

Santa Cruz County

The Campaign

Healthy Stores for a Healthy Community campaign is a statewide collaboration between tobacco use prevention, nutrition, STD and alcohol prevention partners. The goal is to improve the health of Californians through changes in stores and to educate people how in-store product marketing influences the consumption of certain products.



Santa Cruz County is located in California, near the Pacific Ocean, approximately 150 miles from the state capitol. Santa Cruz County has a population of 274,255¹; around 19%¹ are under the age of 18.

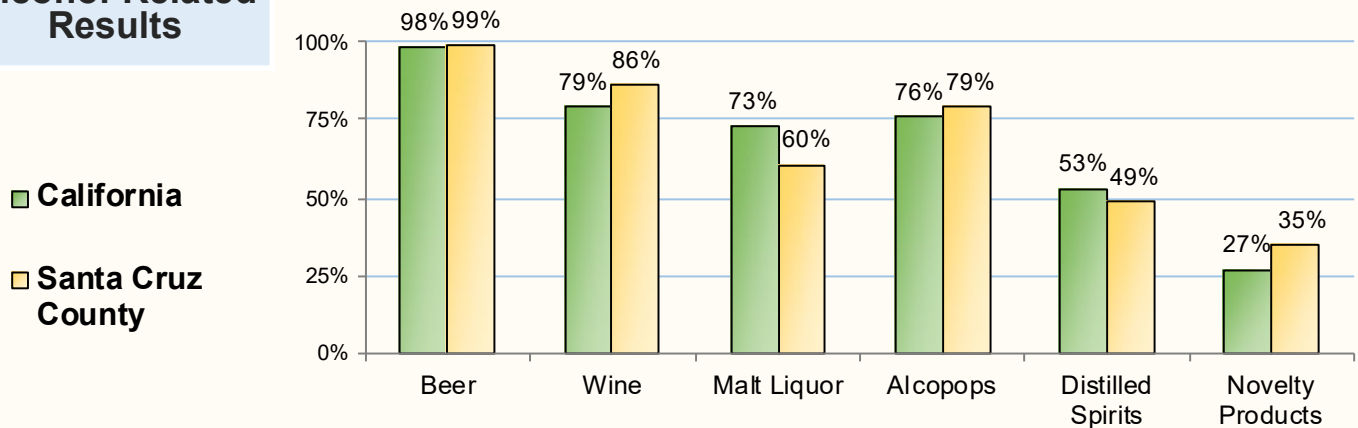
Approximately 57%¹ of its residents are White/non-Hispanic, 34%¹ of residents are Hispanic, and 32%¹ of its households speak a language other than English at home. Fifty-four percent² of all K-12 students qualify for the Free/Reduced Meal Program; 40%¹ of residents have a college degree. For the Healthy Stores campaign, Santa Cruz County completed 78 store surveys.

The Survey

Scientific surveys were conducted from March 2019 to June 2019 throughout California to assess product marketing and the availability of healthy and unhealthy options offered in stores that sell tobacco and are accessible to youth. Surveys were completed in 5,932 randomly sampled tobacco retailers that sell alcohol in all 58 counties in California. Types of stores included convenience, supermarket, liquor, tobacco, small market, discount, and drug stores. This valuable information helps make the places we shop healthier.

