

PERRIS

# Healthy Options at Checkout CAMPAIGN



**77%**

of Perris Voters Support  
a Healthy Options at  
Checkout Policy<sup>1</sup>

**\$39.5  
BILLION**

Economic cost of diabetes in  
California in 2017<sup>2</sup>

The placement of food and beverages in stores plays a key role in determining what products people purchase and consume. Perris residents may want to **make healthier food choices**, but it is difficult when they are continually seduced to consume cheap, ready-to-eat foods high in **salt, saturated fat, and added sugars**.

**Added sugars** contribute to elevated risk of **dental cavities, heart disease, and Type 2 diabetes**. The burden of diabetes has tripled in the last 30 years and continues to rise across the nation. In California, the economic cost of diabetes in 2017 was **\$39.5 billion**, with \$27 billion spent on direct medical care and \$12.5 billion on indirect costs.

*"The number one thing  
we've heard from our  
customers is the desire for  
healthier food options."<sup>3</sup>  
CVS, 2016*

**1/2**

**SUGARY DRINKS ARE THE LARGEST SOURCE OF ADDED SUGAR IN THE AMERICAN DIET AND THE LARGEST SOURCE OF CALORIES IN CHILDREN'S DIETS, PROVIDING NEARLY HALF OF CHILDREN'S SUGAR INTAKE.<sup>4,5</sup>**



	California	Riverside County	Perris
Childhood Overweight and Obesity <sup>6,7</sup>	40%	40%	44%
Adults with Prediabetes or Diabetes <sup>8,9</sup>	46%	48%	53%

Given the **alarming rates of obesity among children** and the millions of dollars in healthcare costs associated with the epidemics of obesity and diabetes, **the time is now for localities, stores, and parents to work together to increase the availability of healthier foods and drinks in checkout aisles, which is one of the main purchase points.**

*“As a parent with three daughters, it can be a struggle to checkout without the crying for chocolate and candy.”*

*Perris Mother, 2021*



## SUPPORT PARENTS, PROTECT KIDS

Backroom deals between stores and food manufacturers shape the layout of today's grocery stores and markets. Some stores—like Aldi, Raley's, and CVS—are leading the way in making important steps toward improving options available near the cash register. Others continue to fill their checkout aisles with large product displays designed to encourage the impulsive purchase of products **high in sugar, salt, and fat.**

Municipalities generally have the authority to regulate commercial products and practices to protect the public's **health, safety, and general welfare.** The City of Berkeley adopted the first healthy checkout aisle policy in 2019 and similar policies are being considered in the cities of Fresno, Richmond, and Stockton.

***For more information, contact Monica Acevedo Guerrero at [MG@PHAdvocates.org](mailto:MG@PHAdvocates.org) or 844-962-5900 x259.***



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ADVOCATES**



**BOYS & GIRLS CLUBS  
OF INLAND VALLEY**



**Love 4 Life**

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7. PHAdvocates (2012). Overweight and Obesity among Children by California Cities - 2010.

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