

Healthy Retail in Contra Costa

Contra Costa County, Board of Supervisors
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CONTRA COSTA
HEALTH



cchealth.org

Presenters:

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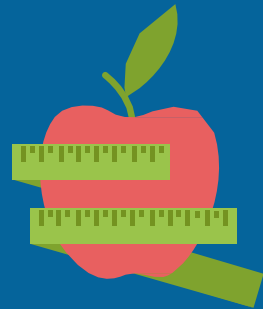
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Public Health

Bay Area Community Resources

HOPS Youth Advocacy Team

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



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 overweight¹
- 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/obese¹
- 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;²
- 12.2% of adults living in low-income neighborhoods with limited or no access to healthier foods with diabetes

¹California Department of Public Health (2023), "California Community Obesity Profiles."

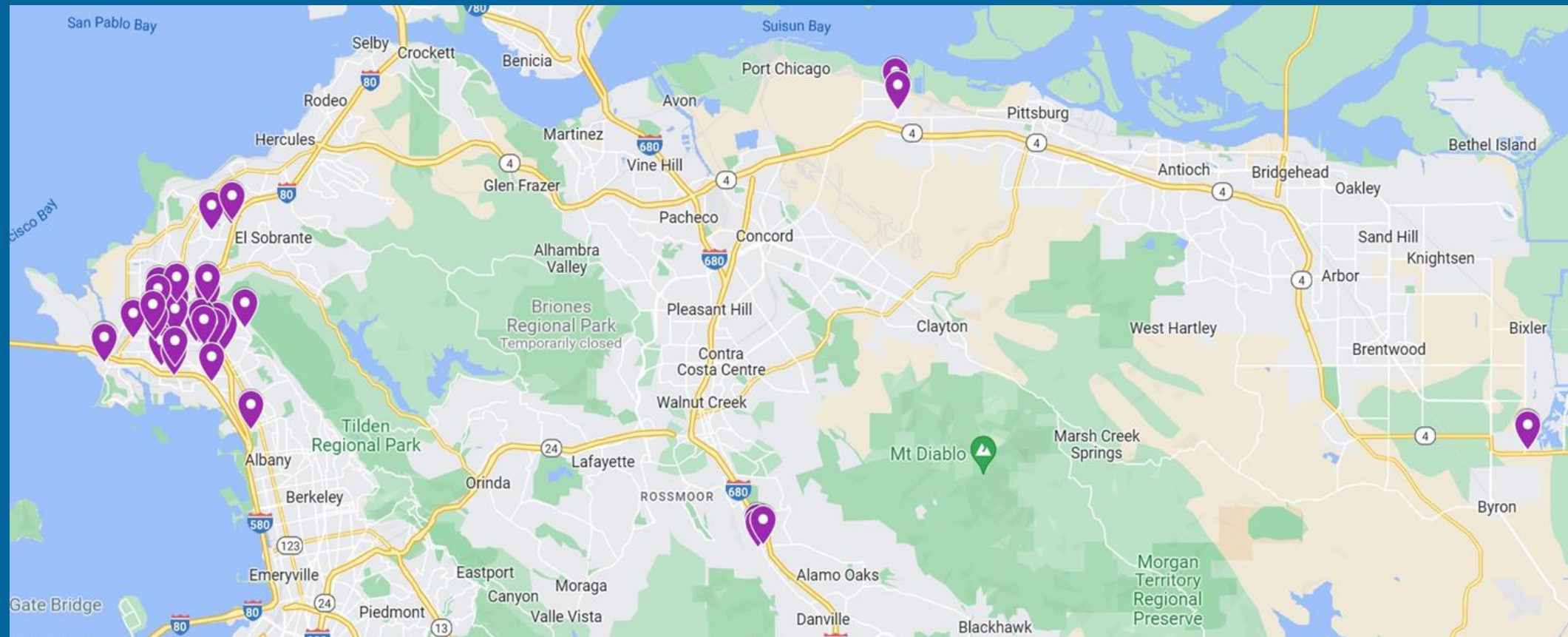
²Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, [2023]

