

Happy 2022!

Ordinance Development Workshop Healthy Options at Checkout Campaign

February 3rd, 2022
Stockton, CA



**PUBLIC HEALTH
ADVOCATES**
EVERYONE HAS THE RIGHT TO BE HEALTHY



CENTER FOR
Science IN THE
Public Interest

Workshop Team

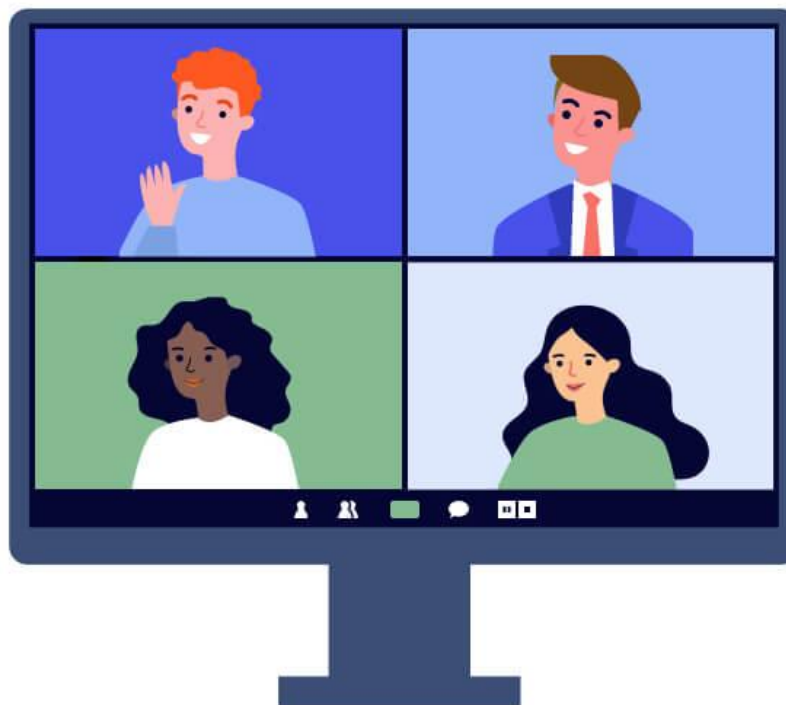


Lourdes Perez



Maria Rivas

Zoom Logistics



Gift Card Giveaway

\$10



ICE BREAKER

Overview

- **Recap & goal of the campaign**
- **Policy adoption process**
- **Healthy options at checkout ordinance**
- **Photovoice and store assessment collection**



Goal of the Healthy Options at Checkout Campaign



POLICY ADOPTION MODEL



Coalition Building/Broadening

Campaign Toolkit components:

- Fact Sheet and studies
- PhotoVoice projects
- Checkout aisle assessment results
- Letters of support from allies
- Photos
- Food marketing and store layout reports
- Pledge cards

WHAT ARE STOCKTON RESIDENTS SAYING ABOUT THE IMPLEMENTATION OF THE POLICY?



*The real question is why not?
I am more likely to buy something
healthy if it is right in front of me.*
– Stockton resident



*My family has a heart
problem history.*
– Stockton resident



*As a whole, our generation
is overweight and
dependent on sugar.*
– Stockton resident

