellness & Prevention Program

Ali Wohlgemuth, MPH, M.Ed.

Associate Director

*Bay Area Community Resources (BACR)
HOPS Youth Leadership Program*

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

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

March: Retailer
Community Survey 1

May: BOS
Presentation
Postponed



Aug: Retailer
Community Survey 2

Oct: Healthy Retail
Retailer Forum

2024

March: FHS
Committee
Presentation

Nov: BOS
Presentation



2025

Infrastructure
Refrigeration
Procurement CDFA-
HRGP Grant
(Ending September 2025)

June: FHS Committee
Presentation

September: Present
draft ordinance to BOS

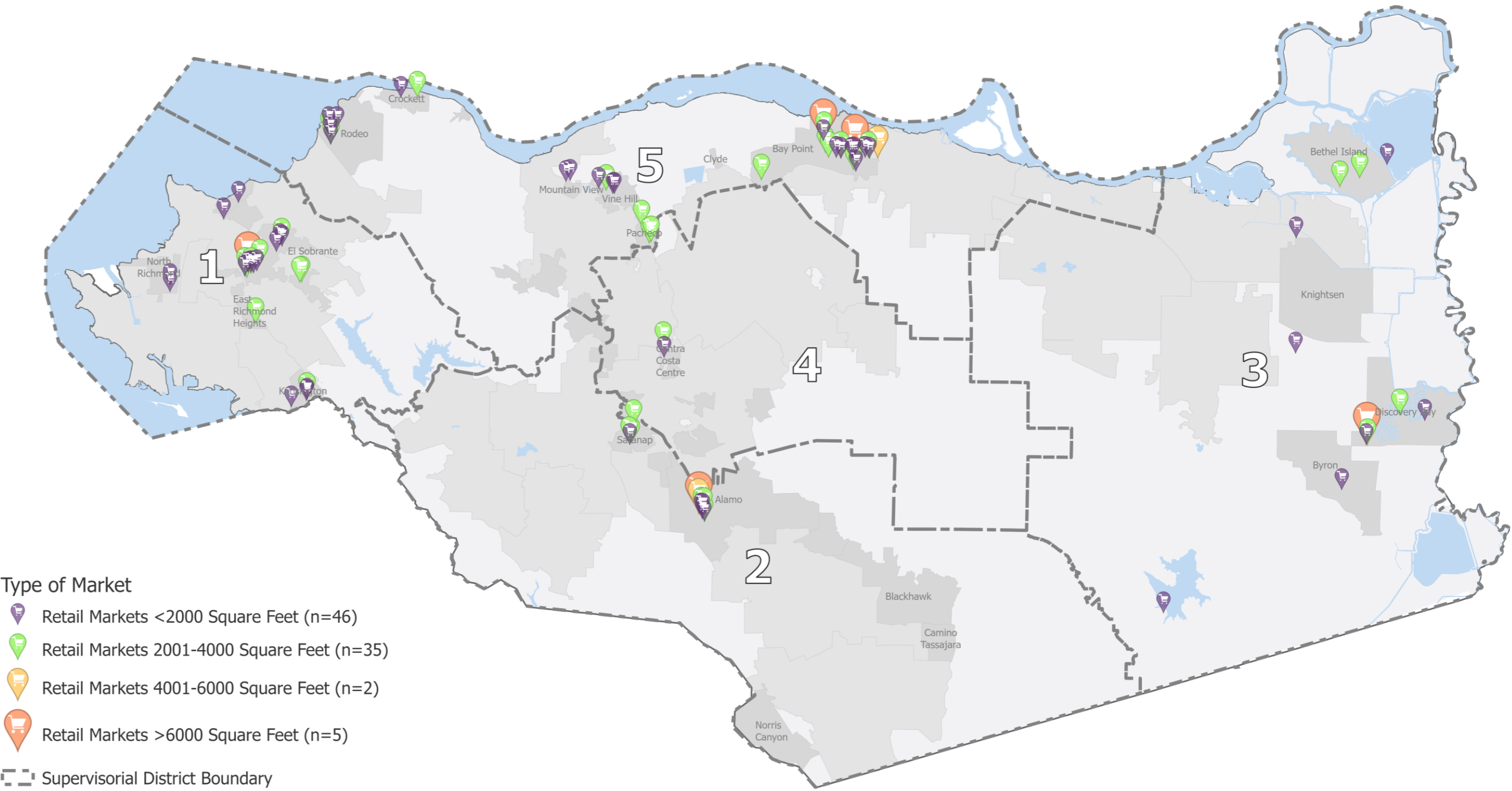


Vision for Healthy Checkout in Contra Costa



Impact of Ordinance:
Healthy Food Placement in Large Retail Stores

Retail Food Markets (n=88) in Unincorporated Contra Costa County



Source: Contra Costa Environmental Health, 6/26/2025.

Draft 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** and **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**

Healthy
Options at the
Point of Sale:

Sample
Choices



Healthy Retailer Education and Technical Assistance

Strategic Placement:

Position healthy foods in prominent areas, such as checkout, and eye-level shelving, making them more visible and accessible to customers.

