

## San Francisco Tobacco-Free Project

### Objective 1

# Building a Healthier, Smoke-Free Retail Environment in San Francisco

---

### Final Evaluation Report 2014 - 2017

Project Director: Derek Smith  
Tobacco Free Project  
San Francisco Department of Public Health  
25 Van Ness, 5<sup>th</sup> Floor  
San Francisco, CA 94102  
Email: [Derek.Smith@sfdph.org](mailto:Derek.Smith@sfdph.org)  
(628) 206-7640

Report Author: Kristina Bedrossian, MPP  
Local Evaluator, Bright Research Group  
660 13<sup>th</sup> St, Suite 202  
Oakland, CA 94612  
[kristina@brightresearchgroup.com](mailto:kristina@brightresearchgroup.com)  
(510) 238-9948

Report Submitted: June 30, 2017

TCS Contract # CTCP 13-38

Contract Period: July 1, 2014-June 30, 2017

Made possible by funds received from the Tobacco Tax Health Protection Act of 1988—Proposition 99, through the California Department of Public Health.

Suggested Citation: Bright Research Group. 2017. Building a Healthier, Smoke-Free Retail Environment in San Francisco, Final Evaluation Report 2014 – 2017. California: San Francisco Tobacco-Free Project.

## Contents

Abstract.....	1
Aims and Outcomes .....	2
Background .....	2
Evaluation Methods and Design.....	4
Implementation and Results.....	6
Conclusions and Recommendations.....	13
Appendix.....	16

## Abstract

Public health practitioners in San Francisco are exploring novel ways to improve retail environments to support community health. Research has linked the prevalence of tobacco retail outlets in a neighborhood to increased smoking rates.<sup>1</sup> People living in neighborhoods with high densities of tobacco retailers are also more likely to be diagnosed with or die from tobacco-related diseases. Starting in 2008, the San Francisco Tobacco-Free Project (TFP) and its community-based partner—the Youth Leadership Institute (YLI)—implemented a campaign to support the adoption of a policy in the City and County of San Francisco that would cap the number of tobacco retail outlets in San Francisco. With technical assistance from the TFP, YLI and its team of youth advocates mapped the locations of tobacco retailers in San Francisco to analyze the concentration of retail stores by district and neighborhood. The mapping analysis found that six supervisorial districts in San Francisco with the highest number of tobacco retailers were also the districts with the lowest median household incomes. The policy was designed with this data, and through lengthy negotiations with a local retailers association—which eventually endorsed the policy.

After nearly six years of organizing and campaigns, at the beginning of this reporting period, TFP achieved this objective when the San Francisco Board of Supervisors unanimously passed the Tobacco Permit Density Reduction Ordinance (hereafter, referred to as the Density Policy) in December 2014. The policy was implemented in January 2015, and in the 2.5 years since then, District 3 and District 6—the two Supervisorial districts with the lowest median incomes—have seen the greatest decreases in the number of tobacco retail licenses (decreases of 16% and 20%, respectively). TFP staff also provided support to nine retailers that are participants of the HealthyRetailSF program corner store redesign program.

Also under this objective, TFP trained community members to conduct the Healthy Stores for a Healthy Community (HSHC) retail store assessment survey. TFP surveyed 265 stores in San Francisco, and compared data on stores from different neighborhoods as well as 2016 HSHC data to 2013 data to assess progress on several metrics related to the health of the retail environment. The Tenderloin (60%)—the lowest income neighborhood in San Francisco—had higher rates of fresh fruit and vegetable availability than the city (50%) and state (42%) as a whole. The HSHC data analysis provided TFP with data to focus additional store redesign efforts through the HealthyRetailSF program and provided local community-based partners with information for their own store improvement campaign purposes.

## Aims and Outcomes

**Objective 1:** The City and County of San Francisco will amend the existing tobacco retailer licensing policy to include a density limitation and implement the new policy. The policy formula to reduce density in supervisorial districts with high concentrations of tobacco permits may include: increasing the license fee for enforcement, limiting the number of retailers per population, limiting retailer growth in low socioeconomic communities, limiting the proximity of retailers to one another, and/or limiting retailers within a specific distance of some youth sensitive areas (such as schools or day care centers).

**Primary Indicator 3.2.2: Tobacco Retailer Density/Zoning:** The number of jurisdictions covered by a policy that restricts the number, location, and/or density of tobacco and/or ENDD retail outlets through use of any of the following means: conditional use permits, zoning, tobacco retail permits or licenses, or direct regulation. (CORE)

The overall aim of this objective was to pass a policy that reduced the number of retailers in San Francisco that sold tobacco. This objective has been fully achieved. In December 2014, the San Francisco Board of Supervisors unanimously voted to support a policy that caps the number of retail outlets that can sell tobacco in San Francisco. Since going into effect in early 2015, this policy has resulted in a 12% reduction in the number of tobacco retail licenses in San Francisco—going from 946 stores with tobacco retail licenses in January 2015 to 829 active tobacco retail stores in April 2017. TFP continues to support the City and County of San Francisco in its implementation and enforcement of this ordinance. In addition, the objective also aimed to assess the overall health of the retail stores. Accordingly, TFP and its community-based partners assessed 265 stores through the statewide Healthy Stores for Healthy Communities (HSHC) campaign.

## Background

San Francisco City and County is an urban environment with over 850,000 residents. Public health practitioners in San Francisco are exploring novel ways to improve retail environments to support community health. In dense urban neighborhoods, retail stores often feature signs that promote tobacco products and pricing; streets are littered with cigarette butts; and smoke wafts into apartment buildings where people live. Research has linked the prevalence of tobacco retail outlets in a neighborhood to increased smoking rates.<sup>ii</sup> People living in neighborhoods with high densities of tobacco retailers are also more likely to be diagnosed with or die from tobacco-related diseases. The prevalence of these outlets normalizes tobacco use and increases the frequency with which people are exposed to tobacco. The influence of in-store marketing of tobacco products further normalizes smoking in communities. The National Institutes of Health has found that increased exposure to tobacco advertisements causes youth to start smoking.<sup>iii</sup> In addition to affecting youth, in-store tobacco ads have also been found to cue cravings and undermine people's efforts to quit smoking.<sup>iv</sup>

In November 2013, as part of the Community Excellence planning process, the San Francisco Tobacco Free Project (TFP) presented these research findings on tobacco retailer density/zoning along with 12 other indicators to the San Francisco Tobacco Free Coalition. Nineteen Coalition members were present to discuss and prioritize indicators to include in the Prop 99 14-17 three-year plan. Given the value of health equity and the prior work in this area, the Coalition members were interested in supporting policies and campaigns that improved the retail environment in San Francisco.

### **Reducing Tobacco Retailer Density**

Starting in 2009, with funding and support from TFP, Youth Leadership Institute (YLI) collected data and developed campaigns related to the density of tobacco retail outlets in neighborhoods throughout San Francisco. YLI's youth program TURF—the Tobacco Use Reduction Force—researched retailer licensing requirements and analyzed retailer licensing data in San Francisco to identify the scope of the problem. TURF was made of a team of a dozen youth advocates between the ages of 13-19 and a Program Coordinator; TFP provided regular training, technical assistance, and strategic advising to TURF.

*Mapping:* To assess the scope of the problem, TURF retrieved a list of businesses with tobacco-retailer licenses and mapped them by district. This mapping identified disproportionately higher density of tobacco retailers in low-income neighborhoods and neighborhoods that were primary inhabited by communities of color.

*Interviews:* TURF interviewed city and county stakeholders, policymakers, and retailers to better understand their perspectives and to inform policy development. TURF found that the businesses were able to easily access tobacco-retailer licenses, and most were able to keep them even when they were caught illegally selling tobacco to minors. TURF found that the average length of time for suspended licenses was shorter than the minimum amount stated in the regulations, and the appeals process made it unlikely that any retailers would have their license permanently suspended, except for in extreme circumstances.<sup>v</sup> The existing policy failed to adequately regulate retailers.

*Public-Opinion Surveys:* To better understand community concerns, advocates conducted public-opinion surveys of a representative sample of San Francisco residents in 2009 and 2012. In the 2012 survey, 88% of residents agreed that too many stores selling cigarettes is bad for their communities' health.<sup>vi</sup> In addition, 78% believed that one store selling tobacco products on every block was too many, and 87% supported a policy to reduce the number of tobacco products available in neighborhoods.<sup>vii</sup>

*First Policy Effort:* TURF drafted a policy proposal in 2009, and garnered the support and sponsorship of a San Francisco Supervisor. However, the policy failed when the Mayor of San Francisco introduced a conflicting policy on the same issue at the same time. The small business community organized in opposition to both bills, and managed to split the political support for either bill. Ultimately, TURF's ordinance failed to pass in 2009 because there had been little negotiation or relationship-building with local retailer associations. While the ordinance failed to pass, the support of some Supervisors convinced TFP and TURF to continue this policy work in the 2014 – 2017 period.

### **Supporting Healthy Stores**

San Francisco participated in the first Healthy Stores for a Healthy Community (HSHC) statewide survey of tobacco retail stores in 2013. During the current reporting period, the second HSHC survey was administered. The results of the HSHC surveys inform TFP's work and progress on the local retail environment. To support the improvement of these metrics, San Francisco has implemented a unique program called HealthyRetailSF. HealthyRetailSF aims to improve food security and support health in low-income neighborhoods by transforming corner stores to support the sale of fresh vegetables, fruits, whole grains, and other staple products, and to reduce retailers' reliance on tobacco and alcohol sales.

HealthyRetailSF was born from over 10 years of efforts to transform retail stores by community-based organizations in the Tenderloin and Bayview Hunters Point neighborhoods. These organizations—including the Vietnamese Youth Development Center and Southeast Food Access—were funded and supported by

*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

the Tobacco-Free Project to do local store redesigns. Initial efforts focused on assessing what was available in stores and applauding “good neighbor” retailers as well as mapping where healthy options were available. After years of community-based efforts to assess stores, build relationships, and document community demand for healthy products, San Francisco passed the HealthyRetailSF ordinance in 2013—establishing and formalizing the program citywide through a partnership with the SF Department of Public Health Community Health Equity & Promotion (where TFP is housed) and the Mayor’s Office of Economic & Workforce Development (OEWD). Commonly owned and staffed by families, corner stores are very small retail businesses operating under considerable pressures to stay afloat. Many stores rely on free equipment, promotions, and advertising provided by major snack-food, sugary-beverage, tobacco, and alcohol companies to support their business models. As a result, people who shop at corner stores—mostly low income communities and communities of color living in “food deserts”—are subject to aggressive marketing, promotion, and messaging with respect to unhealthy products.

HealthyRetailSF is a comprehensive five-step model for transforming corner stores into healthy food retailers. The HealthyRetailSF team conducts outreach to corner stores and assesses the physical, operations, and engagement level of stores using a criteria point system to select participating stores (steps 1 and 2). The team develops detailed Individualized Development Plans (IDPs) that outline a store’s redesign, such as removing signage and advertising for unhealthy products, accessing produce distributors, refrigerating and maintaining produce quality, and promoting healthy products through product-placement strategies (step 3). The plan is then *implemented*, whereby HealthyRetailSF provides individualized technical assistance to participating stores for three years to ensure the sustainability of the new business model (step 4). Finally, numerous evaluation metrics are applied to evaluate impact over time (step 5). Business operations, physical changes to the store, and community engagement and marketing represent a “three-legged stool”—the foundational and interrelated elements of HealthyRetailSF’s approach to store redesign.<sup>viii</sup>

During this reporting period, TFP integrated healthy retail activities (beginning July 2016) into this objective to provide support to small businesses to improve the retail environment after the Density Ordinance was passed in San Francisco. TFP conducted outreach to tobacco retailers in San Francisco to participate in this program. TFP, in collaboration with OEWD, provides technical assistance and redesign support to stores participating in the program, and program partners and other stakeholders.

### Evaluation Methods and Design

The evaluation design was non-experimental and for “legislated policy- adoption and implementation”. Process data were collected and analyzed to document the adoption and implementation of the Density ordinance, the local efforts to administer the HSHC store observation survey, and the HealthyRetailSF program model. Outcome data were collected to track the number of tobacco retail outlets in San Francisco since the Density ordinance passed.

