



Healthy Retail Environments: An Integrated Approach

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Why Tackle The Retail Environment?

- Tobacco Industry's Main Point of Entry
- Historical Experience and Success
- National Interest
- New Opportunities with 2009 FDA Law
- Data

Why Tackle The Retail Environment

- Tobacco Retail Stores...
 - Are more densely distributed in minority and low SES communities
 - In rural areas tend to have the lowest prices and highest amount of promotions and ads
- Exposure to Retail Store Marketing...
 - Prevents users from quitting

Youth Engagement is a Priority



- 25.5% of California's population
- High risk for tobacco use and greatly affected by others tobacco use
- Important part of the CA tobacco control movement
- Community leaders are often more receptive
- Youth are technical wizards on use of social media, video and photo editing, GIS, etc.

Bigger Picture



Potential Areas of Integration



Integrated Campaign Goals

To improve the health of Californians through changes to the retail environment.

- Working together where it makes sense at the local level
- Creating efficiencies
- Promoting systems change

What We've Learned So Far

- Programs often want to work together – just not always sure how
- Many opportunities for integration at the local and state level
- Opportunities for new partners beyond alcohol and healthy foods
- Persistence, commitment, and communication have been key

Challenges

- Learning Curves
 - Differing priorities, funding, language, framing
- Emphasis on policy and systems change
 - Levels of capacity and ability to move towards policy differ between programs
- Schedules, staffing changes
 - The bigger the collaboration, the more challenging to maintain

Successes

- Retail Environment Campaign Workgroup
 - Partnership of Local Lead Agencies, Statewide Technical Assistance and Training Providers, Network for a Healthy California, and Safe and Active Communities Branch
- National interest
 - A number of states are beginning work on the retail environment
 - California will be a leader in developing an integrated approach to this effort

Successes

- *Healthy Retailers, Healthy Communities: Integrating Tobacco, Alcohol, and Healthy Foods Strategies Conference*
 - September 13-14, 2012
 - Sheraton Grand Sacramento
 - Save the Date:
<http://www.cce.csus.edu/conferences/cdph/hrhc12/hrhc12.cfm?pid=13>

Thank You!



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