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

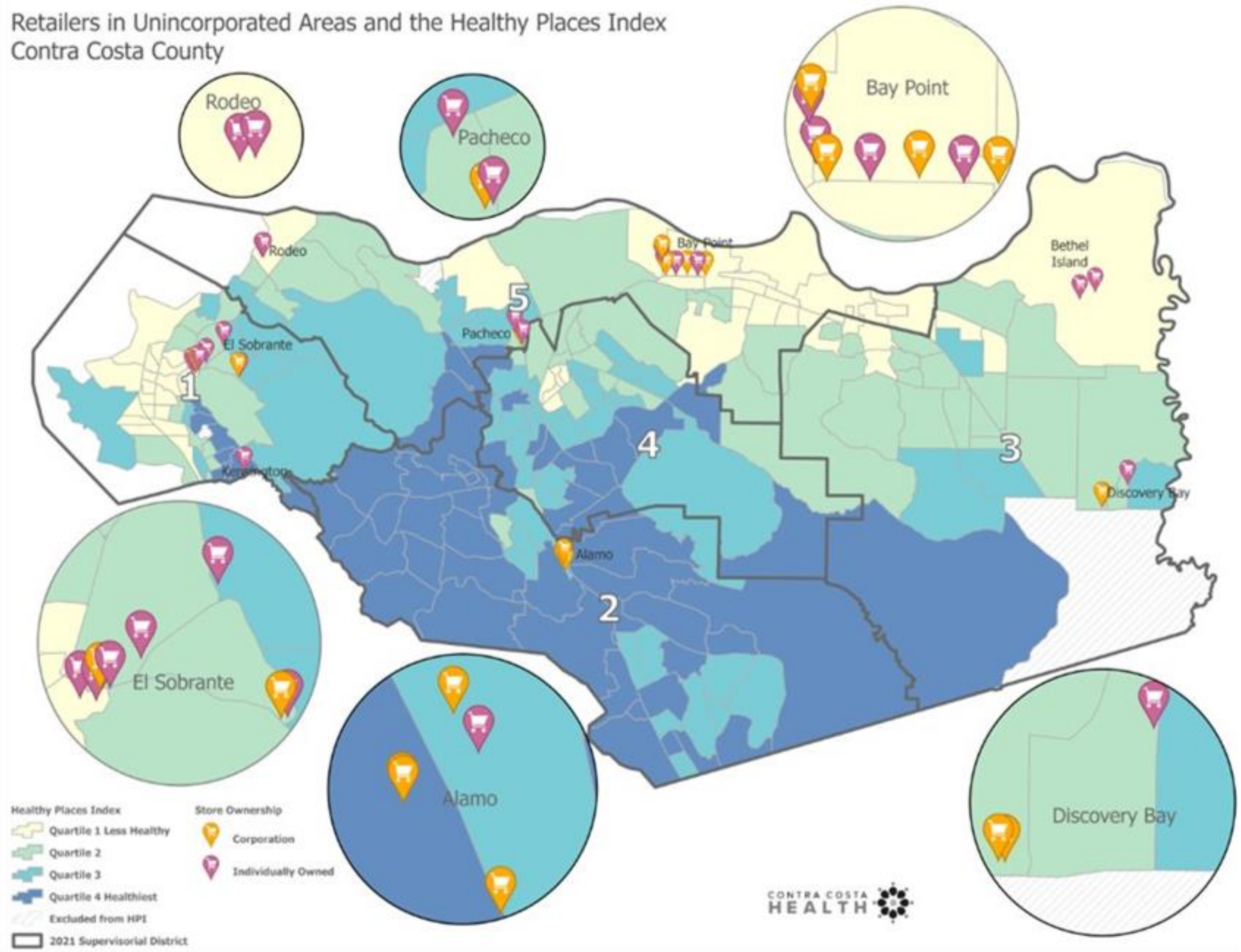
2024 

Mar: FHS Committee Presentation

Nov: BOS Presentation

The Healthy Places Index & The Retail Environment in Contra Costa County

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



Unincorporated County Retail Outreach Summary



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
City of Berkeley Adopted:10/2020 Implemented:07/2021	✓	✓	✓	✓	✓
City of Perris Adopted:02/2023 Implemented:03/2024	✓	✓	✓	✓	✓
City & County of San Francisco Adopted:06/2013 Implemented:01/2014	✗	✗	✗	✗	✗
City of Richmond	✗	✗	✗	✗	✗