<i>Evaluation Method</i>	<i>Purpose</i>	<i>Sample</i>	<i>Instrument Source</i>	<i>Analysis Method</i>	<i>Timing/Waves</i>
Density Policy Record	To document meetings, key events, policy amendments, and votes related to the density policy	Public documents of hearings and meeting documentation from Oct. 2012 – Dec. 2014	Evaluation Consultant	Content Analysis	Post adoption 1 wave

*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

<i>Evaluation Method</i>	<i>Purpose</i>	<i>Sample</i>	<i>Instrument Source</i>	<i>Analysis Method</i>	<i>Timing/Waves</i>
Key Informant Interviews	To document the history of the retail density policy, successful strategies, challenges, lessons learned, and progress towards implementation	Seven interviews with key stakeholders from CBOs, TFP, elected official, retailer association, Environmental Health (the enforcement body for the policy)	Evaluation Consultant	Content analysis	Post adoption 1 wave
Media Record	To measure public attention on the issue and the media's message, accuracy, and neutrality of coverage regarding the density policy and health of retail stores	10 media records were reviewed on the Density Policy and 8 traditional media records and 2 social media records were reviewed on HSHC survey efforts.	Tobacco Control Evaluation Center (TCEC)	Descriptive statistics and content analysis	Post adoption and Year 3; 2 waves
Outcome Data on Retail Permits	To understand the impact of the tobacco retailer density policy by measuring attrition of licenses	Complete sample of tobacco permits in San Francisco	Project staff	Descriptive statistics and trend analysis	Every 6 months before and after adoption Year 2
Healthy RetailSF Case Study	To document the history of HealthyRetailSF, the program model, and early data related to the store redesigns	12 key informant interviews were conducted and key program documentation was reviewed	Evaluation Consultant	Content analysis	Year 2
HSHC Training Evaluation Survey	To assess effectiveness and satisfaction of the HSHC survey training provided by TFP to youth data collectors	Purposive sample of all 29 attendees of trainings	TCEC; Adapted by Evaluation Consultant	Descriptive statistics	Post-training; 2 waves
HSHC Observation Data	To complete the statewide HSHC survey in San Francisco	Census of 265 retailers (optimal sample size in 10 zip codes)	TCEC	Descriptive statistics (for SF as a whole, by neighborhood, and by 2013 v. 2016 comparison)	Year 3; 1 wave
HSHC Public Opinion Survey	To assess knowledge, attitudes and perception of the community, regarding the retail environment and potential policies	Convenience sample of 192	TCEC; Adapted by Evaluation Consultant	Descriptive statistics	1 wave

## Implementation and Results

### Year 1

July 1,  
2014 - June  
30, 2015

- July- November: Six meetings between TFP and AAGA to negotiate elements of the Retail Density Policy
- July- November: HealthyRetailSF Pilot program rolls out, in partnership between TFP, Mayor's Office of Economic & Workforce Development, and community partners
- December 4: Supervisor's Committee hearing has 35 testimonials from TURF youth advocates and other TFP community coalition members
- December 16: Retail Density Policy passes unanimously
- Nov-Dec: Local media outreach and coverage of Retail Density Policy
- January 18: Retail Density Policy goes into effect

### Year 2

July 1,  
2015 - June  
30, 2016

- July - December: Draft Rules & Regulations for Retail Density Ordinance were open for public comment and eventually finalized
- Monthly check-in meetings between TFP and Environmental Health (enforcing agency) to update and improve procedures for retail licensing application denials
- TFP develops informational materials on the Retail Density Policy
- First HealthyRetailSF Merchant Convening held at City Hall
- First Bay Area Healthy Retail Convening of regional healthy-retail stakeholders held in SF
- April 2016: TFP trains 25 youth advocates to conduct the HSHC store assessments
- June 2016: Youth advocates begin conducting HSHC store assessments in San Francisco

### Year 3

July 1,  
2016-  
June 30,  
2017

- August 2016: Youth advocates visit 500 stores and conduct 265 HSHC assessments
- July - November: Fox Market and Palou Market-- HealthyRetailSF Participants-- have store "resets" and grand re-opening events that draw media attention
- July: Friendly's Market receives an individualized development plan (IDP) for its second year of HealthyRetailSF participation
- September- October: TFP train and Recruit 4 adult data collectors to conduct HSHC Popular Opinion Surveys. Collect 192 surveys with San Francisco residents. TFP staff conduct key informant interviews with 6 retailers for HSHC campaign.
- October-November: Mid City Market and Amigo's Market receive IDPs for their second year in the HealthyRetail SF Program
- October 2016: Lee's Market HealthyRetail SF Celebration, for graduating out of the program after three years of participation in a store redesign
- TFP and Environmental Health continue to meet monthly to support enforcement and education goals of the Retail Density Policy
- Environmental health developed a "Future Sales Restriction" letter to inform all property owners of whether or not their location can obtain a TRL if they sold their property (in response to small business education needs)
- March 8 2017: TFP hosts a press conference on the results of the 2016 HSHC survey results in San Francisco, on the same day as other statewide HSHC press events

### Designing a Meaningful Retail Density Policy

The foundation of the Density Policy relies on the Tobacco Retailer Licensing (TRL) requirements in San Francisco, which requires retailers to hold a permit to sell tobacco. Before the density policy proposal, there were no limits on the number or location of tobacco retailers in San Francisco. TFP and TURF engaged in a policy design process that relied on data on the locations of retail outlets to make the case for limiting density.

TURF mapped the locations of these outlets and found that tobacco retail outlets (stores, bars, restaurants, tobacco shops, and others locations) were distributed inequitably throughout the city.<sup>ix</sup> The six supervisorial districts in San Francisco with the highest number of tobacco retailers were also the districts with the lowest median household incomes.<sup>x</sup> For example, District 2 has a median household income of \$105,509 and 56 tobacco permits, while District 6—where the median income is 2.5 times lower, at \$37,431—has three times as many tobacco permits (180).

The maps also showed that communities of color and young people were exposed to higher numbers of tobacco retail outlets. Residents of color live in the neighborhoods with the highest retail density, exposing their communities to tobacco products more than white people, who tend to reside in the lowest-density districts. In addition, nearly 60% of tobacco retail outlets in San Francisco were within 1,000 feet of schools—which research has found to be an indicator of whether youth will start smoking.<sup>xi</sup> In other words, children and youth, low-income residents, and people of color in San Francisco were being disproportionately exposed to the harms associated with easy access to tobacco.

2014 Density Chart by Supervisorial District <sup>xii</sup>				
District	Neighborhoods	Number of Tobacco Permits (n=970)	Tobacco Retailer Density	Median Household Income
6	SOMA, Tenderloin	180	19%	\$37,431
3	Chinatown, North Beach	180	19%	\$45,513
9	Mission, Bernal Heights, Portola	114	12%	\$67,989
5	Inner Sunset, Western Addition, Haight	94	10%	\$67,331
8	Castro, Noe Valley, Glen Park	72	7%	\$95,930
10	Bayview, Visitacion Valley, Potrero Hill	69	7%	\$55,487
1	Richmond	59	6%	\$74,668
11	Outer Mission, Ingleside, Excelsior	58	6%	\$71,504
2	Marina, Pacific Heights	56	6%	\$105,509
4	Outer Sunset	51	5%	\$77,376
7	Park Merced, West Portal	37	4%	\$94,121

TFP and TURF designed a cap per district 20% above that of the least dense district (District 7, with 37 stores), at 45 tobacco retail licenses in San Francisco. In low-income areas such as District 6 and District 4, which had 180 licenses each in 2014, this cap would make a considerable difference in the number of tobacco retail outlets. (Note: In San Francisco, all e-cigarette vendors also are required to hold a tobacco sales permit because of a separate policy that passed in 2014 during this reporting period. As a result, the density policy would also stymie the future growth of e-cigarette retailers in San Francisco.)



## San Francisco Tobacco-Free Project: Final Evaluation Report Building a Healthier, Smoke-Free Retail Environment in San Francisco

**San Francisco's Density Policy:** Permits to sell tobacco will not be issued to establishments when ...

- The total number of existing permits in the supervisorial districts exceeds 45
- The location is within 500 feet of a school
- The location is within 500 feet of another location permitted to sell tobacco
- The location was not previously occupied by a permitted store. (i.e. Permits will not be issued in locations that have not had a tobacco-retailer license in the past.)
- Restaurants, bars, or other tobacco shops that are not already permitted

Source: San Francisco Department of Public Health, [Retail Tobacco Sales Permit Program](#)

### **Building Retailer Support for a Density Policy**

Most businesses with tobacco-retailer licenses in San Francisco are small businesses—mom-and-pop shops, corner stores, or small groceries that are usually owned by a sole proprietor. TURF conducted interviews with these retailers, who shared that up to 30% of their sales and between 8% and 10% of their profits are from selling tobacco products.<sup>xiii</sup> Because of their reliance on tobacco sales as a core part of their business model, retailers were initially strongly opposed to the concept of a Density Policy. Small retailers were feeling the pressures of increased regulations in San Francisco as well as increased competition from the growth of new big-box or chain retail stores in San Francisco. Associations representing these retailers—most notably, the Arab American Grocers Association (AAGA)—had successfully organized against the Density Policy when it was first being considered in 2009, and they were poised to do the same thing in 2013.

However, in 2013, the Board of Supervisors adopted the Healthy Retail San Francisco ordinance, which provides resources to help corner stores shift their business model toward that of a small grocer that offers fresh and healthy affordable food. Because of the benefits it provided businesses, the Healthy Retail San Francisco program created the opportunity to find common ground with the AAGA and identify a viable density-policy solution that could be supported by all stakeholders.<sup>xiv</sup> TURF advocates, legislative aides from the sponsoring Supervisor's office, staff from the Tobacco-Free Project, and the AAGA started a working group to discuss the various elements of the formula to reduce tobacco-permit density. The working group met at least six times between July and December of 2014 at local restaurants frequented by AAGA members. The working group created an opportunity for all stakeholders to share their concerns, needs, and priorities in crafting a policy that both protected community health and supported the small business community.

In these meetings, the AAGA educated city and community stakeholders about the economic pressures facing their businesses as well as the value of these corner stores to Arab families in San Francisco. Many Arab families were sensitive to any decisions that would make it difficult to sell their businesses because they were relying on the sale of the stores as their retirement plans. This key insight into the retailers' experiences, concerns, and needs created an important foundation for negotiations on the specifics of the policy.

The working group also allowed city agency staffers to educate retailers about the tobacco-retailer license. Retailers believed that the TRL was transferable at the time of sale of the business, and that restricting the ability to sell their tobacco-retailer license would devalue their business. Tobacco-Free Project staff explained that the TRL cannot be sold and that all new business owners must apply for a new tobacco-retailer license—a requirement that came as a surprise to retailers. However, advocates and city stakeholders wanted to limit the economic damage to long-time San Francisco business owners who were

## *San Francisco Tobacco-Free Project: Final Evaluation Report Building a Healthier, Smoke-Free Retail Environment in San Francisco*

close to retiring or selling their business. The proposed policy was amended to allow a one-time permit to be made available to a new buyer if the previous storeowner had been in business with a tobacco permit for at least five years prior to the date the ordinance took effect. Additional exceptions were added to the tobacco-permit-density formula to address the small business concerns.<sup>xv</sup>

The collaboration with the AAGA allowed retailers to better understand the policy concern, participate in crafting the policy change, and prepare appropriately for the policy's impact. As a result of these negotiations, the AAGA endorsed the policy, and their organizer testified in support of the bill in front of the Board of Supervisors. Demonstrating retailer support for the policy was a major deciding factor for many Supervisors and is one of the key contributors to the success of the policy in 2013.

### **Community Capacity-Building**

Since 2008, TFP has provided funding and technical assistance to the Youth Leadership Institute and TURF to build the capacity of young people to address tobacco control through policy change using the [Community Action Model](#) (CAM) process. Conducted over a period of two and a half years, the CAM process provides a comprehensive five-step framework to train advocates (step 1) to diagnose and research a tobacco-control issue in their communities (steps 2 and 3) and to design an action—usually a new policy or the enforcement of an existing policy—to address that issue (steps 4 and 5). TFP provides training, resources, and one-on-one technical assistance to support community-based organizations that are implementing the CAM process.

First, the CAM process provides a framework for building community capacity to achieve political support for progressive tobacco-control policies. CAM creates an opportunity for community members to drive policymaking and for stakeholders to hear community priorities and concerns. The stories and perspectives that young people brought to meetings, hearings, and events at corner stores were essential at several key points in the policy process, including in the influencing of Supervisor Eric Mar to serve as a sponsor on the bill, demonstrating legitimate youth support for the policy in retailer negotiations, and getting the timely recommendation of the Neighborhood Services & Safety Committee to pass the bill on for consideration in front of the Board of Supervisors. Youth advocates were also able to draw attention from the media, which increased coverage on the issue and garnered the attention of the Supervisors.

Second, the CAM process allowed TURF advocates to rethink the diagnosis of the problem and gather additional support from key stakeholders over the six-year policy period. A TURF Advisory Board was created in 2012, whereby advisors from labor and community groups provided strategic direction on messaging and talking points, potential endorsements, public-education and media campaigns, and other organizing strategies. Advocates reviewed organizational endorsements from the failed Density Policy effort in 2009 and identified the fact that community and economic-development groups were missing from the endorsement list. Advocates were able to gain over 39 organizational endorsements from a broad array of organizations, including community-based and youth organizations, health and policy organizations, community and economic-development organizations, businesses, and commissions and coalitions, including the San Francisco Health Commission and the San Francisco Youth Commission. The endorsements of these commissions and business-minded organizations—especially the AAGA—built political will among several Supervisors whom advocates had been unable to influence.

### **Implementation of the Density Policy**

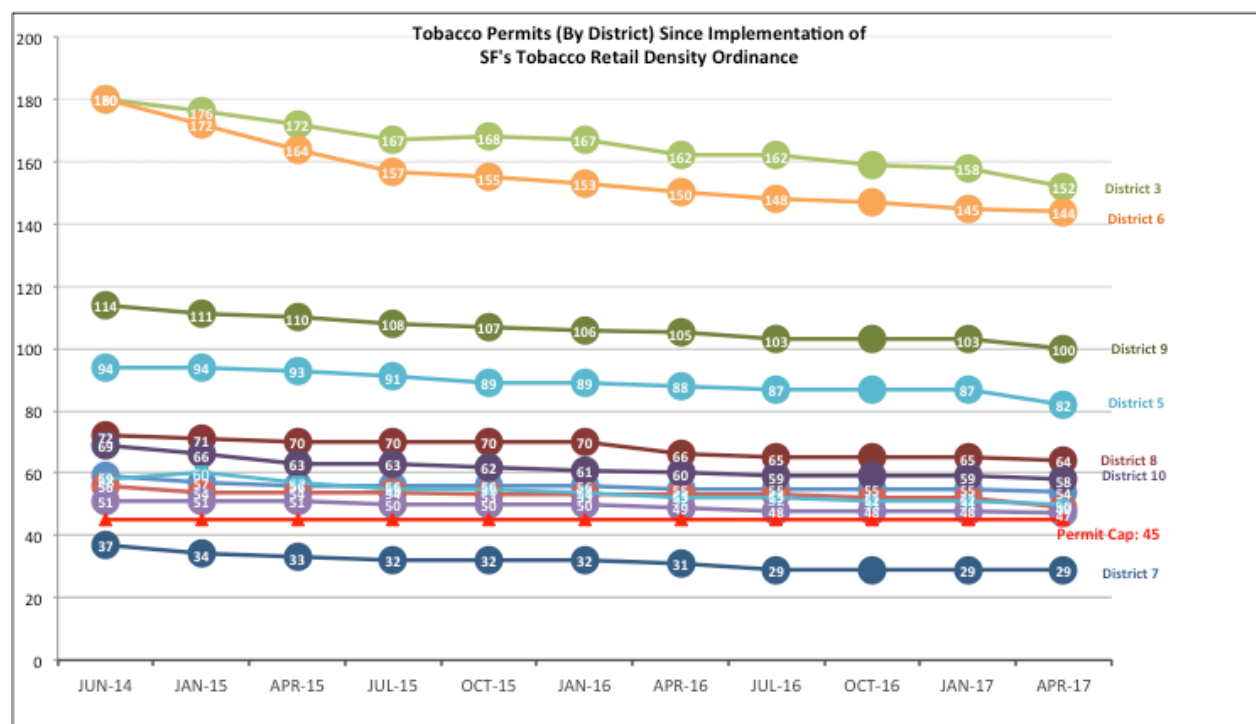
The Density Policy went into effect on January 18, 2015. Once the policy became law, Environmental Health defined the regulations that would ensure compliance with the law under [Article 19H](#) of the San Francisco Health Code. While some specific conditions were covered in the legislation, many individual

