



SAN FRANCISCO COUNTY

The Healthy Stores for a Healthy Community campaign is a state-wide collaborative focused on improving the health of Californians through changes in the retail environment. In the summer of 2016, San Francisco Department of Public Health assessed the availability and marketing of tobacco, alcohol, fresh vegetables and fruits, and other products at tobacco retail stores. The research builds upon the 2013 survey and provides insight into changes in the San Francisco retail environment over the last three years. We thank the Bay Area Community Resources, Vietnamese Youth Development Center, Youth Leadership Institute and Bayview Food Guardians for conducting the store assessments.

More info at: healthystoreshealthycommunity.com

WHICH STORES IN SAN FRANCISCO DID WE SURVEY?



265 

We assessed **265** tobacco retail stores. Tobacco retail stores are neighborhood stores that have a permit to sell tobacco.

10 


We surveyed stores in **10 zipcodes**, representing neighborhoods from Russian Hill to the Bayview and the Marina to the Mission.

WHAT ARE OUR FINDINGS?

"IT'S EASIER TO BUY GRAPE CIGARRILLOS THAN GRAPES"

60%  of stores sell flavored little cigars, such as grape cigarrillos

The tobacco industry hook youth with candy-like flavors and cheap prices of little cigars, increasing their likelihood to start smoking.

50%  of stores sell fresh fruits and veggies, such as grapes & carrots

More stores in the Tenderloin (60%) sell fresh produce than in the Bayview (40%). Low-income neighborhoods have less access to supermarkets & healthy foods.

"IT'S EASIER TO BUY ALCOHOL THAN MILK"

60%  of stores sell alcohol products, like beer, wine and spirits

5 times as many stores in low-income neighborhoods sell low-cost alcohol, such as malt liquor, than wealthier neighborhoods.

40%  of stores sell low or non-fat milk

Healthier beverages, such as 100% fruit juice and low or non-fat milk, are harder to find than soda and alcohol in San Francisco neighborhoods.

"E-CIGARETTES HAVE INVADED THE SCENE"

In 2016, 48%  of stores sell e-cigarettes in comparison to 16% of stores in 2013.

E-cigarettes are now the most commonly used tobacco product by teens. E-cigarettes deliver nicotine which is addictive and can cause harm to young developing brains.

Icons from Noun Project

"STORES ARE VITAL TO THE HEALTH OF OUR NEIGHBORHOODS"



In San Francisco, we are working together to increase access to healthy foods for all by partnering with our neighborhood stores. Healthy Retail SF program, a city-wide program led by the Department of Public Health and Office of Economic Workforce Development, provides the equipment, business expertise and community support so that stores can help create a healthier and more sustainable community. The 2016 HSHC data show that we are making a positive impact in the Tenderloin, but have more work to do to improve the health of our low-income communities and communities of color. More info at www.healthyretailsf.org

