

# Healthy Retail in Contra Costa

Contra Costa County, Board of Supervisors  
November 05, 2024

CONTRA COSTA  
HEALTH



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

## *Presenters:*

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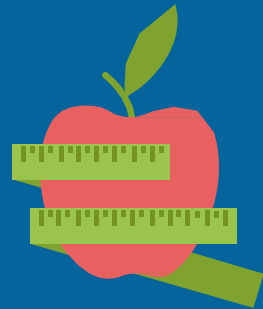
Manager of Nutrition & Physical Activity Program  
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*Bay Area Community Resources*

HOPS Youth Advocacy Team

# Public Health and the Retail Environment

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**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



African American and Latino **youth are disproportionately** targeted with unhealthy marketing by the food and beverage industry

# Nutritional Health Among Children & Adults

## Children & Youth

In Contra Costa County

### Obesity Rates:

- 17.7% of children (2–11 years) are overweight<sup>1</sup>
- 29.1% of adolescents (12–17 years) are overweight/obese
- 89% adolescents living <185% FPL are overweight/obese

### Health Disparities:

- 44% of African American children are overweight/obese
- 36.9% of Latino children are overweight/obese in comparison with;
- 24.9% overweight/obesity for White children

## Adults

In Contra Costa County

### Obesity Rates:

- 61% of adults are overweight/obese<sup>1</sup>
- 10.8% of adults diagnosed with diabetes
- Pre-diabetes prevalence is ~ 47% among adults

### Health Inequities:

- 1.2% of adults living in high-income neighborhoods who have access to healthier foods with diabetes in comparison with;<sup>2</sup>
- 12.2% of adults living in low-income neighborhoods with limited or no access to healthier foods with diabetes

<sup>1</sup>California Department of Public Health (2023), "California Community Obesity Profiles."

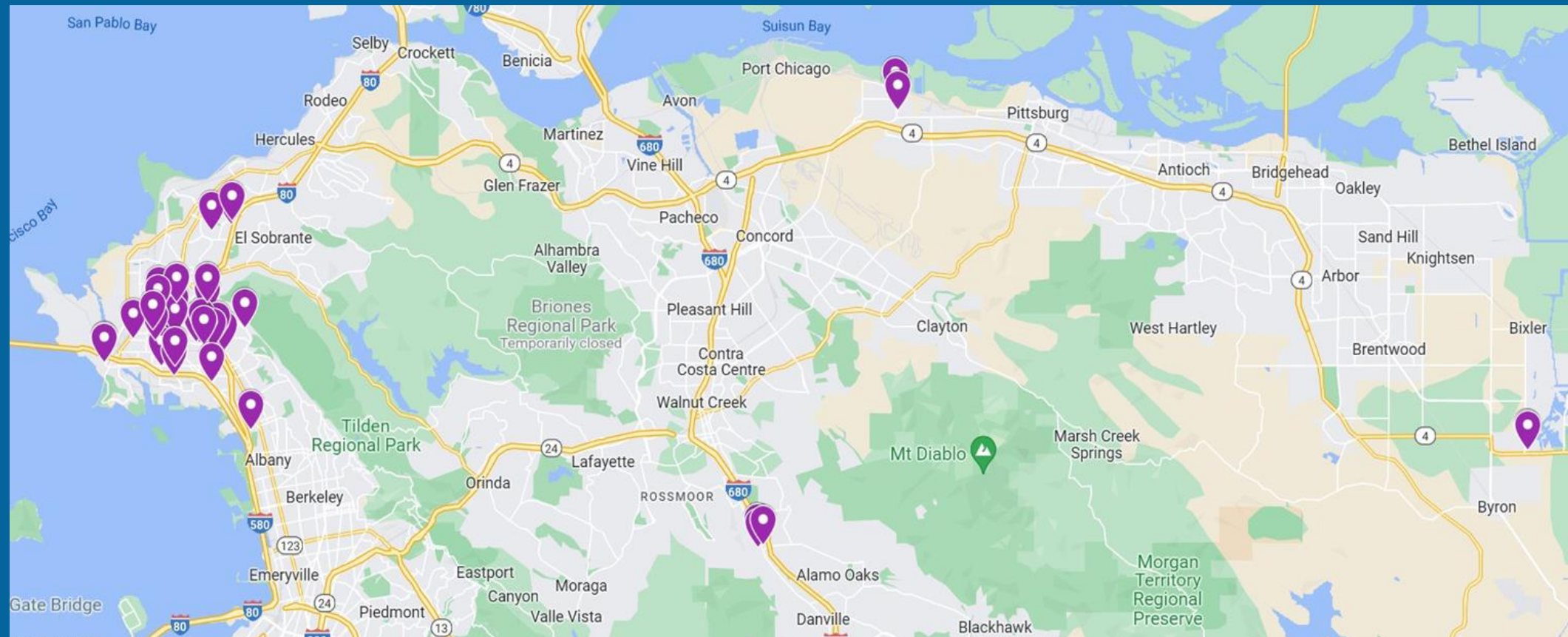
<sup>2</sup>Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, [2023]