*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

circumstances regarding eligibility for tobacco-retailer licenses appeared that needed clarification. As these circumstances appeared in new permit applications, clearer regulations had to be developed to ensure consistency across cases. Retailers were confused and/or outraged when they started to receive notices that their applications to sell tobacco were being denied. To address these concerns and stymie the spread of misinformation, the Environmental Health (the enforcing body) and TFP engaged in a widespread outreach effort to educate retailers about the new law. They made presentations and met with the Small Business Commission, the Board of Appeals, and Arab American Grocers Association. They sent mailers to all retailers with a tobacco-retailer license to explain the new law in 5 different languages. Environmental Health also conducted in-person site visits to all 972 stores to educate them about the new law and other tobacco-retail related laws. Environmental Health and TFP also met monthly to discuss challenges in implementing the policy and identified educational solutions, resulting in proactive educational materials for retailers and buyers. Educational materials included a Future Sales Restriction Letter, which described whether or not a buyer of their store would be able to get a permit according to the new rules and regulations, and a Tobacco Retailer Educational Booklet, that describes all the local, state and federal laws for tobacco retailers. This ongoing public-education effort helped support the business community with relevant information that can inform their future plans and contribute to the goal of ensuring a slow and steady attrition of tobacco-retailer licenses.

**Outcomes of the Density Policy**

San Francisco expects that it will take 10 to 15 years for the number of tobacco-retailer licenses to meet the 45 cap per district. However, the impact of the policy on the number of licenses is already noticeable in the data. Across San Francisco, there has been a 12% decrease in the number of tobacco licenses (n=829 as of April 2017). District 3 and District 6—the two Supervisorial districts with the lowest median incomes (and the highest total number of retail permits) have seen the greatest decreases in the number of TRLs (decreases of 16% and 20%, respectively). The policy is causing attrition of TRLs at a higher rate in the lowest income neighborhoods—which contributes to equity goals.



**Community Engagement in Supporting HealthyRetailSF**

While the Density Ordinance was going to lead to a reduction in tobacco revenue streams for retailers, the HealthyRetailSF program was intended to support these same retailers in identifying a new business model that did not rely on tobacco, alcohol, and junk food sales. TFP staff worked with the HealthyRetailSF Program team to provide over 135 hours of high-level technical assistance and training to all 9 of the participating HRSF stores. This includes produce handling training, POS technical assistance, and providing replacement signage (see-through produce/art window clings, produce/art flags, and a poster to replace alcohol promotion) to reduce alcohol/tobacco/sugary beverage promotion on the storefronts and inside the stores under 5 feet. Neighborhood stores participating in HealthyRetailSF have experienced a 25% increase in total sales by increasing their offerings of fresh produce and healthier food options.

Monitoring “report card” visits were also conducted one or two times a month (depending on how many years the store has been participating in the HRSF program) at each participating store. The report card visits ensure that the participating store owner is adhering to the agreed upon healthy food and produce stocking standards, is following alcohol/tobacco/sugary beverage promotion agreements, as well as to give an opportunity for the store owners to express any additional needs or challenges to be addressed. In the Bayview and Tenderloin neighborhoods, resident food leaders conducted the Report Card visits—allowing for culturally competent outreach between the program and retailers. In the Oceanview neighborhood, the Tobacco-Free Project staff conducted the monthly Report Cards.

HealthyRetailSF recruits and trains a team of resident experts to serve as Community Food Advocates in their neighborhoods. This leg of the model supports community ownership of the effort and creates an opportunity for the community to inform change in their neighborhoods. This consumer-centered aspect of the program aims to deep, continuous relationship-building between retailers and the community in which they are situated. Community Food Advocates conduct a store “launch” or grand re-opening event for each redesigned store, which may include new promotions and banners, taste-tests of new healthy products, cultural events, a press conference and media advocacy with local policymakers or community leaders, store tours, and other activities and incentives that promote the stores to the neighborhood and beyond. The launch promotes the store’s conversion and creates community pride in a culturally competent manner.

During the reporting period (beginning July 2016 when healthy retail activities were included in the objective), six stores had individualized development plans completed, and four major community events were held to promote these stores. Events were promoted to the community in multiple languages, and media were invited to attend. Six media outlets provided positive coverage about the HealthyRetailSF program and participating stores during the reporting period—KCBS News (10/26/16); San Francisco Chronicle (10/29/16); Mayor’s Office of Neighborhood Services Newsletter (November 2016); Central City Extra (November 2016); Hoodline (11/22/16); San Francisco Examiner (2/2/17).

Participating HRSF Stores	Date of IDP	Media/Community Event
Fox Market	6/22/16 (Year 1); Reset Date 8/3/16	Grand Re-opening (11/22/16)
Friendly’s	7/13/16 (Year 2)	Prior to July 2016
Palou Market	8/16/16 (Year 1); Reset Date 9/14/16	Press Conference with Mayor Ed Lee (10/26/16); Grand Re-opening (11/9/16)
Mid-City Market	10/24/16 (Year 2)	Prior to July 2016
Amigo’s Market	11/28/16 (Year 2)	Prior to July 2016

*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

Ana's Market	6/23/17 (Year 3)	Prior to July 2016
Lee's Market	Prior to July 2016	Graduation Celebration for 3 years of participating in the program (10/27/16)
Daldas Grocery	Prior to July 2016	Prior to July 2016
Radman's Produce Market	Prior to July 2016	Prior to July 2016

**Healthy Stores for Healthy Communities (HSHC)**

The San Francisco Tobacco-Free Project engaged four culturally and ethnically diverse community-based organizations to conduct store observation surveys for the statewide Healthy Stores for Healthy Community (HSHC) campaign. The organizations included Vietnamese Youth Development Center, Youth Leadership Institute, Bay Area Community Resources, and Southeast Food Access Food Guardians. On April 1, 2016 and April 6, 2016, the San Francisco Tobacco Free Project convened youth participants from these organizations for a three-hour training on conducting HSHC store assessments. The training includes the Core Survey Module; Electronic Cigarettes, Vapor Devices, and E-Liquid Module; Flavored Products Module; and Placement and Exterior Ads Module.

Overall, participants agreed that the purpose (89%) and content (82%) of the training was clear, and that the training provided the information they needed to administer the HSHC store assessment survey (82%). When it came to rating the foundational content knowledge received in the training, most participants reported that they were “experts” in these areas, or that they understood the concepts but needed additional practice. Very few participants did not understand the foundational content knowledge necessary to complete the HSHC store assessments. The two areas with the most uncertainty were identifying different tobacco products (e.g. cigarettes, e-cigarettes, chew, etc.) and electronic nicotine devices (e.g. e-cigs, vape pens, mod/tanks, e-liquids). The area with the greatest certainty was assessing the quality of fresh fruits or vegetables (70%).

Trained youth participants assessed 265 tobacco retail stores in San Francisco for the HSHC campaign in 2016. Since the first HSHC survey three years period, San Francisco had passed the retail density policy, the HealthyRetailSF policy, and a policy that regulated e-cigarette sales (by requiring that local retailers also had a TRL). To help inform local efforts, TFP and the evaluator analyzed data to assess changes in the store ratings from 2013 to 2016 and to assess the neighborhood-level impact of these policies. TFP identified three key messages for media efforts that highlighted the ease of access to flavored tobacco products compared to vegetables and of alcohol compared to milk, and the increase in the number of stores that sold e-cigarettes between 2013 and 2016.


In addition, the neighborhood-level equity analysis indicated that the HealthyRetailSF program was having a positive impact in the low-income Tenderloin neighborhood stores—where most participating stores are situated. The 2016 HSHC data showed that more stores in the Tenderloin were selling high-quality fresh fruits and vegetables (60%) than the rest of the city (50%) and even the state (42%). This correlated with HealthyRetailSF's targeted efforts to redesign stores in the Tenderloin community. By cross-promoting the HealthyRetailSF program with the HSHC survey results, TFP aimed to market the program and support retailers to make decisions that improve the health of their stores.

# San Francisco Tobacco-Free Project: Final Evaluation Report


## Building a Healthier, Smoke-Free Retail Environment in San Francisco

### San Francisco 2016 HSHC Key Messages

#### "IT'S EASIER TO BUY GRAPE CIGARRILLOS THAN GRAPES"

60%  of stores sell flavored little cigars, such as grape cigarrillos

*The tobacco industry hook youth with candy-like flavors and cheap prices of little cigars, increasing their likelihood to start smoking.*


50%  of stores sell fresh fruits and veggies, such as grapes & carrots

*More stores in the Tenderloin (60%) sell fresh produce than in the Bayview (40%). Low-income neighborhoods have less access to supermarkets & healthy foods.*

#### "IT'S EASIER TO BUY ALCOHOL THAN MILK"

60%  of stores sell alcohol products, like beer, wine and spirits

*5 times as many stores in low-income neighborhoods sell low-cost alcohol, such as malt liquor, than wealthier neighborhoods.*

40%  of stores sell low or non-fat milk

*Healthier beverages, such as 100% fruit juice and low or non-fat milk, are harder to find than soda and alcohol in San Francisco neighborhoods.*

#### "E-CIGARETTES HAVE INVADDED THE SCENE"

In 2016, 48%  of stores sell e-cigarettes in comparison to 16% of stores in 2013.

*E-cigarettes are now the most commonly used tobacco product by teens. E-cigarettes deliver nicotine which is addictive and can cause harm to young developing brains.*

Source: San Francisco Department of Public Health Fact Sheet on 2016 HSHC

Additional neighborhood-level data was provided to local community-based partners to allow for local advocacy with neighborhood stores. In addition, the lack of progress on store ratings in the Bayview and OMI (Ocean View/Merced Heights/Ingleside, and Excelsior neighborhoods) helped TFP focus the next round of HealthyRetailSF store recruitment in these neighborhoods.

## Conclusions and Recommendations

The objective to pass a policy that reduced the number of tobacco retailers in San Francisco has been achieved. In December 2014, the San Francisco Board of Supervisors unanimously voted to support a policy that caps the number of retail outlets that can sell tobacco in San Francisco. Since going into effect in early 2015, this policy has resulted in a 12% reduction in the number of tobacco retailers in San Francisco—going from 946 retail stores with tobacco retail licenses in January 2015 to 829 stores in April 2017. The greatest improvement can be seen in the lowest-income neighborhoods which have the highest concentrations of tobacco stores. TFP continues to support the City and County of San Francisco in its implementation and enforcement of this ordinance.

Also under this objective, TFP and community-based partners surveyed 265 stores for the statewide Healthy Stores for a Healthy Community (HSHC) retail store assessment survey. To continue to support improvement in HSHC observation data, TFP supported the implementation and expansion of its HealthyRetailSF (HRSF) program. TFP supported the 9 participating HealthyRetailSF Program corner stores in San Francisco, completed 6 IDP review meetings with store owners, held successful media events, and heavily promoted the program to other tobacco retailers in San Francisco. HSHC data showed that the Tenderloin neighborhood—where most HealthyRetailSF stores are located—has the highest proportion of tobacco stores that sell fresh fruits and vegetables.

*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

To continue to improve the health of retail stores in San Francisco, the following lessons learned and recommendations can be considered:

- Any retail density policy will be controversial among the small business community. Strong outreach, education, and partnership with the merchant community is required to pass and implement a density policy. San Francisco learned that even a large effort to outreach to retailers can lead to misinformation or a lack of understanding of the policy, until the policy finally effects the retailer (because they are selling their business or changing locations or going through some other condition that requires their TRL to be reviewed or renewed.) Consistent and continuous outreach, education, and materials in multiple languages are needed. In addition, promoting incentive-based small business programs like the HealthyRetailSF program in the context of educating retailers about the tobacco retail license will help assuage anger and garner participation from retailers.
- Jurisdictions considering a retail density ordinance should work closely with the policy's enforcement agency—before, during, and after policy adoption. San Francisco's retail density policy was written in a way that allowed it to be enforced because the enforcement agency was involved in the policy design and negotiations. After the policy was adopted, TFP provided technical assistance and support to Environmental Health as regulations were written. The enforcement agency will need to write many regulations based on unique individual circumstances in order to create consistency in TRL application processing guidelines. In San Francisco, the enforcement agency did not want to promote the policy until all regulations were written, however, this led to a vacuum of information which led to confusion and anger. To support transparency, other jurisdictions should consider doing basic outreach and education even before regulations are final. In particular, partnering with local retailer or merchant organizations—including ethnicity-based merchant groups—is beneficial for planning culturally competent and business-friendly communication.
- Jurisdictions considering a tobacco retailer density policy should ensure that there is a system of record which tracks the number of tobacco permits over time. Regular and consistent reporting of this outcome data is necessary to make the case for the policy and to track progress.
- The HSHC store assessment is lengthy and requires tobacco expertise. Youth or community members will build community capacity to support healthy retail efforts. However, they require intentional, thorough training to complete assessments. A minimum of one full-day training is recommended, with ample time to practice the store assessment in real retail stores and to learn about different products asked about in the assessment.
- Corner store redesigns and conversions require intensive investments of time and expertise, and rely on developing strong, trusting relationships with the retailer. Business operations, physical changes to the store, and community engagement and marketing represent a “three-legged stool”—the foundational and interrelated elements of HealthyRetailSF's approach to store redesign. The current program model costs up to \$20,000 in equipment and in-kind consulting services per store for a full-scale business-operations and physical-store overhaul. HealthyRetailSF is piloting a new structure with a tiered set of interventions that will provide a range in the suite of services provided, from à la carte business assistance to a full redesign. Transforming a larger number of stores will be necessary to achieve equitable access to healthy foods in food-swamp neighborhoods.
- The current corner-store inventory-distribution model and corporate contracts require stores to display advertising and merchandise from tobacco, alcohol, and other unhealthy products. In

*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

addition, many corner store owners are located near full-service grocery stores and feel that it is difficult to compete with them. The HealthyRetailSF team has drafted a Fresh Produce Delivery Model to address whether an alternative distribution system can be developed to deliver fresh produce to corner stores in San Francisco. Replacing the unhealthy distribution system may incentivize corner stores—even those outside of the HealthyRetailSF program—to transform their business models into healthy markets. Additional technical assistance, capacity building, and marketing and community promotion support will also be necessary to differentiate HealthyRetailSF stores from full-service corporate grocery stores.