**JOIN THE HEALTHY OPTIONS AT
CHECKOUT CAMPAIGN TO
ADVOCATE FOR A HEALTHIER
STOCKTON COMMUNITY!**

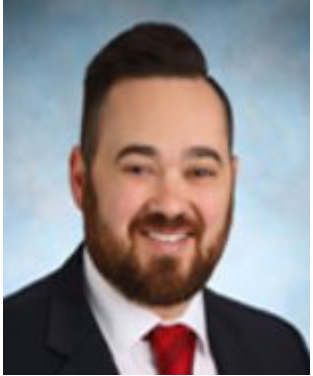


**TO SUPPORT THE
CAMPAIGN, SIGN OUR
PLEDGE CARD BY
SCANNING THE QR CODE!**



Or visit: <https://bit.ly/healthyretail209>

CAMPAIGN TARGETS



Sol Jobrack
District 1



Dan Wright
District 2



Paul Cenepa
District 3



Susan Lenz
District 4



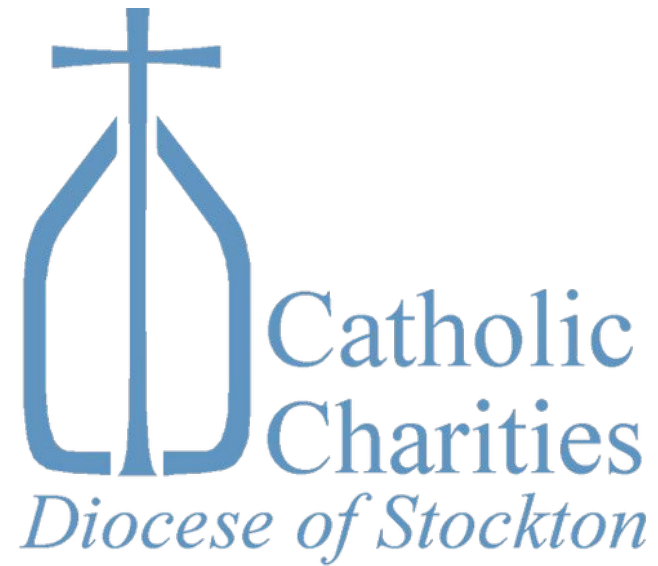
Vice Mayor Fugazi
District 5



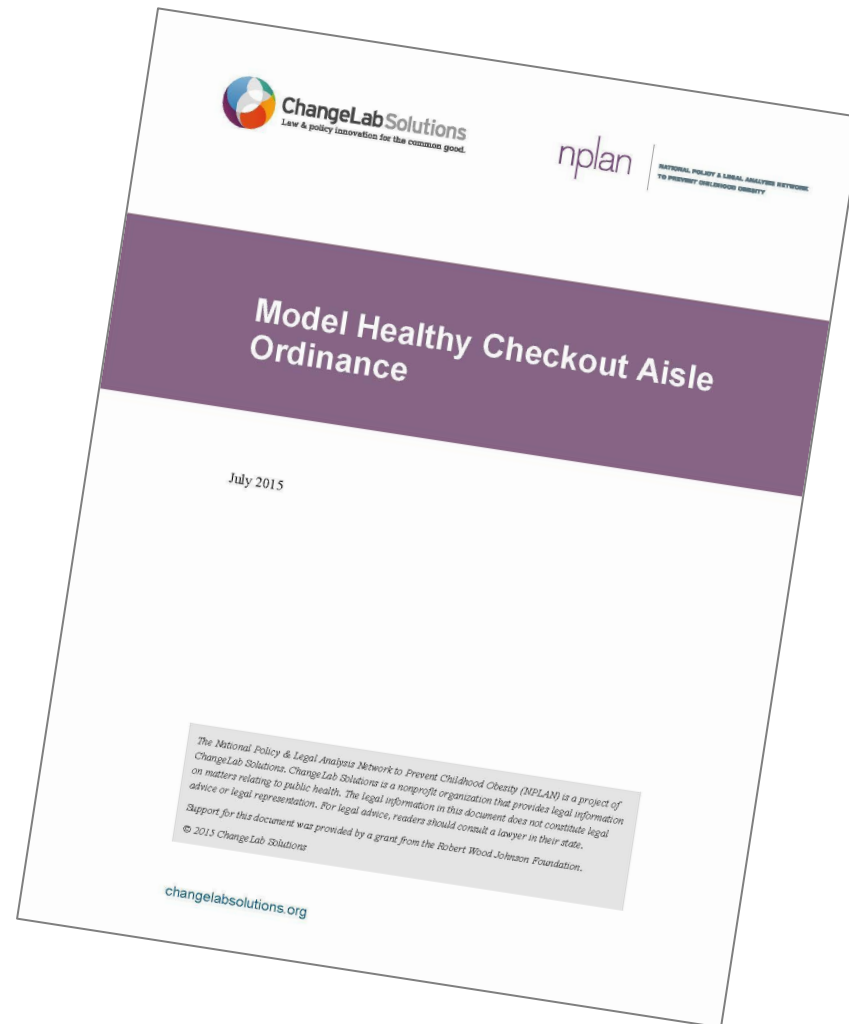
Kimberley Warmesley
District 6

Coalition Partners

CHANGEIST 



Ordinance Breakdown



Background

	California	San Joaquin County	Stockton
Childhood Overweight and Obesity ^{6,7}	40%	42%	42%
Adults with Prediabetes or Diabetes ^{8,9}	46%	47%	54%