# Youth-led Healthy Retail Initiative




## Community Assessments

- **Survey 40 Food Stores:** 55.5% foods unhealthy, 4.5% healthy, 40% gum/mints



- **5 Focus Groups, 8 Community Interviews & 3 Retailer Interviews**
  - Unanimous support
- **562 Richmond voters surveyed**
  - 77% support for the policy; 73% low-income shoppers' support

# Healthy Retail Timeline 2019-2024

**2019-2021** 


BACR HOPS Youth Community Assessment and Community Engagement

CSPI Data Analyzation

**2022** 

BACR HOPS Presentation to BOS

CCH Awarded HRGP Funding

**2023** 


Feb: FHS Committee Presentation

Mar: Retailer Community Survey 1

May: BOS Presentation **Postponed**

Aug: Retailer Community Survey 2

Oct: Healthy Retailer Forum

**2024** 

Mar: FHS Committee Presentation

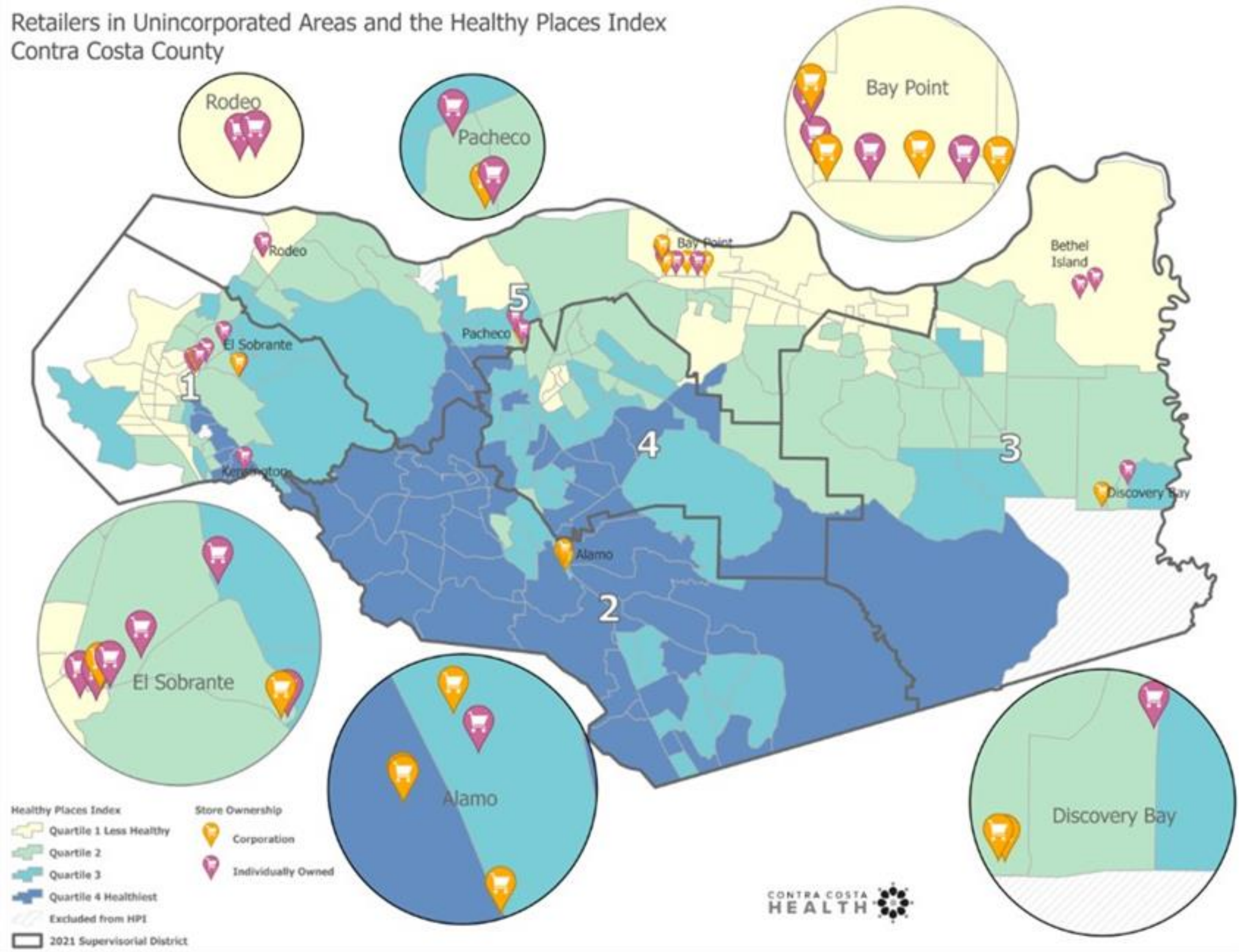
Nov: BOS Presentation

# The Healthy Places Index

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# The Retail Environment in Contra Costa County

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



# Unincorporated County Retail Outreach Summary

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## 2023-24 Retail Owner Survey Data:

- Of the 32 stores, **11 retailers** were **in support** of the policy, **11 were unsure**, just **2 were not in support**, and **8 declined/could not answer**.
- **50% report wanting technical assistance** to assist with the implementation of healthy checkout



**Two Retailer Educational Virtual Town Halls** were held on October 17, 2023 to inform all retailers of the proposed healthy retail policy



**CCH receives the California Department of Food and Agriculture Refrigeration grant** to support retailers in stocking fresh produce

# Local Jurisdiction Healthy Retail Policies

	POLICY ADOPTED	SQ FOOTAGE > 2,500 SQ FT*	NUTRITION STANDARDS	ENFORCEMENT	PENALTY
<b>City of Berkeley</b> Adopted:10/2020 Implemented:07/2021	✓	✓	✓	✓	✓
<b>City of Perris</b> Adopted:02/2023 Implemented:03/2024	✓	✓	✓	✓	✓
<b>City &amp; County of San Francisco</b> Adopted:06/2013 Implemented:01/2014	✗	✗	✗	✗	✗
<b>City of Richmond</b>	✗	✗	✗	✗	✗