## **Appendix**

### **SECTION 1. OTHER INTERVENTION ACTIVITIES**

#### **Tobacco Retail Density Website (Educational Activities)**

The Tobacco Free Project developed a new web page devoted to tobacco retail density on the [www.SanFranciscoTobaccoFreeProject.org](http://www.SanFranciscoTobaccoFreeProject.org) website, which can be found at [www.sftboaccofree.org/density](http://www.sftboaccofree.org/density), to provide education to the public, permit holders and other tobacco control practitioners. The website includes: Tobacco Retail Density Ordinance Language (Health Code 19H), rules and regulations, fact sheets, Tobacco Retail Density case study, and links to the Environmental Health Branch website related to obtaining a tobacco retail permit (<https://www.sfdph.org/dph/EH/Tobacco/default.asp>). An online screening survey was also developed for retailers to assess whether they could obtain a tobacco retail permit based on the rules and regulations; however this will not be publicly available until after this reporting period.

#### **Technical Assistance on Retail Density to Tobacco Control Practitioners**

Tobacco Free Project staff provided over 10 instances of technical assistance and support on the topic of tobacco retailer density to other jurisdictions, such as Contra Costa County, New York City Public Health Department, and Benton County Oregon. The Project Director was also invited to present this work at conferences nationally, such as the American Public Health Association conference, National Conference on Tobacco or Health, and even internationally at the Cancer Council New South Wales in Australia. A Tobacco Retail Density case study was published and available on the TFP website for other tobacco control practitioners.

#### **HSHC Media Event**

The San Francisco Tobacco Free Project successfully held a Healthy Stores for a Healthy Community press event in coordination with the rest of the State on March 8th, 2017 at 10AM in front of Radman's Produce Market in the Tenderloin. The media event educated the public about the Healthy Store for Healthy Communities data emphasizing the lack of access to healthy foods in local corner stores through the true findings: "It's easier to buy grape cigarillos than grapes" and "It's easier to buy alcohol than milk." The media event also highlighted the collaborative work and impact of the Healthy Retail SF Program, specifically in the Tenderloin. About twenty organizations participated in the press event, including partners in nutrition and alcohol prevention. A total of 8 media outlets, including radio, TV and online news as well as ethnic media, covered the event! Media consultant, Denise Lamott Public Relations and the San Francisco DPH's Public Information Officer, supported the TFP team through a media advisory, press release, pitching the story to the press, and training for spokespersons.

#### **HRSF TA and Collaboration with Partners**

Tobacco Free Project staff provided over 40 hours of technical assistance and support to partner agencies and organizations locally, statewide and nationally, such as: County of San Diego Human Services Agency, Sonoma County Department of Health Services, Napa County Ne-Op, BronxWorks in New York, UC Berkeley School of Public Health, UCSF Center for Vulnerable Population's EatSF Program, and many others. TFP staff participated in the quarterly Healthy Retail Peer Workgroup Quarterly calls; provided information on the HealthyRetailSF model, including providing templates and samples of other programmatic materials; provided support and expertise for a joint Santa Clara County/San Francisco healthy retail poster at the National Conference on Tobacco or Health (NCTOH); as well as provided connections to various partners doing tobacco, nutrition, alcohol and healthy retail work. TFP staff also provided over an additional 50 hours of ongoing technical assistance to HealthyRetailSF partners such as: the Tenderloin Healthy Corner Store Coalition, Healthy Southeast Coalition/Bayview HealZone, SF Department of the Environment, and many others.

Tobacco Free Project staff also participated in 6 Bay Area Healthy Retail Committee (BAHRC) meetings, as well as 8 Nutritional Standards Sub-Committee meetings. The Bay Area Healthy Retail Committee & Nutritional Standards Sub-Committee are made up of members from Solano, Sonoma, Alameda, Santa Clara, and San Francisco counties, as well as representatives from Stanford University, SPUR (San Francisco

# San Francisco Tobacco-Free Project: Final Evaluation Report

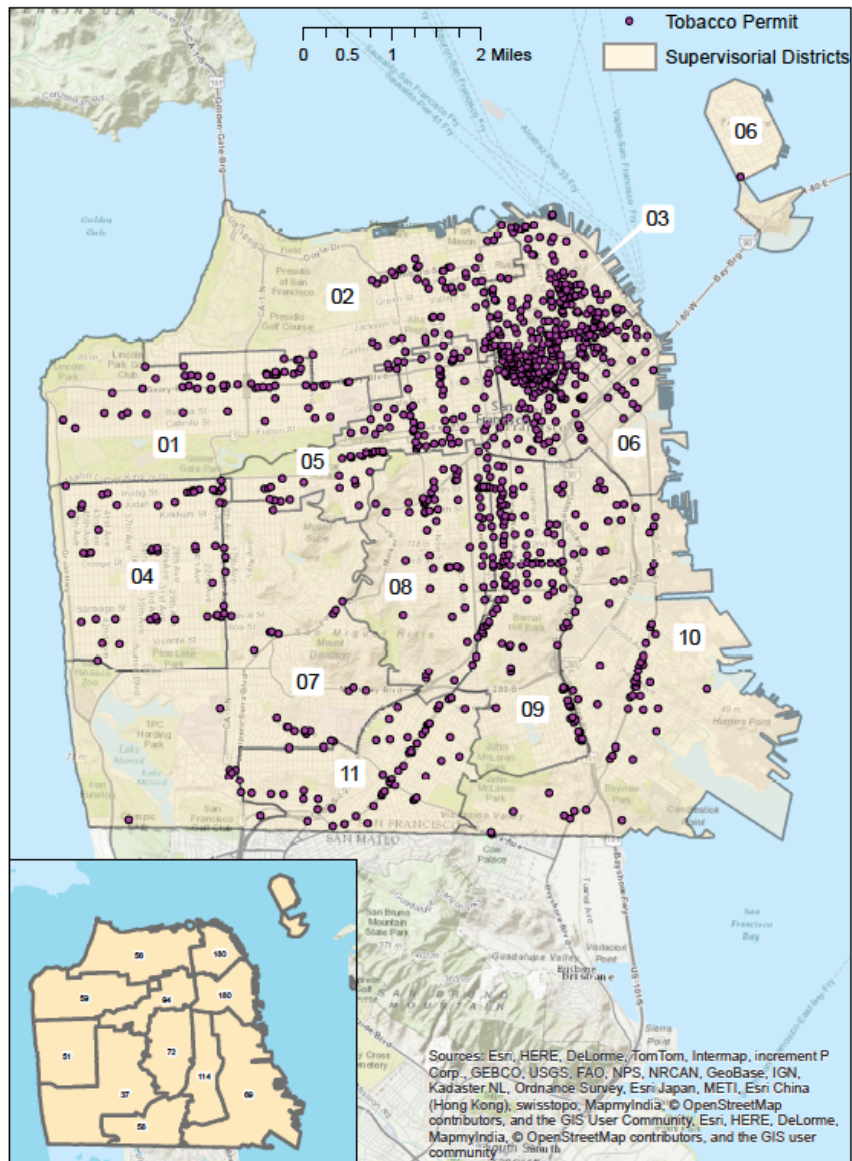
## Building a Healthier, Smoke-Free Retail Environment in San Francisco

Planning & Urban Research Association), The Food Trust, and ChangeLab Solutions. The Bay Area Healthy Retail Committee was formed in response to a large convening hosted by HealthyRetailSF Program/TFP staff and SPUR in 2015. Since July 2016, the BARC has completed a survey of assessment efforts across the region, finalized recommended Bay Area nutrition standards, are continuing to work with healthy product distributors, and continue to provide support and opportunities for collaboration for partners in the Bay Area working group on healthy retail efforts.

### SECTION 2. VISUALS: MAPS, PHOTOS, PRESS AND EDUCATIONAL MATERIALS

#### Tobacco Retail Density

Map of Tobacco Permits by District, Before the Density Policy (2014)



*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

*Retail Density Policy Fact Sheet with Policy Elements Informed by the AAGA*

Tobacco Retail Density Policy Fact Sheet <sup>xvi</sup>	
Policy Elements	AAGA Requests
<p>Cap on the number of permits per district:</p> <ul style="list-style-type: none"> <li>• Cap the number of permits at 45 per district. No existing permits taken away. If a business loses their permit in a district that's over the cap, a new permit will not be issued.</li> <li>• No new permit will be issued to a new location.</li> <li>• No change in suspensions and no revocation.</li> </ul>	<p>No change in suspensions. No addition of revocation (keep sec. 1009.66 as is). No new permit will be issued to a new location.</p>
<p>Carve-out categories:</p> <ul style="list-style-type: none"> <li>• Certain categories of businesses (bars and restaurants) will no longer be issued a permit.</li> </ul>	<p>Requested by the AAGA to improve business sales. Remove smoke shops from carve-out categories.</p>
<p>Distance requirements for new permits:</p> <ul style="list-style-type: none"> <li>• No new permit will be issued to a business within 500 feet of a school or within 500 feet from another tobacco-permit holder.</li> </ul>	<p>N/A</p>
<p>One-time permit for long-term stores:</p> <ul style="list-style-type: none"> <li>• For retail food stores that submit evidence that they've had a continuous tobacco permit with the same owner and at the same location for five years, a permit may be available one time to a new buyer.</li> <li>• A permit will also be made available one time to the child of an existing permit holder.</li> </ul>	<p>A one-time permit will be available for a new-permit request at a location where the storeowner has been in business with a continuous tobacco permit over seven years and is selling their business.</p>

*TURF Youth Advocates at the Tobacco Retail Density SF Board of Supervisor Hearing*



Excerpt from San Francisco Examiner Article on the Retail Density Policy

## SF approves 50 percent reduction in tobacco-selling stores

By Joshua Sabatini



click to enlarge

MIKE KOOZMIN/2012 S.F. EXAMINER FILE PHOTO

It could take up to 15 years to cut The City's nearly 1,000 tobacco permits in half after the Board of Supervisors approved legislation Tuesday restricting the number issued.

Hundreds of businesses currently hold city permits to sell tobacco in San Francisco's poorest neighborhoods, but only a handful are in more affluent areas.

Faced with this disparity, a group of San Francisco youths with the nonprofit Youth Leadership Institute has worked since 2008 to impose density controls on tobacco permits. On Tuesday, that dream came true with the Board of Supervisors' unanimous approval of the Tobacco Sales Reduction Act.

The law imposes a cap of 45 tobacco-selling permits issued for each of the 11 supervisor districts in The City. For some, that would be a dramatic decrease.

### TOOLS

- Twitter
- Facebook
- Google Bookmarks
- Reddit
- StumbleUpon
- Email
- Print
- Save to Instapaper
- Favorite

### RELATED STORIES

**SF leaders to debate 50 percent reduction in tobacco-selling businesses**

By Joshua Sabatini

**Supervisors propose regulations on electronic cigarettes**

By Jessica Kwong

**SF leaders working to limit tobacco sales permits as cigarette sales rise**

By Joshua Sabatini

**Avalos seeks review of 2005 San Francisco medical marijuana controls**

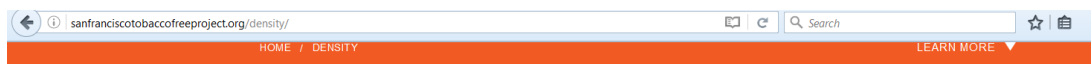
By Joshua Sabatini

**Tobacco ban poised to expand**

By Joshua Sabatini

# San Francisco Tobacco-Free Project: Final Evaluation Report Building a Healthier, Smoke-Free Retail Environment in San Francisco

## Screenshots of Retail Density Pages on SF Tobacco-Free Project and Environmental Health Websites



### Tobacco Density

#### Social Justice and Equity for all San Franciscans

Tobacco use is the leading cause of preventable death in San Francisco. It also costs roughly \$400 million annually.<sup>1</sup> There are nearly 1000 tobacco retailers in San Francisco, which are unevenly distributed among the Supervisorial Districts (districts have roughly the same population size). Many of these tobacco retailers are located in communities of color and low income areas of the City that also have high number of youths such as the Tenderloin, The Mission District, Bayview/Hunter's Point, and Chinatown. The high density of tobacco retailers is linked to higher availability, increased usage, and tobacco related disease and death.<sup>2-5</sup>

