

# Healthy Retail Recognition Program



## Purpose

From 2017-2021, the Orange County Tobacco Use Prevention Program (TUPP) partnered with the City of Santa Ana and the Santa Ana Healthy Retail Team to promote the creation of a healthy retail recognition policy by the City.



## Why?



Santa Ana has high rates of adult obesity and diabetes. Tobacco use can make these health problems worse. When the project started, Santa Ana had the second highest number of stores in the county that sold tobacco. Having a healthy retail recognition program is an important part of achieving better health in all communities.

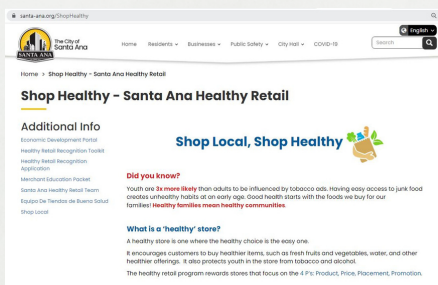
## What was done to achieve the goal?

- Showed need for a policy through public opinion and store observation surveys.
- Recruited and engaged a diverse group of stakeholders by creating the Santa Ana Healthy Retail Team.
- Established a partnership with the City of Santa Ana Economic Development Department.
- Utilized a subcontractor to work with stores enrolled in the program.

At the end of the project, 14 stores were recognized on the City of Santa Ana's Shop Local Shop Healthy webpage for making changes to promote a healthier store environment. Changes included posting healthy ads in stores. A healthy store recognition policy could still be considered in the future.



## OUTCOME



## Lessons Learned and Recommendations

- Develop connections with store owners and managers.
- Explore different city departments and programs to find where the program best fits.
- Develop and grow relationships with community members, business owners/managers, and city staff.