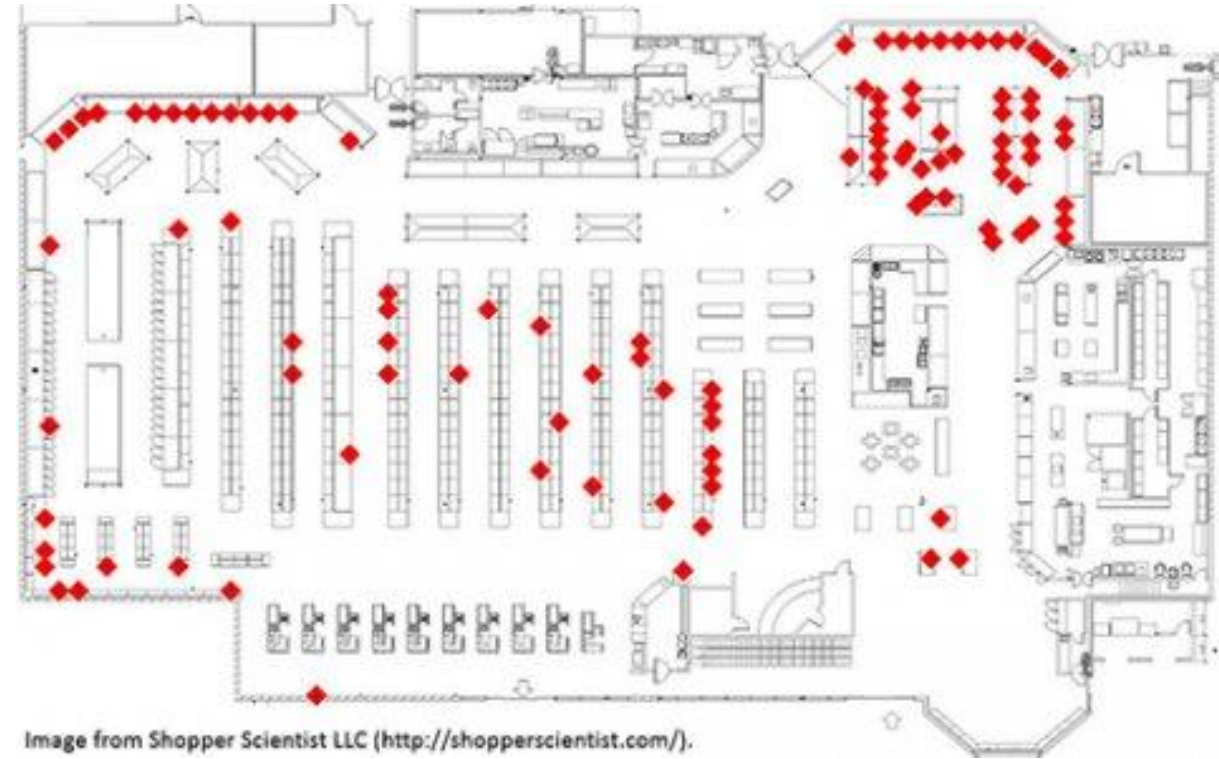
- **Obesity and overweight data in Stockton and the U.S Medicare and Medicaid costs**
 - This ordinance will reduce annual expenses!
- **Lots of unhealthy food in stores**
 - The placement of unhealthy food is intentionally at eye level

Intervention through Ordinance

- Stockton City Council has the authority to regulate retail operations to protect the health of the community
- Consumers are trying to make healthier purchases
- Overwhelming amount of food in many retail stores

Environment vs Health Behaviors

- Food choices are strongly affected by people's environment
- By adopting this ordinance, to support families by offering them the choice to avoid high-calorie, low-nutrient food when they do their grocery and other shopping.