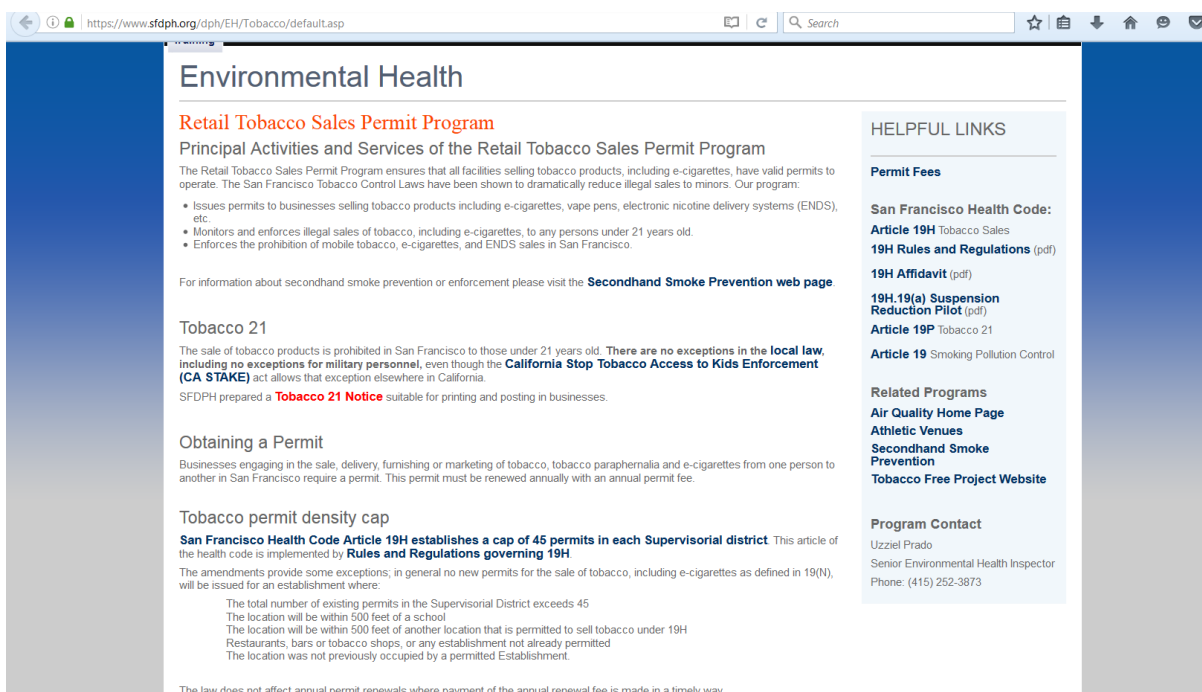
- [Map of Tobacco Outlets by Supervisorial Districts](#)
- [2014 Density Chart by Supervisorial Districts](#)

This issue was first recognized by the advocates of the Tobacco Use Reduction Force (TURF) of the Youth Leadership Institute (YLI). They saw the disparity in the distribution of tobacco permits in their own neighborhoods. With funding and technical assistance from the San Francisco Tobacco Free Project to implement a [Community Action Model](#) project, these youth advocates chose to begin a campaign to address this issue. Their many years of work are documented in this [case study](#).



[www.sftobaccofree.org/density](http://www.sftobaccofree.org/density)

- TOBACCO RETAIL DENSITY CASE STUDY
- RULES AND REGULATIONS FOR TOBACCO RETAIL PERMIT
- DENSITY ORDINANCE ELEMENTS AND DEFINITIONS
- FOR INFORMATION REGARDING OBTAINING A TOBACCO PERMIT
- TOBACCO PERMIT DENSITY REDUCTION ORDINANCE (2014)
- HEALTH COMMISSION RESOLUTION (2012)



<https://www.sfdph.org/dph/EH/Tobacco/default.asp>

San Francisco Tobacco-Free Project: Final Evaluation Report  
 Building a Healthier, Smoke-Free Retail Environment in San Francisco

Tobacco Retail Education Booklet

# Responsibilities of a Tobacco Retail License Holder

For Neighborhood Corner Stores and Small Markets



San Francisco Department of Public Health  
 1390 Market Street, Suite 210  
 (415) 252-3800  
[www.sfdph.org/dph/EH/Tobacco](http://www.sfdph.org/dph/EH/Tobacco)  
 Version 1, January 2017



## Table of Contents

What is a Tobacco Product? ..... [Pg 3](#)  
 What are the Requirements to Sell Tobacco Products in San Francisco & California? ..... [Pg 4](#)  
 What are the Requirements to Maintain a San Francisco Tobacco Permit..... [Pg 8](#)  
 San Francisco Laws that Impact Tobacco Retailers ..... [Pg 9](#)  
 State Laws that Impact Tobacco Retailers ..... [Pg 11](#)  
 Federal Laws that Impact Tobacco Retailers ..... [Pg 13](#)  
 Minimum Age to Purchase Tobacco is Now 21..... [Pg 14](#)  
 How to Train Employees Annually to Comply with Laws [Pg 16](#)  
 How to Check if Customers are 21 Years or Older ..... [Pg 17](#)  
 • How to Refuse Sale to a Customer..... [Pg 18](#)  
 • Common Mistakes ..... [Pg 19](#)  
 Become a Healthy Retailer!..... [Pg 20](#)  
 Employee Training Verification Form ..... [Pg 21](#)

### What is this Guide for?

Stores and retail businesses, like yours, are essential to San Francisco. Your business contributes to the local economy; it is a place where people feel socially connected and can easily buy food and other products.

The San Francisco Department of Public Health wants to support your store by giving you the tools and information you and your employees may need to follow laws related to selling tobacco products. We want to help you prevent your staff and store from facing fines or penalties. We recognize that there are a lot of laws to remember and follow so we hope this guide makes things easy for you.

### Healthy Retail SF



*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

*Photos from the Fox Market Grand Re-Opening Event*



*Photo from Lee's Market Grand Re-Opening Event*



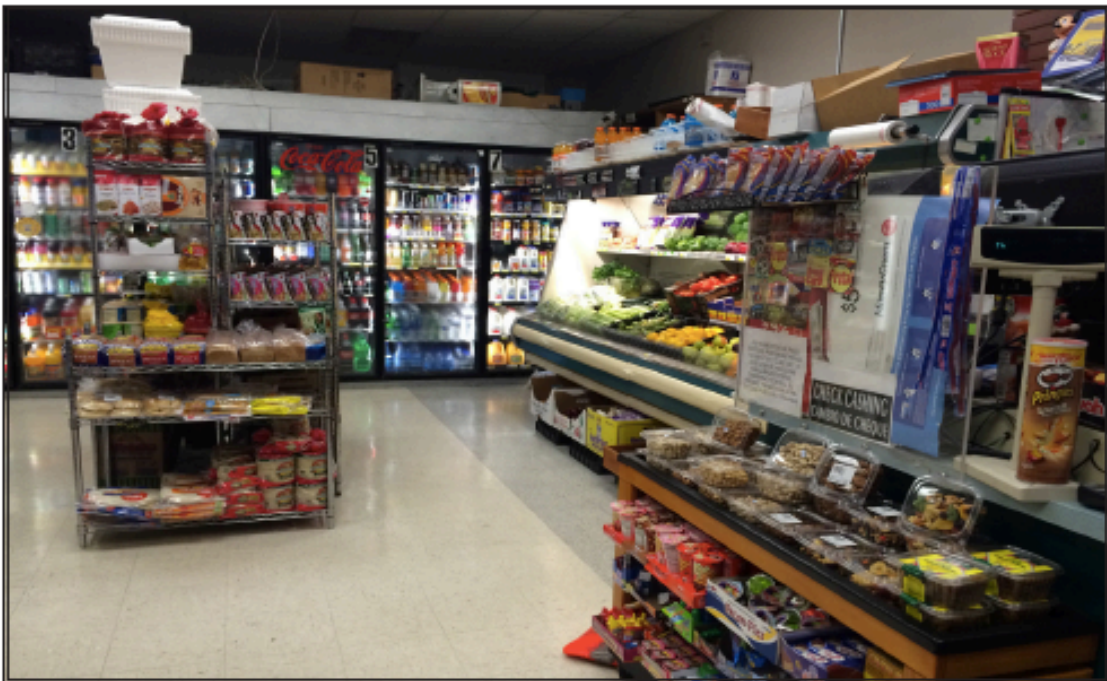


# RADMAN'S PRODUCE MARKET REDESIGN

HEALTHY RETAIL SF PROGRAM: BEFORE AND AFTER PHOTOS



BEFORE



AFTER



San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco

Excerpt from San Francisco Chronicle Article, October 2016

**Bay Area** **Busine**  
Health: San Lean  
hearing aids for j

SAN FRANCISCO CHRONICLE AND SFCHRONICLE.COM | Saturday, October 29, 2016 | Section C \*\*\*\*\*



Photos by Paul Chinn / The Chronicle

Dowahon Salah, whose uncle owns the Palou Market on Third Street, arranges a produce display.

## Helping stores turn the corner

By Lizzie Johnson

For years, the only snacks for sale at the tiny corner store on Third Street in the Bayview came loaded with sugar, starch and sodium. Palou Market's shelves were lined with candy in bright wrappers and bags of chips. The refrigerators were full of sodas and sports drinks. But six months ago, owner Ali Saeed made a radical change: He replaced the junk food with bananas, limes, lettuce, sweet corn and other produce.

"It used to be candy and chips, candy and chips, every day," Saeed, 37, said. "I wanted to give back to the community and help people eat healthy, so I remodeled the store. At first I started losing money. But I didn't give up. Little by little, we got the word out and got our footing."

Palou Market is one of nine local corner stores that have received money and support from HealthyRetailSF to stock fresh food on its shelves. The pilot program, created by Supervisors Eric Mar and Malia Cohen in 2013, has helped shops in "food deserts" make the switch to selling fruits and vegetables. The \$60,000 program has expanded to the Bayview, the Tenderloin and

*Healthy continues on C2*



Cilantro and lemons in the produce section of Palou Market, one of the first stores in the HealthyRetailSF program.

*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

**Healthy Stores for a Healthy Community 2016**

*HSHC Data Training Agenda Example*

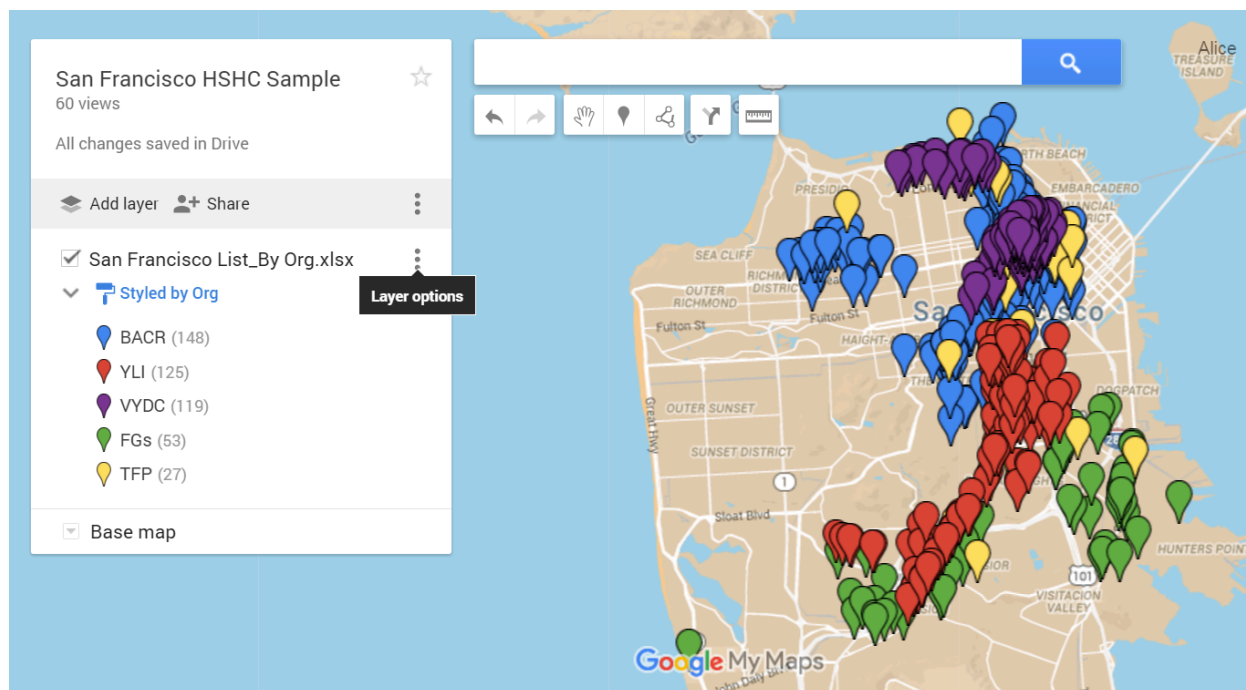
Healthy Stores for Healthy Communities 2016: Data Collector Training Agenda

Training Dates: Wednesday, April 6<sup>th</sup> 430-730 (YLI & BACR) @ YLI 940 Howard Street

Item	Time	Activity
Welcome & Introductions	4:30-4:45	<ul style="list-style-type: none"> <li>Welcome; purpose of the training (5 mins)</li> <li>Icebreaker (10 mins) – YLI Staff</li> <li>HSHC Overview: Timeline, 2013 Data Collection, etc</li> </ul>
Why are we doing this?	4:45-5	<ul style="list-style-type: none"> <li>Food Justice Leaders presentation on food justice and what they are doing to change food environment in TL or BVHP</li> </ul>
Survey Review & Kahoot.it!	5-5:30	<ul style="list-style-type: none"> <li>Ask Data Collectors to share their questions about the survey tool; answer some questions</li> <li>Play a Tricky Questions Kahoot.it! Game</li> </ul>
Practice Introducing to Store Owner	5:30-5:45	<ul style="list-style-type: none"> <li>Role Play of 4 scenarios of how store owners may interact</li> <li>Practice script with partner</li> </ul>
Practice Store Assessment Instructions	5:45-6:00	<ul style="list-style-type: none"> <li>TFP reviews through filling out the “Field Notes/Daily Sheet”</li> <li>TFP gives instruction on stores; pairs; for the practice assessment</li> </ul>
Practice Store Assessment	6:00-6:45	<ul style="list-style-type: none"> <li>Data collectors group up, with the lead of a project staff, and go out to assess 4 stores</li> <li>Data collectors will return</li> </ul>
Dinner break		<ul style="list-style-type: none"> <li>Data collectors grab dinner; break out into their groups</li> </ul>
Store Assessment Debrief & Training	6:45-7:15	<p>In their groups by stores, coordinated by their staff</p> <ul style="list-style-type: none"> <li>Data collectors share about their experience; what was difficult/challenging</li> <li>Staff goes through answers based on an “Answer key”</li> </ul>
Group Debrief	7:15-7:25	<ul style="list-style-type: none"> <li>Large Group discussion on store assessment</li> </ul>
Evaluation	7:25-7:30	<ul style="list-style-type: none"> <li>Data Collectors fill out training evaluation</li> </ul>

# San Francisco Tobacco-Free Project: Final Evaluation Report Building a Healthier, Smoke-Free Retail Environment in San Francisco

## HSHC Survey Map & Data Collection Samples



HSHC Press Release & Media Event



### **TENDERLOIN STORES OFFERING MORE FRESH FRUITS AND VEGETABLES**

***San Francisco releases data from survey of 265 stores;***

***Easy access to tobacco and alcohol products targeting youth persists***

Contact: Rachael Kagan, San Francisco Department of Public Health  
415 554-2507, 415 420-5017 cell, rachael.kagan@sfdph.org

**SAN FRANCISCO (March 8, 2017)** --The San Francisco Department of Public Health today released local data from the [2016 Healthy Stores for a Healthy Community](#) statewide survey of tobacco retail stores. The data show that it is still easier to buy grape-flavored blunt wraps or small cigars than fresh grapes at most neighborhood corner stores. But the Healthy Retail SF program, launched in 2013, also appears to be making a positive impact on Tenderloin neighborhood stores.