Emphasize Healthy Checkout Areas:

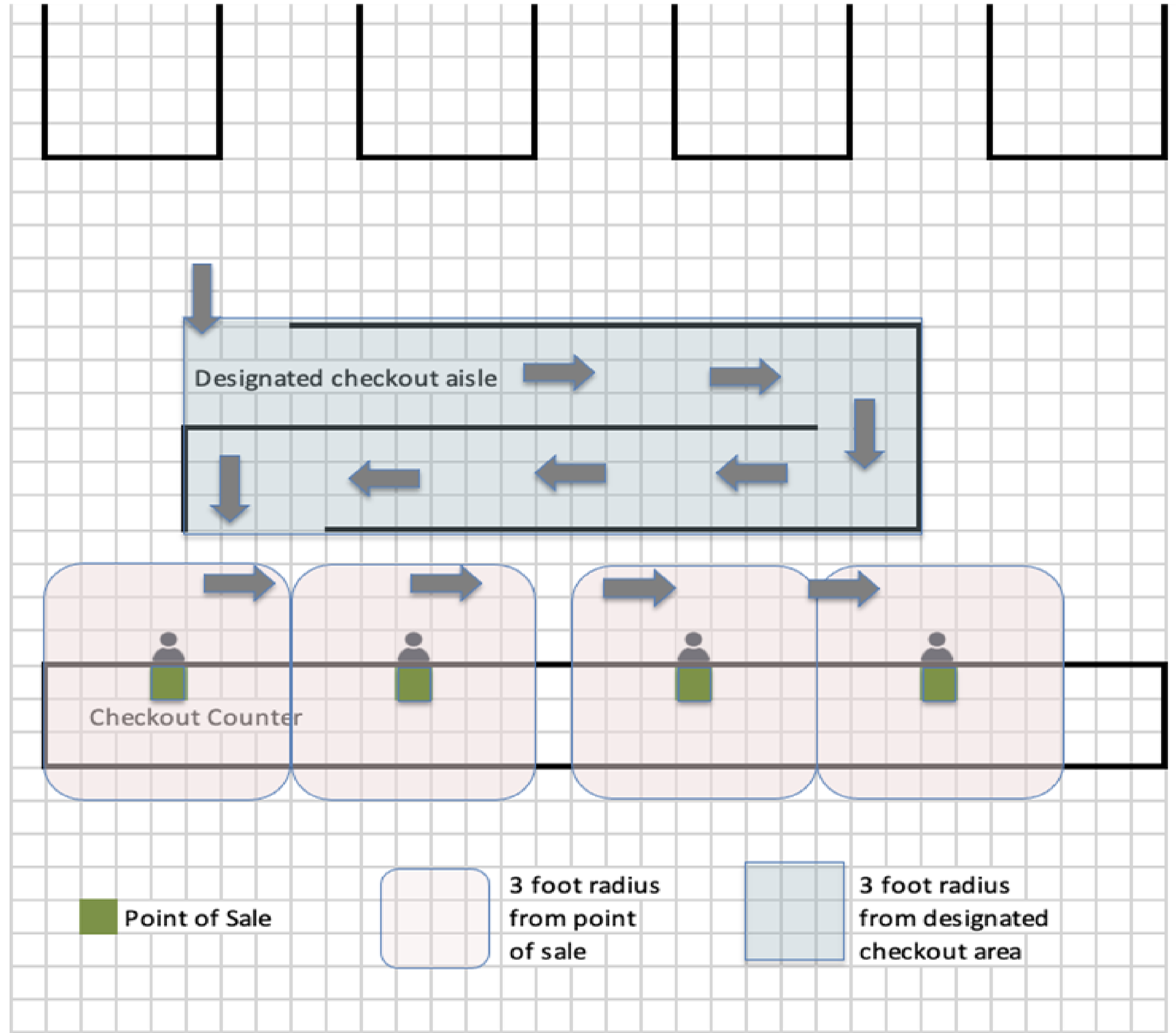
Suggest that stores implement healthy checkout area(s) with only nutritious snacks and beverages, and limited sugar-sweetened options.

Healthy Retail Materials:

Healthy retail resources to facilitate the transition to healthier options at checkout and throughout the store.



Design of a Healthy Checkout



Timeframe: Healthy Retail Ordinance

Step 1
Ordinance
Development
(Current Stage)

Step 2
Implementation
(Months 1-12)

Step 3
Enforcement
(13 Months-)

CURRENTLY:

SNAP-Education & Technical Support

- *CCH Staff educate retailers about the health benefits of SNAP-Ed healthy retail. Provide SNAP-Ed resources and technical support, as needed.
- *SNAP-Ed ends September 2025**

Ordinance Development

- Draft ordinance has been developed in consultation with County Counsel.

NEXT STEP:

Ordinance Adoption

Draft ordinance to be introduced, discussed, and adopted at the BOS meeting on September 16, 2025.

Pre-ordinance Implementation

CCH Environmental Health staff will disseminate nutrition education and additional resources to unincorporated retailers to prepare them for the enactment of the ordinance, including:

- No penalty inspections

Enforcement Begins

- Complaint-Based
- Reinspection Fees

Recommendations

ACCEPT a report from Contra Costa Health (CCH) with updates on CCH staff activities related to retailer survey and development of an ordinance that promotes the placement of healthy food options at the point of sale in certain stores, since the last report at the November 5, 2024, Board of Supervisors meeting.

INTRODUCE Ordinance No. 2025-04, requiring large retail stores, over 2,000 square feet, within unincorporated Contra Costa County to stock healthy foods and beverages in checkout areas, WAIVE reading, and FIX October 7, 2025, for adoption.

Thank you!

