



MEDIA ADVISORY

Healthy Stores for a Healthy Community survey results to be released

Stores are an important part of our community's health, but offerings are out of balance.

WHAT: **Monterey County Health Department, San Benito County Health Department and Santa Cruz Health Department** will release statewide, regional and county-level research data on the availability and promotion of tobacco, alcohol and food products in community stores. This survey marks the second time all three categories have been analyzed together among California stores that sell tobacco and builds upon an initial research study that was released in 2014.

The survey includes findings of availability on a number of non-cigarette tobacco products, as well as availability of alcohol, different food options and condoms. Additionally, the survey looked at in-store advertising and marketing practices, including those aimed at youth.

WHEN: Wednesday, March 8, 2017
10:00 am
Media Check-In: 9:30 am

WHERE: **Monterey County Agricultural Center**
1428 Abbott Street
Salinas, CA 93901

WHY: Thirteen simultaneous regional news conferences are occurring throughout the state to release the survey findings. The survey was completed as part of *Healthy Stores for a Healthy Community*, a statewide campaign formed by tobacco prevention, nutrition and alcohol prevention partners working together to improve the health of Californians by providing information and education about the availability and marketing of unhealthy products in California stores.

WHO: Dr. Ed Moreno, Monterey County Health Officer
Gina Cole is the Chair of the Santa Cruz County Tobacco Education Coalition
Erika Vallin- Health Education Associate, Nutrition Education & Obesity Prevention for San Benito County
Public Health experts from Monterey, Santa Cruz and San Benito Counties

VISUALS: Examples of flavored tobacco and alcohol products
Display of effects of tobacco on the body
Other visuals about STDs and nutrition issues

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