

A Larger Story

What is this campaign about?

The **Healthy Stores for a Healthy Community** campaign is a **statewide collaboration** between tobacco use prevention, alcohol use prevention, sexually transmitted disease prevention, and nutrition partners.

Why is this campaign important for my community?

The **goal is to improve the health of all Californians** through changes in community stores and education of people on how in-store product marketing influences the consumption of unhealthy products. Working together, we can make healthier communities while maintaining vibrant businesses.



What's Changed in Trinity

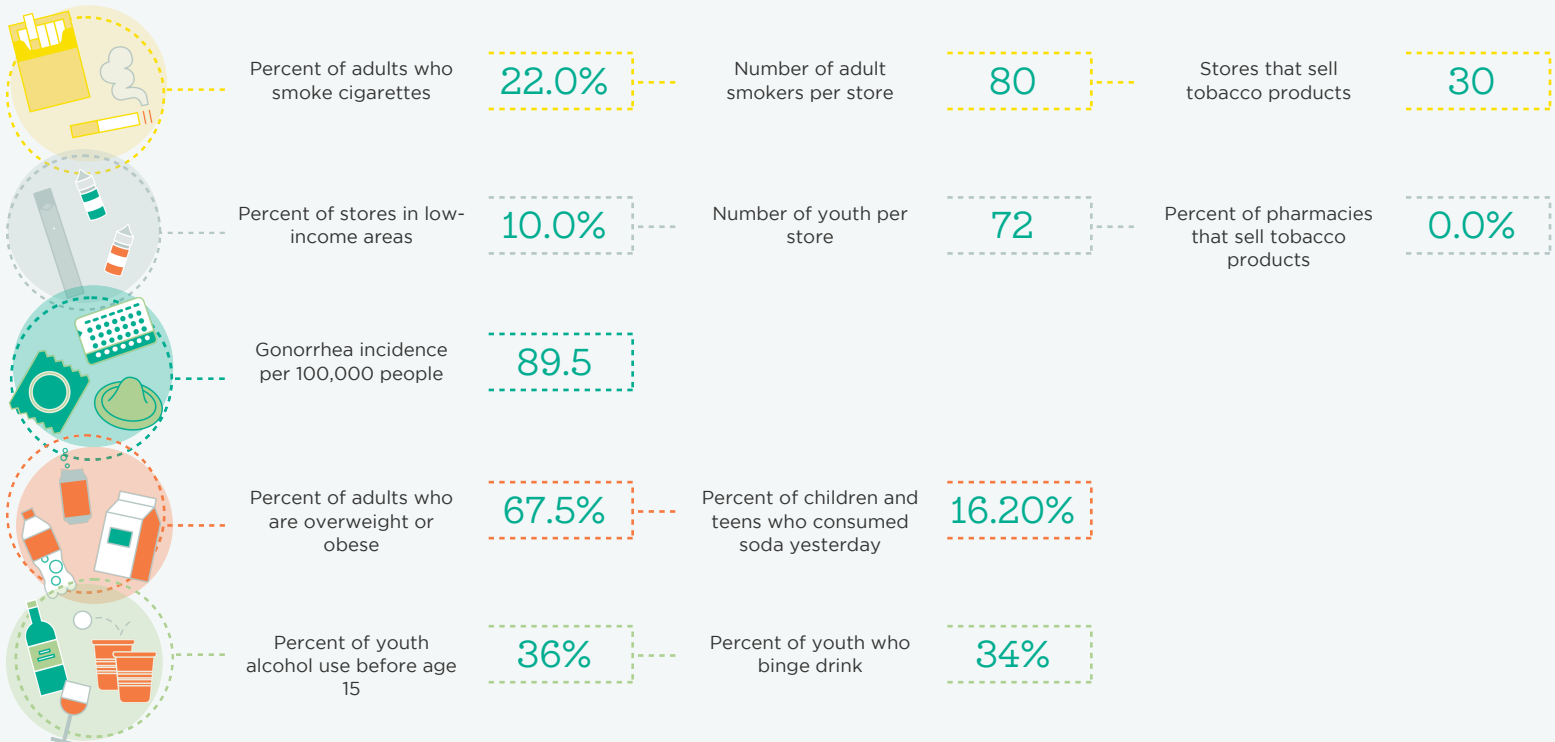
Learn about the changes that happened between the 2016 - 2019 Healthy Stores for a Healthy Community surveys.



E-cigarette use among Trinity County 7th graders leapt from 1% in 2017 to 9% in 2019, according to the California Healthy Kids Survey.

Facing Facts in Trinity

It's important that we review what's available/accessible to our community because it impacts our health and well-being. Consider the following information.

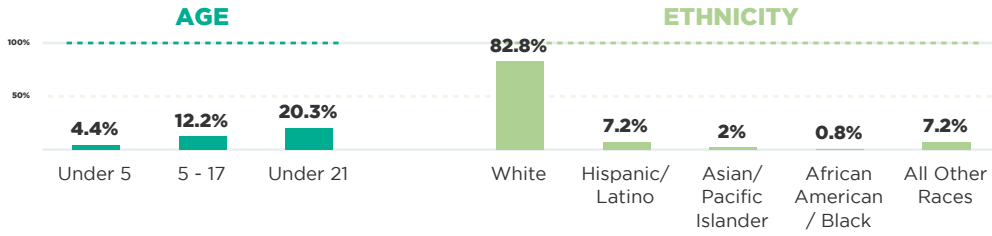


The Makeup of Trinity

What makes up this county by age, ethnicity, and income

County Population: **13,037**

Average Household Income: **\$36,563**



Survey Results

The survey data shows that while some progress has been made in some areas such as flavored tobacco products, there is more work to do to ensure our stores offer a better balance of healthy options for our communities and the youth who visit them every day.

STOREFRONT ADVERTISING | % OF STORES...

	TRINITY	CA
with unhealthy storefront ads	58.3%	69.9%
with healthy storefront ads	8.3%	14.8%
near schools with unhealthy storefront ads**	100.0%	70.7%

TOBACCO | % OF STORES...

with vaping products	25.0%	54.7%
with flavored tobacco products (other than cigarettes)	83.3%	81.8%
near schools with flavored tobacco products (other than cigarettes)**	100.0%	80.6%
with chewing tobacco	83.3%	56.3%
with little cigars/cigarillos	91.7%	81.0%
with menthol cigarettes	83.3%	88.3%
with single little cigars/cigarillos	50.0%	46.3%
with tobacco marketing in kid-friendly locations	16.7%	35.3%

FOOD | % OF STORES...

with low- or non-fat milk	33.3%	33.1%
with sugary drinks at check-out	16.7%	43.6%
with any fresh fruits or vegetables	58.3%	46.3%
with sugary drinks storefront ads	25.0%	41.2%

ALCOHOL | % OF STORES...

with alcohol	100.0%	71.4%
(among stores that sell alcohol) with alcopops	75.0%	75.7%
(among stores that sell alcohol) with alcohol ads near candy/toys or below 3 feet	8.3%	31.5%

SEXUALLY TRANSMITTED DISEASES | % OF STORES...

with condoms	66.7%	82.8%
with condoms on the shelf and unlocked	41.7%	43.0%