# Healthy Retail Ordinance Considerations

## CONSIDERATIONS

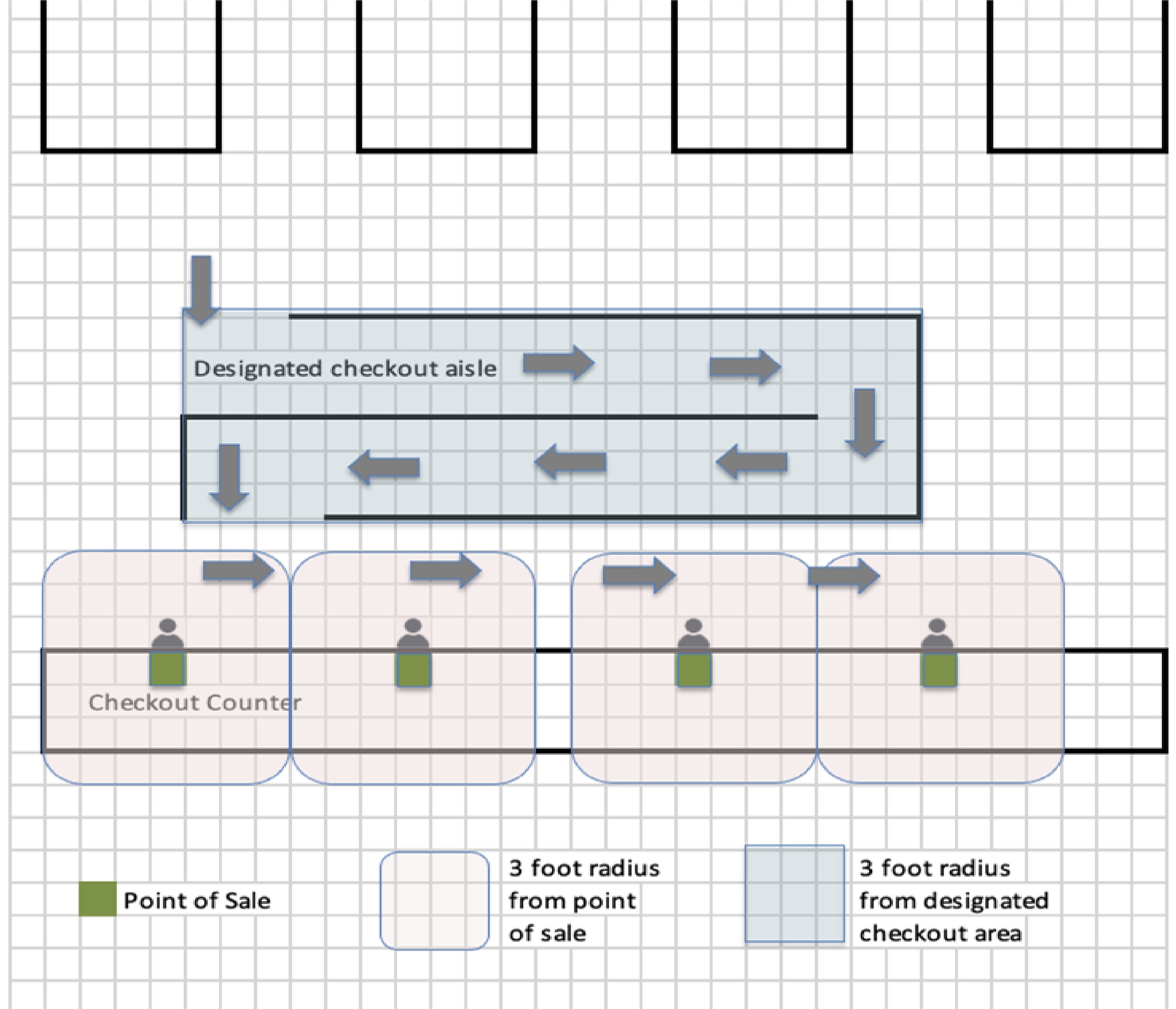
A Healthy Retail Policy in all unincorporated food retail stores over **2,000\*** **sq. ft.**, in which there are **nutrition standards** for food and beverage items stocked in checkout areas **within 3 feet** of the point of sale.

\*The retailer size was established to align with the existing EHD permitting structure 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**

# Design of a Healthy Checkout



# Vision for Healthy Checkout in Contra Costa



# Timeframe: Healthy Retail Ordinance

## Step 1

Healthy Retail Ordinance

### 1. Retailer Education

CCH Staff will continue to educate retailers about the health benefits of an ordinance

### 2. Ordinance Development

Draft ordinance with direction from the BOS

### 3. Ordinance Adoption

## Step 2

Implementation  
(months 1-12)

### 1. Technical Assistance for Retailers

CCH staff and partners will provide education and technical assistance to 32 unincorporated retailers including:

- Nutrition Standards Guidance
- 1-on-1 TA
- No penalty inspections

## Step 3

Enforcement  
(13 months-)

### 1. Begin Enforcement

- A. Complaint-Based
- B. Reinspection Fees

# Recommendations

**01**

## **Recommendation 1**

ACCEPT a report from Contra Costa Health (CCH) with updates on the retailer surveying, including the store size and the number of employees of the 32 unincorporated retail stores within the county.

The report also summarizes its findings of local jurisdictions within the state that have adopted and implemented a healthy retail ordinance and an incentive-based project to provide more nutritious food options in their communities.

**02**

## **Recommendation 2**

DIRECT CCH to develop and establish an 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.

# Thank you!