2019 Alcohol-Related Results

Percent of Tobacco Retail Stores That Sold Each Type of Alcohol Product



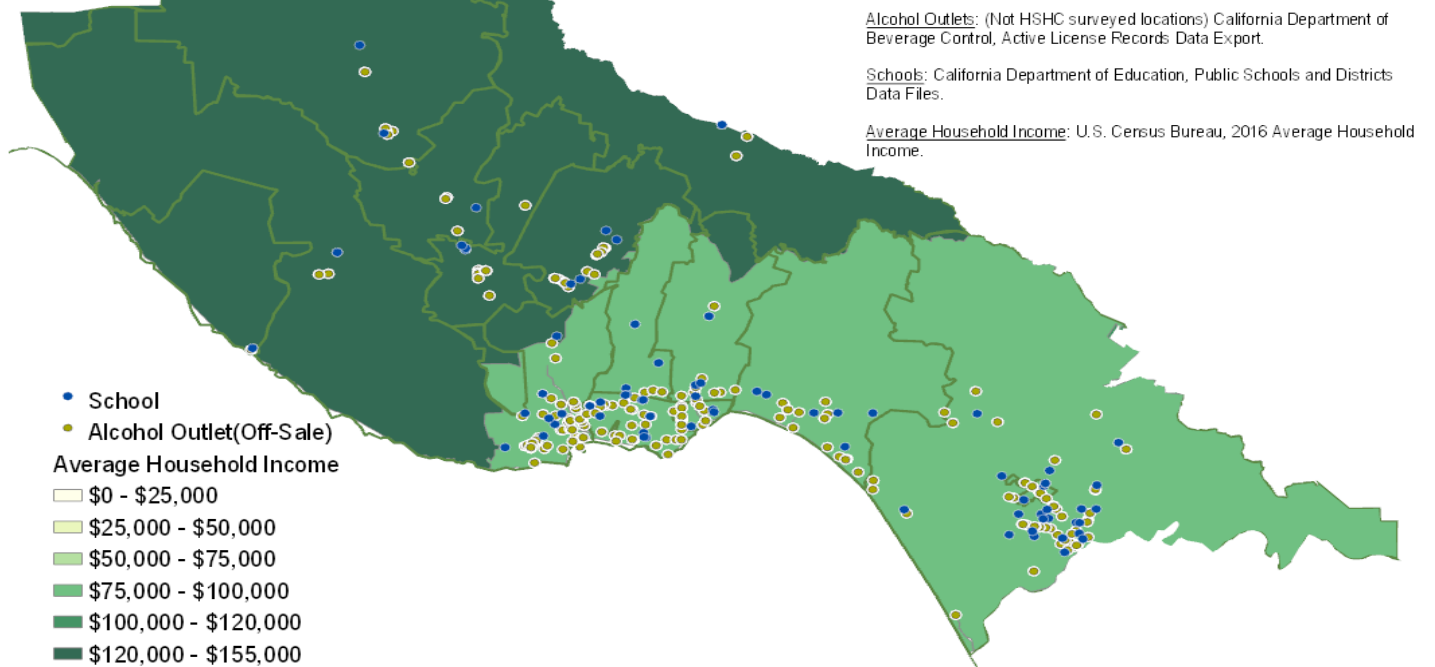
Percent of Tobacco Retail Stores that Sell Alcohol...	Santa Cruz County	California
With alcohol ads on exterior storefront	47%	47%
With alcoholic beverage displays on/next to the counter	28%	26%
With alcohol ads placed within 3 feet of candy or toys	21%	16%
With alcoholic product displays close to the store's entrance (10 ft.)	27%	16%
With alcoholic product displays in a large floor display	41%	31%
With alcoholic product displays near candy/toys (3 ft.)	35%	20%
With alcopops near non-alcoholic beverages	19%	22%
Had signage on legal drinking age/store policy on selling alcohol to minors	78%	66%

All HSHC data can be found at www.HealthyStoresHealthyCommunity.com

¹www.census.gov/quickfacts/United States Census Bureau

²Kidsdata.org, California Department of Education (CDE), Student Poverty FRPM Data (2019)

Santa Cruz County
Alcohol Outlet Density, Schools, and Average Household Income



Risk/Protective Factors	Santa Cruz County	California
High School Graduation Rates ¹	87%	82%
Students With Low School Connectedness (11th Grade) ^{2,3}	9%	12%
Consumption	Santa Cruz County	California
Youth Alcohol Use During Past 30 Days (11th Grade) ²	27%	27%
Youth Binge Drinking During Past 30 Days (11th Grade) ^{2,4}	16%	16%
Consequences	Santa Cruz County	California
Misdemeanor Arrests Among Youth (under age 20) for Driving Under the Influence (DUI) in 2013-14 ⁵	109.1 <i>per 100,000</i>	54.2 <i>per 100,000</i>
Alcohol-Related Emergency Department Visits Among Youth (Ages 12-20) in 2014 ⁶	347.1 <i>per 100,000</i>	225.0 <i>per 100,000</i>

¹ Kidsdata.org, California Department of Education (CDE), California Longitudinal Pupil Achievement Data System (CALPADS), 2015.

² Kidsdata.org, CDE, California Healthy Kids Survey and California Student Survey (WestEd), 2013-15, 11th Grade Students.

³ Includes student reports of being treated fairly, feeling close to people, feeling happy, feeling a part of, and feeling safe at school.

⁴ Binge drinking is defined as consuming five or more drinks of alcohol within a couple of hours.

⁵ California Department of Justice, Criminal Justice Statistics Center, 2013 and 2014 Misdemeanor Arrests.

⁶ California Department of Public Health, Safe and Active Communities Branch, EpiCenter - California Office of Statewide Health Planning and Development, 2014 Emergency Department Data, ages 12-20.