Healthy Retail Ordinance Considerations

CONSIDERATIONS

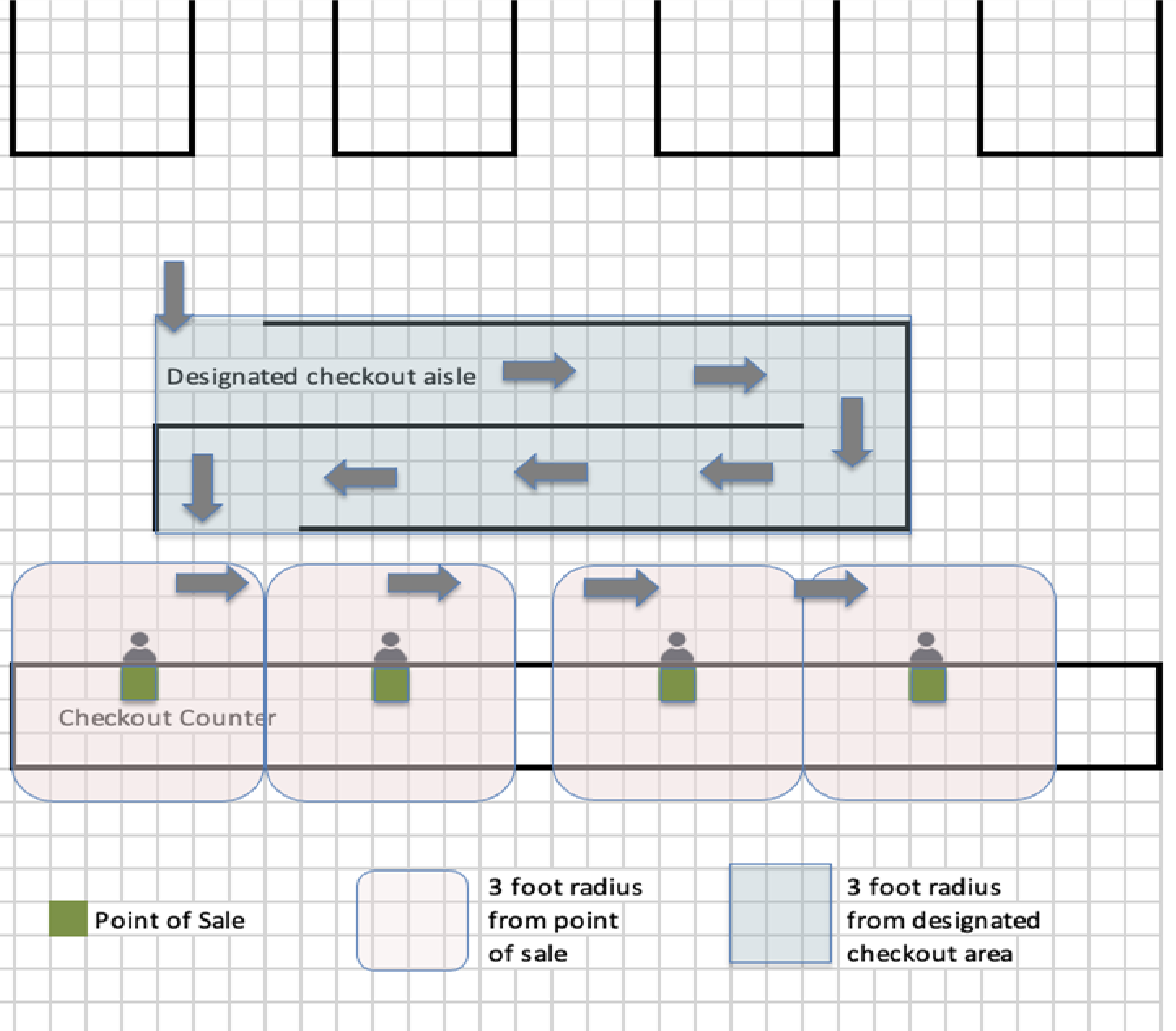
A Healthy Retail Policy in all unincorporated food retail stores over **2,000* sq. ft.**, in which there are **nutrition standards** for food and beverage items stocked in checkout areas **within 3 feet** of the point of sale.

*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!