[Healthy Retail San Francisco](#), a city-wide program led by San Francisco Department of Public Health and the Office of Economic Workforce Development, provides the equipment and community support needed to neighborhood corner stores so that they can offer more healthy food and less unhealthy food. The 2016

## *San Francisco Tobacco-Free Project: Final Evaluation Report Building a Healthier, Smoke-Free Retail Environment in San Francisco*

*Healthy Stores for a Healthy Community* data show that the Tenderloin, a Healthy Retail SF neighborhood, has more stores selling high quality fresh fruits and vegetables than the rest of the city and even the state. In fact, neighborhood stores participating in Healthy Retail SF have experienced an impressive 25 percent increase in total sales by increasing their offerings of fresh produce and healthier food options.

“The early success of Healthy Retail SF in the Tenderloin is very encouraging. By bringing together local merchants with the community and the city, we have shown that neighborhoods can take charge of their health and wellbeing starting with their local stores,” said Dr. Tomás Aragón, Health Officer for the City and County of San Francisco. “However, there is still much work to do, especially for our low-income communities and communities of color.”

Today’s event in San Francisco is one of [13 Healthy Stores for a Healthy Community events](#) across the state to release results of the scientific survey, which is the largest of its kind. The survey builds upon initial research released three years ago in March 2014 and provides insights into changes in the availability and marketing of products such as tobacco, alcohol, fresh fruits and vegetables, and other nutritionally healthy food. Information was collected in the summer of 2016 from more than 7,100 tobacco retail stores in all 58 California counties. Tobacco retail stores are neighborhood stores that have a State license to sell tobacco products. In San Francisco, 25 youth and young adult data collectors visited nearly 500 stores that sell tobacco and successfully surveyed 265 stores representing 10 zip codes ranging from Russian Hill to the Bayview and the Marina to the Mission.

The San Francisco data show that Healthy Retail SF is having an impact in the Tenderloin, but there is more work to be done in the other low-income neighborhoods:

- Sixty percent of stores in the Tenderloin now offer fruits and vegetables versus 50 percent in rest of city, and 42 percent in the State. In the Ocean View, Merced Heights, Ingleside, Excelsior and Bayview neighborhoods only 40 percent of those stores sell fresh produce.
- More stores in the Tenderloin that offer fresh produce sold high quality fruit in 2016 (95%) versus 2013 (80%). Offering better quality is an enticement for customers to purchase more fresh fruit.

“Healthy Retail San Francisco is proving to be a successful model where small investments through economic incentives for local merchants create healthier and more sustainable communities,” said Jorge Rivas, Program Manager at the Office of Economic Workforce Development. “We are proud to be a part of this win-win program with our partners and stakeholders.”

*The Healthy Stores for a Healthy Community* San Francisco data show that it is easier to buy tobacco and alcohol products than healthy foods in corner stores:

- It’s easier to buy grape-flavored cigarillos and blunts than it is to buy a bag of grapes: 60 percent of stores sold flavored tobacco products while only 50 percent of stores sold fruits;
- It’s easier to buy alcohol than milk: 40 percent of stores sold non- or low-fat milk, while nearly 60 percent sold alcohol; and
- E-cigarettes have quickly invaded the scene. In 2016, 48 percent of SF stores surveyed sold e-cigarettes compared to just 16 percent in 2013. This is concerning given that youth e-cigarette use has continued to rise exponentially during this same time period.

## *San Francisco Tobacco-Free Project: Final Evaluation Report Building a Healthier, Smoke-Free Retail Environment in San Francisco*

The results also show how the industry uses price cuts and gimmicks to specifically target low-income communities of color and their kids:

- More than 85 percent of stores in the Bayview & OMI/Excelsior (Ocean View, Merced Heights, Ingleside, and Excelsior) sell flavored cigarillos or blunt wraps compared to 61 percent of all stores surveyed in San Francisco.
- Five times as many stores in low-income neighborhoods sell low-cost alcohol products, like fortified wine, malt liquor and mini-bottles, compared to wealthier neighborhoods.

“Your zip code should not determine your health,” said Angel Rodriguez, a young adult leader at Bay Area Community Resources, a data collecting partner. “Our neighborhood stores are part of our communities. We want to work with them as neighbors so everybody who lives, plays and shops here can be healthy.”

### **Healthy Stores for a Healthy Community**

*Healthy Stores for a Healthy Community* is a statewide campaign formed by tobacco prevention, nutrition, alcohol abuse prevention and STD prevention partners collaborating to improve the health of Californians by informing them about the impact of unhealthy product availability and marketing in the retail environment.

### **Tobacco Free Project**

For over 20 years, the Tobacco Free Project of the San Francisco Department of Public Health has worked to educate the community about the harms of tobacco use, engage emerging community leaders to assess tobacco use in their neighborhoods, and create lasting health-promoting solutions that support public health. The project convenes a broad array of partners and looks at the intersectionality of issues that communities face, creating research-based approaches that have strengthened the health of San Francisco.

### **Healthy Retail San Francisco**

Healthy Retail SF was created by legislation in 2013 as a result of grassroots activism to provide healthier food options in the Bayview and the Tenderloin. Healthy Retail SF is led by the Mayor’s Office of Economic and Workforce Development (OEWD) in conjunction with the San Francisco Department of Public Health. Founding organizations include South East Food Access (SEFA) in the Bayview and the Tenderloin Healthy Corner Store Coalition (TLHCSC).

###



# SAN FRANCISCO COUNTY

The Healthy Stores for a Healthy Community campaign is a state-wide collaborative focused on improving the health of Californians through changes in the retail environment. In the summer of 2016, San Francisco Department of Public Health assessed the availability and marketing of tobacco, alcohol, fresh vegetables and fruits, and other products at tobacco retail stores. The research builds upon the 2013 survey and provides insight into changes in the San Francisco retail environment over the last three years. We thank the Bay Area Community Resources, Vietnamese Youth Development Center, Youth Leadership Institute and Bayview Food Guardians for conducting the store assessments.

More info at: [healthystoreshealthycommunity.com](http://healthystoreshealthycommunity.com)

## WHICH STORES IN SAN FRANCISCO DID WE SURVEY?



265 


We assessed 265 tobacco retail stores. Tobacco retail stores are neighborhood stores that have a permit to sell tobacco.


10 

We surveyed stores in 10 zipcodes, representing neighborhoods from Russian Hill to the Bayview and the Marina to the Mission.


## WHAT ARE OUR FINDINGS?


### "IT'S EASIER TO BUY GRAPE CIGARRILLOS THAN GRAPES"

**60%**  of stores sell flavored little cigars, such as grape cigarrillos  
*The tobacco industry hook youth with candy-like flavors and cheap prices of little cigars, increasing their likelihood to start smoking.*


**50%**  of stores sell fresh fruits and veggies, such as grapes & carrots  
*More stores in the Tenderloin (60%) sell fresh produce than in the Bayview (40%). Low-income neighborhoods have less access to supermarkets & healthy foods.*

### "IT'S EASIER TO BUY ALCOHOL THAN MILK"

**60%**  of stores sell alcohol products, like beer, wine and spirits  
*5 times as many stores in low-income neighborhoods sell low-cost alcohol, such as malt liquor, than wealthier neighborhoods.*

**40%**  of stores sell low or non-fat milk  
*Healthier beverages, such as 100% fruit juice and low or non-fat milk, are harder to find than soda and alcohol in San Francisco neighborhoods.*

### "E-CIGARETTES HAVE INVADDED THE SCENE"

In 2016, **48%**  of stores sell e-cigarettes in comparison to **16%** of stores in 2013.  
*E-cigarettes are now the most commonly used tobacco product by teens. E-cigarettes deliver nicotine which is addictive and can cause harm to young developing brains.*

Icons from Noun Project

### "STORES ARE VITAL TO THE HEALTH OF OUR NEIGHBORHOODS"



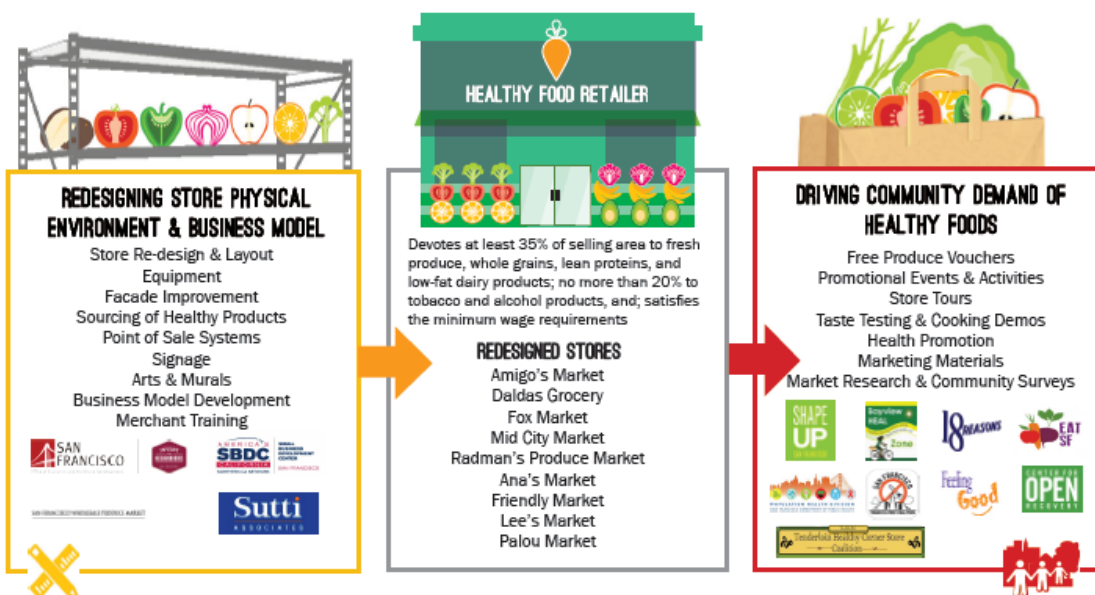
In San Francisco, we are working together to increase access to healthy foods for all by partnering with our neighborhood stores. Healthy Retail SF program, a city-wide program led by the Department of Public Health and Office of Economic Workforce Development, provides the equipment, business expertise and community support so that stores can help create a healthier and more sustainable community. The 2016 HSHC data show that we are making a positive impact in the Tenderloin, but have more work to do to improve the health of our low-income communities and communities of color. More info at [www.healthyretailsf.org](http://www.healthyretailsf.org)



# HEALTHY RETAIL IN SF

## BUILDING HEALTHY CORNER STORES AND HEALTHY COMMUNITIES

Healthy Retail SF and its partners provide interested small business owners with the tools and resources they need, along with focused attention from experts, to develop a business model that allows them to introduce and integrate healthy food options. Our ultimate goals are to increase access to healthy food, engage local residents in the decision making processes, reduce unhealthy influences, strengthen communities and strengthen economic development and job creation. Healthy Retail SF relies on a collaboration of private, public and community partnerships to promote healthy eating in San Francisco neighborhoods that need it the most.