Win-Win for Stores and Community

- Stores protect the health of the community AND they benefit financially



Jamboard Activity

What do you want the City Council to consider?

TELL YOUR STORY: Photovoice Projects

Why do you care about this issue?

- What is Seen here? (Describe what the eye sees)
- What is Happening? (The unseen “story” behind the image)
- How does this relate to Our lives?” (Or MY life personally)
- Why are things this way?”
- How could this image Educate people?
- What can we Do about it? (What can the community do about it?)



Photovoice Collection

- \$25 for photovoice submission
- \$25 for store assessment submission
- 1 raffle of \$100



Support the Stockton Healthy Options at Checkout Campaign with PhotoVoice Projects!

What is the Stockton Healthy Options at Checkout Campaign? The campaign proposes an ordinance to encourage grocery stores in Stockton to replace junk food items at checkout lanes with healthy food options.

What is a PhotoVoice? It is an advocacy tool by which individuals can identify, represent, and improve their communities through a photo and text describing the photo. Your photovoice submissions will be highlighted in presentations with the Stockton City Council.

To enter and win a \$25 visa gift card: Take a photo of a grocery store checkout aisle and send it to Maria Rivas. **Also**, complete the 6-question form. To access the form, scan the QR code or visit bit.ly/stocktonphotovoice



SEND YOUR CHECKOUT AISLE PHOTOS TO MARIA RIVAS AT:
(209) 662-6138 or at MR@phadvocates.org

PRIZES

People who submit their photovoice forms and pictures by will be entered to win a **\$100 visa gift card**. Individuals will also receive \$25 visa gift card to cover gas expenses.






Photovoice Collection Dates

- 4 hour time slots
- Saturday: 8am-12pm

OR

- Saturday: 12pm-4pm

2022 FEBRUARY						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5 
6	7	8	9	10	11	12 
13	14	15	16	17	18	19
20	21	22	23	24	25	26 
27	28					

www.free-printable-calendar.com

Pledge Card Signatures

- Add your signature to be entered into a raffle to win up to two \$50 gift cards!
- <https://www.surveymonkey.com/r/7WQ38Q2>
- Community groups to reach out to?

Healthy Options at Checkout

FOR A HEALTHY STOCKTON



Living close to stores with healthy food options is associated with **better eating habits** and decreased risk for obesity and heart disease.¹



STOCKTON RESIDENTS AGREE THAT GROCERY STORES HAVE A RESPONSIBILITY TO SUPPORT THE COMMUNITY'S WELL-BEING BY OFFERING HEALTHIER FOOD OPTIONS.



3 in 5 Stockton residents support this policy because they know soda and junk food companies target kids at checkout areas with marketing and unhealthy products.²



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WHY INCLUDE HEALTHIER FOOD OPTIONS AT CHECKOUT AREAS?



When residents shop for fruits, vegetables, whole grains, dairy, and other **healthy options** closer to home, they support their local economy.³



71% of Stockton residents support this policy because it will make it easier to reach for healthy snacks when checking out.²



4 in 5 Stockton residents support restricting junk food to designated aisles.³

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Or visit: <https://bit.ly/healthyretail209>

TO SUPPORT THE CAMPAIGN, SIGN OUR PLEDGE CARD BY SCANNING THE QR CODE!



Make sure to add your contact information in the Support Card to be entered into a raffle to win up to two \$50 gift cards!



For more information please contact **MARIA RIVAS** at MR@PHAdvocates.org or at 844.962.5900 ext 359

References:
1. Ball, J. Mora, G. Hagan, E. Rubin, V. Karpyn, A. Access to Healthy Food and Why It Matters: A Review of the Research. PolicyLink, 2013. Accessed on January 22, 2015.
http://thefoodtrust.org/uploads/media_items/access-to-healthy-food-original.pdf
2. The Food Trust. Healthy Corner Stores Issue Brief. Produced for the Healthy Corner Stores Network. Winter 2011.
3. PHA Public Opinion Poll.



**PUBLIC HEALTH
ADVOCATES**

Thank you for joining us!

For more information contact:

Maria Rivas

MR@phadvocates.org

(209) 662-6138