# HEALTHY RETAIL IN SF: CITY AND COMMUNITY PARTNERSHIPS

<p><b>SFDPH</b> sfdph.org</p> <p>The San Francisco Department of Public Health (SFDPH) partners with the Office of Economic Workforce Development in leading and implementing Healthy Retail SF (HRSF). SFDPH's main work is focused on community engagement, supporting community coalitions, and resident food leaders to promote healthy eating.</p> <p><b>sfstobaccofree.org</b></p> <p>SFDPH's Tobacco Free Project envisions a tobacco-free city. SFDPH supports Healthy Retail SF through staff, resources and technical assistance in de-normalizing unhealthy products like tobacco and supporting access to healthy, fresh, affordable food.</p> <p><b>bit.ly/feelinggoodproj</b></p> <p>SFDPH's Feeling Good Project creates partnerships so that low-income families are empowered to eat and drink healthy through nutrition education. They carry out community food assessments and engage with community partners to develop and implement nutrition interventions in HRSF stores and other corner stores.</p> <p><b>healthylit.org</b></p> <p>The Tenderloin Healthy Corner Store Coalition's resident Food Justice Leaders (FJL) serve as liaisons between the community, store owners, and city agencies in partnership with HRSF. FJLs help maintain produce sections, conduct community surveys as well as in depth store assessments, and promote each store to the residents of the Tenderloin.</p> <p><b>shapeupsf.org</b></p> <p>Shape Up SF convenes and supports partners to increase opportunities to eat healthy foods and move more. They support Healthy Retail SF work in the Bayview by collaborating with San Francisco Wholesale Produce Market, the Bayview YMCA, Eat SF, Bayview Heal Zone and other non-profits to make healthy eating the easy choice.</p> <p><b>Bayview Heal Zone</b></p> <p>Bayview Heal Zone Food Guardians provide support to HRSF store owners in the Bayview before during and after store redesign. They also engage the community residents to shop and visit stores by offering taste testing at stores.</p>	<p><b>oeuwd.org</b> investsf.org</p> <p>The Invest in Neighborhoods Initiative is a division of the Office of Economic Workforce Development (OEWD) and partners with SFDPH in leading and implementing Healthy Retail SF. Invest in Neighborhoods works to improve and enhance neighborhood commercial corridors by providing technical and support services to small businesses and by creating economic opportunities for residents of the City's low- and moderate-income neighborhoods. Through a grant program called SF Shines, HRSF stores are able to transform the interior and exterior of the storefronts to accommodate healthy produce while realigning the store's business model for long-term sustainability.</p> <p><b>sfsbdc.org</b></p> <p>The Small Business Development Center of San Francisco provides technical support to Healthy Retail SF stores, such as implementing a Point of Sale system to track sales.</p> <p><b>suttiassoc.com</b></p> <p>Sutti Associates provides expertise and assistance in the physical transformation of Healthy Retail SF stores by developing store design and layout, equipment, schematics and product placement.</p> <p><b>sfrproduce.org</b></p> <p>San Francisco Wholesale Produce Market links community to fresh produce in the San Francisco Bay Area. SFWPM distributes high quality affordable produce as well as providing technical assistance to participating stores.</p> <p><b>eatsfvoucher.org</b></p> <p>EatSF is a healthy food voucher program, providing free fruit and vegetable vouchers to San Francisco's low-income residents. With more customers buying fresh produce, HRSF stores and other vendors are encouraged to increase the variety and quality of the fresh fruits and vegetables they offer, benefiting everyone in the neighborhood.</p> <p><b>18reasons.org</b></p> <p>18 Reasons supports HRSF by showing community residents that they can eat healthy on a budget. They lead store tours of HRSF stores, empowering community members to stretch their food dollar.</p> <p><b>openrecovery.org</b></p> <p>Center for Open Recovery supports HRSF and initiatives that can create and sustain recovery ready communities through policy, community outreach and education, youth environmental prevention and many collaborative efforts.</p>	<p><b>oeuwd.org</b> investsf.org</p> <p>The Office of Economic Workforce Development (OEWD) and partners with SFDPH in leading and implementing Healthy Retail SF. Invest in Neighborhoods works to improve and enhance neighborhood commercial corridors by providing technical and support services to small businesses and by creating economic opportunities for residents of the City's low- and moderate-income neighborhoods. Through a grant program called SF Shines, HRSF stores are able to transform the interior and exterior of the storefronts to accommodate healthy produce while realigning the store's business model for long-term sustainability.</p> <p><b>sfsbdc.org</b></p> <p>The Small Business Development Center of San Francisco provides technical support to Healthy Retail SF stores, such as implementing a Point of Sale system to track sales.</p> <p><b>suttiassoc.com</b></p> <p>Sutti Associates provides expertise and assistance in the physical transformation of Healthy Retail SF stores by developing store design and layout, equipment, schematics and product placement.</p> <p><b>sfrproduce.org</b></p> <p>San Francisco Wholesale Produce Market links community to fresh produce in the San Francisco Bay Area. SFWPM distributes high quality affordable produce as well as providing technical assistance to participating stores.</p> <p><b>eatsfvoucher.org</b></p> <p>EatSF is a healthy food voucher program, providing free fruit and vegetable vouchers to San Francisco's low-income residents. With more customers buying fresh produce, HRSF stores and other vendors are encouraged to increase the variety and quality of the fresh fruits and vegetables they offer, benefiting everyone in the neighborhood.</p> <p><b>18reasons.org</b></p> <p>18 Reasons supports HRSF by showing community residents that they can eat healthy on a budget. They lead store tours of HRSF stores, empowering community members to stretch their food dollar.</p> <p><b>openrecovery.org</b></p> <p>Center for Open Recovery supports HRSF and initiatives that can create and sustain recovery ready communities through policy, community outreach and education, youth environmental prevention and many collaborative efforts.</p>
--	--	--

HEALTHYRETAILSF.ORG

# San Francisco Tobacco-Free Project: Final Evaluation Report Building a Healthier, Smoke-Free Retail Environment in San Francisco

Photos from San Francisco HSHC Press Event

Top left: Tobacco Education Coalition Chair Tonya Williams speaks to the press

Top right: Storefront of Radman's Produce Market—HealthyRetailSF participant and host of press event

Bottom left: Youth advocates from the Vietnamese Youth Development Center speaks to the press

Bottom right: Photos and educational materials highlighting corner store redesigns conversions in the HealthyRetailSF program





Example of Media from HSHC Press Conference

# SF WEEKLY

## Grape-Flavored Blunt Wraps Easier to Find Than Grapes, Except in the Tenderloin

Sixty percent of the Tenderloin's 70 corner stores now carry fresh fruits and vegetables.

Nuala Sawyer Wed Mar 8th, 2017 4:26pm



*The Tenderloin Healthy Corner Store Coalition helped Fadhl Radman update his store and offer more produce. (Mike Koozmin/S.F. Examiner)*

If you're strolling through S.F. on a warm spring day and fancy a doobie, chances are you can stop in at your local corner store and find a blunt wrap pretty easily. In the Tenderloin neighborhood, which has approximately 70 corner stores within a dozen square blocks, you're probably not even going to have to cross the street to get what you need. But thanks to a local community-based effort, most corner stores in the neighborhood now offer an additional perk for its shoppers: fresh groceries.

The Tenderloin has long been considered a "food swamp" by healthy food advocates. It's not a food desert per se — there are lots of places to eat, but few are healthy. There's no major grocery store, and in the past residents have relied on their downstairs pizza joint, sub shop or corner store for sustenance, unless they travel to a supermarket outside of the neighborhood's boundaries. But in 2013 Healthy Retail San Francisco and the Tenderloin Healthy Corner Store Coalition began helping corner store owners convert part of their retail space into a mini grocery, offering fresh fruit and vegetables, sandwich supplies, and nutrition-heavy snacks.

## San Francisco Tobacco-Free Project: Final Evaluation Report Building a Healthier, Smoke-Free Retail Environment in San Francisco

And? It's worked. A new statewide report on healthy corner stores states that 60 percent of stores in the Tenderloin now offer fruits and vegetables — the highest rate in the city. With this inclusion has come an increased profit for the participating neighborhood stores, who have seen a 25 percent increase in total sales after installing or increasing their fresh produce options.

“The early success of Healthy Retail SF in the Tenderloin is very encouraging. By bringing together local merchants with the community and the city, we have shown that neighborhoods can take charge of their health and wellbeing starting with their local stores,” said Dr. Tomás Aragón, Health Officer for the City and County of San Francisco. “However, there is still much work to do, especially for our low-income communities and communities of color.”

For example, in the Ocean View, Merced Heights, Ingleside, Excelsior and Bayview neighborhoods only 40 percent of corner stores sell fresh produce, but 85 percent sell flavored cigarillos or blunt wraps.



Surveys were conducted at 265 corner stores across S.F.

Across the state, data shows that five times as many stores in low-income neighborhoods sell cheap alcohol products — like fortified wine, malt liquor, or mini bottles — than in than wealthy neighborhoods.

“Your zip code should not determine your health,” said Angel Rodriguez, a young adult leader at Bay Area Community Resource who helped collect local data for the report. “Our neighborhood stores are part of our communities. We want to work with them as neighbors so everybody who lives, plays and shops here can be healthy.”

The 2016 Healthy Stores for a Healthy Community report can be found in full [here](#). And with the stark success rate of stores in the Tenderloin improving financially while offering health benefits to the local communities, we can expect more grapes — and maybe less grape-flavored blunt wraps — across the city in the future.

### **SECTION 3. DATA COLLECTION TOOLS**

#### **Key Informant Interview Questions for Density Policy**

##### *Goal of Interviews*

In December 2014, the San Francisco Board of Supervisors approved a policy that caps the number of tobacco retail licenses that are available in each supervisorial district, to reduce the overconcentration of retail stores in neighborhoods and limit the number of new stores that can sell tobacco in San Francisco. The policy went into effect on January 18, 2015. The purpose of the key informant interviews for Objective 1 is to review the adoption and implementation of the retail density ordinance. Interviews will ask stakeholders about successful strategies and challenges for the adoption of the policy, proponent and opponent views, early findings regarding its impact, and other lessons learned.

##### *Methodology*

Six individuals involved in this objective will be interviewed. San Francisco Tobacco Free Project (TFP) staff will identify stakeholders to be interviewed. These may include Tobacco Free Project coalition members, youth involved in the policy effort, members of the Board of Supervisors or their designees, and other key stakeholders in the policy adoption and implementation process.

##### *Questions for Coalition Members & Youth*

##### *Retail Density Background*

1. Tell me about your role in working on the adoption of the retail density ordinance in San Francisco, and how long you have been working on this issue.
2. Can you go back to the beginning of your work on the retail density policy issue and tell me how you got involved in this issue in particular? What were your/your organization's primary reasons for supporting and getting involved in this effort?
3. Who were your allies and what role did each play?

##### *Successful Strategies, Challenges & Lessons Learned*

4. What specific messaging did you use to educate stakeholders about this issue? What messaging worked particularly well? (Probe: health equity framing)
5. What strategies were particularly useful or necessary to this policy effort? Will you take any of these strategies and apply them to other policy efforts, and how? (Probe: AAGA negotiations)
6. What were the roles and contributions of youth in this policy effort?
7. What were the challenges that the Coalition encountered on this campaign? Who was the opposition? What concessions or negotiations were made to ease the opposition's concerns and get the ordinance passed?

##### *Implementation & Next Steps*

8. Now that the retail density ordinance is being implemented, what do you see as the impact of this policy? What do you hope to see change as this policy continues to be implemented?
9. Are there any unintended consequences or challenges with implementing this ordinance?
10. Where do you see the work on retail store policy going next?
11. Is there any other information you would like to share?

*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

*Questions for Policy Makers & Other Stakeholders*

*Retail Density Background*

1. How did the issue of restricting the density of tobacco permits first come to your attention? What got you interested in this issue?
2. Can you go back to when you first heard about this issue, and tell me about your role in the policy effort and how that evolved over time?

*Successful Strategies, Challenges & Lessons Learned*

3. How did you work with the Coalition on this policy issue? How would you describe your conversations and work with the Coalition?
4. What role did youth have in influencing your thinking about tobacco in the community retail setting?
5. What information, messages, or strategies were particularly impactful when it came to learning or educating others about this issue? (*Probes: Was there 1 statement that you used which most effectively got your colleagues on board; What do you think about the health equity framework that was presented?*)

*Implementation & Next Steps*

6. Now that the retail density ordinance is being implemented, what do you see as the impact of this policy? Who will benefit from this policy?
7. Are there any unintended consequences or challenges with implementing this ordinance?
8. Is there any other information you would like to share?

San Francisco Tobacco-Free Project: Final Evaluation Report  
 Building a Healthier, Smoke-Free Retail Environment in San Francisco

**HSHC Store Assessment: Training Evaluation**

Healthy Stores for Healthy Communities 2016  
 Training Satisfaction Survey

Organization Name:	
I am a:	<input type="checkbox"/> Project Coordinator <input type="checkbox"/> Advocate

*Satisfaction*

---

Please answer the following questions with Agree, Neutral, or Disagree. Please select one answer per question.

	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>
1. The purpose of the training was clear and understandable.			
2. My organization prepared me for today's training session.			
3. The content was well organized and clear.			
4. The training provided me with the information I need to administer the Healthy Stores survey.			
5. The time allotted for the training was sufficient.			
6. I know how to navigate tricky questions.			
7. I feel well-prepared to talk to storeowners about the survey.			
8. I understand how to use the app to start, stop, and complete the survey.			

What did you like about this training?

What recommendations do you have about how to improve the training? If you answered "Disagree" for any of the questions above, please tell us how the training could be improved.




*Content Knowledge*

---

Please rate each of the following training topics with 1, 2, or 3 by checking the box.

- A rating of 1 means "I don't get it. This is confusing to me."
- A rating of 2 means "I get it, but I need practice."
- A rating of 3 means "This concept is very clear to me. I'm an expert!"

*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

	1 	2 	3 
I know how to estimate the percent of windows/glass covered by signs			
I understand the difference between signs and advertisements			
I know how to identify price promotions for products			
I know how to identify special prices and multi-pack discounts			
I know how to identify different tobacco products (e.g. cigarettes, e-cigarettes, chew, blunts, etc.)			
I know the difference between e-cigs, vape pens, mod/tanks, and e-liquids			
I can categorize flavors of tobacco products (e.g. fruit or sweet, liquor, or mint flavored products)			
I know how to identify different types of alcohol products (e.g. beer, wine, alcopops, malt liquor, etc.)			
I know how to assess the quality of fresh fruit or fresh vegetables			

What questions do you still have about how to complete the Healthy Stores for Healthy Communities assessment?

*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

**Key Informant Interview Questions for Healthy Stores for a Healthy Community**

First, please confirm the information I have about you is correct. Are you:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Role:    Policymaker    Retailer    Community Member    Other: \_\_\_\_\_

I will state some objectives from the Healthy Stores for a Healthy Community campaign, mainly regarding tobacco, but also including alcohol and nutrition. Please tell me if you would support or oppose such regulation and your reason why.

<i>Proposed strategy/legislation</i>	<i>Support</i>	<i>Oppose</i>	<i>Reasons why</i>
1. Would you support or oppose a law that bans pharmacies from selling tobacco products?			
2. Would you support or oppose a law to prevent stores near schools from selling tobacco?			
3. Would you support or oppose a law requiring store owners to buy a local license to sell tobacco? The license fees would cover the cost of checking whether stores follow tobacco laws, including that they don't sell to minors.			
4. Would you support or oppose a law to ban the sale of flavored tobacco products like menthol cigarettes and sweet-flavored cigarillos or little cigars?			
5. Stores often promote cigarettes and other tobacco products by giving price discounts, like two packages for the price of one. Would you support or oppose a law that bans any kind of price discount on tobacco?			
6. Tobacco companies sell some tobacco products, like little cigars, as singles to reduce the cost and make tobacco more accessible to people without much money. Would you support or oppose a law that makes it illegal to sell small amounts of tobacco like single cigarillos, or other tobacco products in packs of one?			

*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

<i>Proposed strategy/legislation</i>	<i>Support</i>	<i>Oppose</i>	<i>Reasons why</i>
7. Would you support or oppose a law to include electronic smoking or vaping devices in local tobacco laws?			
8. Would you support or oppose having a “Healthy Store” certification or a health rating system for stores that sell alcohol, tobacco, and food (for instance by giving 5 stars to the healthiest stores and 0 stars to the unhealthiest stores)?			
9. In exchange for reducing the number of tobacco and alcohol products and increasing the amount of fruits and vegetables sold, would you support or oppose incentives such as financial aid, tax credits, technical assistance (e.g. business planning) or other tangible goods and services?			

10. Would you support a law that requires stores to reduce the amount of window advertising coverage to below 15%? Support or Oppose?

11. Would you be interested in FREE cultural murals or art?

12. Would you be interested in free community signage to replace any of your current advertisements?

13. If you feel comfortable responding – how many (or what %) of your advertisements from soda, tobacco, alcohol companies are required that you post on your storefront? Or inside?



*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

**Popular Opinion Survey HSHC**

*2016 HSHC Public Intercept Survey*

What is your coder ID? \_\_\_\_\_

*Do NOT read this aloud. Enter the coder ID your Local Lead Agency assigned to you.*

*Hook: "Hi do you live in San Francisco?" or "Hi, do you live in this neighborhood: \_\_\_\_\_?"*

*Introduction: "The San Francisco Department of Public Health wants to know your opinions about stores in your neighborhood. Many things impact our health, including the types of products our stores sell, such as alcohol, tobacco, and different types of foods and beverages. I'd like to ask about stores in your community and about proposed changes. The questions will take 5-7 minutes of your time, and the survey is anonymous. We aren't selling anything. You are free to stop at any time. Would you be interested in participating in the survey?"*

If Yes, move on to the SCREENING QUESTIONS to make sure the participant lives in San Francisco.

If No, thank them for their consideration and move on.

Gracias por su participación. En particular, estamos interesados en las opiniones de gente que vive en barrios específicos de San Francisco. Para ayudarnos, queremos pedirles preguntas sobre usted mismo. Sus respuestas serán anónimas y confidenciales.

Screening questions: "Great! Thank you for being willing to participate. In particular, we are interested in the opinions of people who live in San Francisco, so we want to know..."

1. \*What is your zip code? \_\_\_\_\_
2. Which category best describes your age? \_\_\_\_\_
3. Which category best describes your race? (Select all that apply)
  - a. American Indian/Alaska Native
  - b. Asian
  - c. Black or African American
  - d. Hispanic/Latino
  - e. Native Hawaiian/Other Pacific Islander
  - f. White
  - g. Some other race \_\_\_\_\_
  - h. Decline to state [don't read]
4. Do you identify yourself as male, female, or in another way?  
If in another way, how do you identify yourself?

*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

- a. Male
- b. Female
- c. Transgender Male
- d. Transgender Female
- e. In another way: \_\_\_\_\_
- f. Decline to state *[don't read]*

“Thank you for telling us about yourself. The first set of questions is a series that asks about a variety of different products.

- 5. Think of all stores in your neighborhood, including grocery stores, convenience stores, corner stores, and gas stations. How easy or difficult is it to buy these products?”

*Because the responses to the next set of questions are the same, you probably don't have to repeat “easy or difficult” after each product. Try the first few and see how it goes. Also, most people are familiar with these products, so you might not need to read the definitions and examples. If the respondent doesn't know what the product is, the additional information can be read to provide a definition and examples of the product.*

<p>a. Cigarettes <i>Definition: Includes all types of traditional cigarettes such as regular and menthol.</i> <i>Examples: Marlboro, Newport, Camel</i></p>	<p>Easy/difficult/don't know</p>
<p>b. E-cigarettes/Vaping Devices <i>Definition: Includes all electronic smoking and vaping devices, refills, and accessories such as e-cigarettes, e-hookah, e-cigars, refill cartridges, vape pens, mods/tanks, e-liquids, etc.</i> <i>Examples: NJOY, blu, Mark 10, Logic</i></p>	<p>Easy/difficult/don't know</p>
<p>c. Cigarillos (Little cigars) <i>Definition: About the size of cigarettes but with a brown wrapper.</i> <i>Examples: Swisher Sweets, Black &amp; Mild</i></p>	<p>Easy/difficult/don't know</p>
<p>d. Beer <i>Definition: an alcoholic drink made from yeast-fermented malt flavored with hops</i> <i>Examples: Budweiser, Coors</i></p>	<p>Easy/difficult/don't know</p>
<p>e. Malt liquor <i>Definition: alcoholic liquor made from malt by fermentation rather than distillation; beer with a relatively high alcohol content</i> <i>Examples: Colt 45, Mickeys</i></p>	<p>Easy/difficult/don't know</p>
<p>f. Mini Bottles <i>Defnition: 1-2 oz bottles containing distilled spirit, or airplane bottles</i></p>	<p>Easy/difficult/don't know</p>

*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

g. Condoms <i>Definition: Includes all types of condoms Examples: Trojan, Durex, LifeStyles, Kimono, and ONE</i>	Easy/difficult/don't know
h. Water <i>Definition: Bottled water, water refill stations, NOT free fountains Examples: Aquafina, Fiji, Glacier</i>	Easy/difficult/don't know
i. Soda/ Sports Drinks/ Energy Drinks <i>Soda Definition: Includes diet and regular soda Common brands: Coke, Pepsi, Dr. Pepper Sports Drink Definition: Contains electrolytes Common brands: Gatorade, Powerade Energy Drink Definition: Contains caffeine Common brands: Red Bull, Monster</i>	Easy/difficult/don't know
j. Non/Low-fat milk <i>Definition: Also called skim or 1%. Does not include 2% or whole milk</i>	Easy/difficult/don't know
k. 100% juice (NOT including punch drinks such as Sunny Delight) <i>Definition: 100% juice such as orange, apple. Does not include punch or artificial fruit drinks such as Sunny Delight</i>	Easy/difficult/don't know
l. Whole wheat bread <i>Definition: Lists "whole wheat" as the first ingredient</i>	Easy/difficult/don't know
m. Fresh fruit <i>Can include a produce section in a store or a few fresh bananas and apples at the counter</i>	Easy/difficult/don't know
n. Fresh vegetables	Easy/difficult/don't know

"The next set of questions asks about your support for or opposition to new policies to change the ways that stores promote and sell tobacco products."

*This note alerts the respondent to a new topic and set of questions. These questions have the same answer choices: support, oppose, or don't know. Some respondents may not have thought about this issue. If they say "I haven't thought about it," mark, "don't know." If they give answers such as "I am for it," or simply "yes," mark "support." If they say "I am against it" or "no," mark "oppose."*

6. \*Would you support or oppose a law that bans pharmacies from selling tobacco products?
  - a. Support
  - b. Oppose
  - c. I don't know [don't read]

*This would include any pharmacy, including those located inside grocery stores or discount stores like Walmart.*

*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

7. \*Would you support or oppose a law to prevent stores near schools from selling tobacco?
- Support
  - Oppose
  - I don't know [don't read]

*You may want to define what "near" means in your local context, depending on the parameters of your policy goals – whether to ban tobacco retailers within 500 ft. or 1000 ft from schools (about half a block to a block).*

8. \*Would you support or oppose a law requiring store owners to buy a local license to sell tobacco. The license fees would cover the cost of checking whether stores follow tobacco laws, including making sure they don't sell to minors?
- Support
  - Oppose
  - I don't know [don't read]
9. \*Would you support or oppose a law to ban the sale of flavored tobacco products like menthol cigarettes and sweet-flavored little cigars?
- Support
  - Oppose
  - I don't know [don't read]

*Background information: Currently menthol cigarettes and flavored other tobacco products, including little cigars and cigarillos, are not banned, and many different flavors are sold including vanilla, strawberry, etc. The federal Food and Drug Administration prohibited the sale of flavored cigarettes (except menthol) in 2010.*

10. Cigarette butts or filters are made out of plastic and not biodegradable. Tobacco companies created cigarette filters as a means to mislead smokers in believing they are inhaling less toxins. Would you support or oppose a law that bans the sale of filtered cigarettes?
- Support
  - Oppose
  - I don't know [don't read]
11. \*Stores often promote cigarettes and other tobacco products by giving price discounts, like two packages for the price of one. Would you support or oppose a law that bans any kind of price discount on tobacco?
- Support
  - Oppose
  - I don't know [don't read]

*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

12. \*Tobacco companies sell some tobacco products, like little cigars, as singles to reduce the cost and make tobacco more accessible to people without much money. Would you support or oppose a law that makes it illegal to sell small amounts of tobacco like single cigarillos, or other tobacco products in packs of one?
- Support
  - Oppose
  - I don't know [don't read]

*Background information: It is illegal to sell single cigarettes based on a Food and Drug Administration (FDA) policy adopted in 2010. So it is unlikely that respondents will ask about sales of single cigarettes. But it is legal and fairly common for stores to sell single cigarillos.*

13. \*If stores were rated, for instance by giving 5 stars to the healthiest stores and 0 stars to the unhealthiest stores, would you be more likely to shop at stores with a high rating?
- I would be more likely to shop at stores with high health ratings.
  - No, I would not be more likely to shop at stores with high health ratings.
  - I am not sure if I would pay attention to the store rating. [don't read]

*The intent of this question is to get a sense of how important a rating system might be, not the details of the system. If the respondent asks questions about how the stores will be rated, how the system will be enforced, or similar questions, try to redirect the respondent to the concept of the store rating system and whether it would influence where they would shop by saying "Details on how the stores would be rated are not available yet."*

14. Storefronts are often covered in advertisements promoting unhealthy products like soda, alcohol and tobacco. Would you support or oppose a law that would limit advertisements to 15% of the store front (windows and doors)?:
- Support
  - Oppose
  - I don't know [don't read]

"Now I would like to ask you a few MORE questions about yourself. Your answers will remain anonymous."

*This last transition alerts the respondent to a new topic and set of questions. Responses are grouped to show policy makers how their constituents feel about different policy issues.*

15. \*Did you smoke any cigarettes in the last 30 days?
- Yes
  - No
  - Decline to state [don't read]

*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

16. \* Did you vape or use electronic smoking devices (e.g., e-cigarettes, e-hookah, e-pens, vape devices, etc.) in the last 30 days?
- a. Yes
  - b. No
  - c. Decline to state *[don't read]*

Thank you for participating in this survey

*Upon completing a survey, select next, find another respondent, and repeat the process.*

**SECTION 4. OTHER EVALUATION ACTIVITIES AND KEY FINDINGS**

**HSHC Key Informant Interviews & Popular Opinion Surveys**

San Francisco Tobacco Free Project conducted two other methods related to the retail environment as part of the Healthy Stores for Healthy Community Campaign: Key Informant Interviews with retailers (N=6) and a popular opinion survey of residents in HSHC San Francisco zip codes (N=192).

Table 1. HSHC POP Respondents by Zip Code

Zip Code	94102	94103	94109	94110	94112	94114	94118	94123	94124	Total
Respondents (N)	15	14	20	18	26	30	25	18	26	192
%	8%	7%	10%	9%	14%	16%	13%	9%	14%	

Table 2. Key Informant Interviews  
 - Respondent Demographics

	N	%
Zip Code		
94102	4	67%
94109	1	16.7%
94124	1	16.7%
Gender Identity		
Male	6	100%
Ethnicity		
Other	6	100%

*Key Finding 1:* When ranking products by the proportion of respondents that said it was “Easy” to buy in their neighborhood, unhealthy products tended to be easier to buy than healthy products

Table 3. Accessibility of Products, Ranked

Product	Easy	Difficult	Don't Know
Sugar Sweetened Beverage	99.48%	0%	0.52%
Water	99.48%	0%	0.52%
Beer	95.31%	1.56%	3.13%
Malt Liquor	86.46%	3.65%	9.38%
Cigarettes	84.90%	2.60%	12.50%
Whole Wheat Bread	76.04%	20.83%	3.13%
Condoms	71.88%	3.13%	25.00%
Mini Bottles	69.79%	6.77%	18.75%
Fresh Vegetables	69.79%	29.17%	1.04%
Fresh Fruits	69.79%	29.69%	0.52%
Cigarillos	68.75%	2.08%	29.17%
Non or Low Fat Milk	66.15%	23.44%	10.42%
E-cigarettes	57.81%	8.33%	33.85%
100% Fruit Juice	51.56%	36.98%	11.46%

*San Francisco Tobacco-Free Project: Final Evaluation Report  
Building a Healthier, Smoke-Free Retail Environment in San Francisco*

*Key Finding 2:* The HSHC popular opinion survey and key informant interviews asked whether respondents supported or opposed different tobacco control policy concepts. For residents, the least supported policy concept was banning the sale of single cigarillos, followed by banning menthol and flavored tobacco products. Interestingly, about one in five (20%) of residents were not sure about whether they would ban or limit menthol or flavored tobacco products. On the other hand, store owners supported existing policy while opposing policy that could regulate their small business and/or make unfair business opportunities.

Table 4. “Support” or “Oppose” the following Policy Concepts

	Community Residents (N=192)				Store Owners (N=6)		
	Rank	Support	Oppose	Don't know	Rank	Support	Oppose
Ban Selling Tobacco Near Schools	1	83.85%	9.38%	6.77%	5	17%	83%
Limit Store Signage to 15%	2	80.21%	9.38%	10.42%	4	33%	67%
Ban Tobacco in Pharmacies*	3	77.60%	13.02%	9.38%	1	100%	0%
Require Local Tobacco License*	4	77.08%	9.90%	13.02%	2	67%	33%
Ban Promos/Price Discount	5	64.06%	22.92%	13.02%	3	50%	50%
Ban Menthol/ Flavors	6	59.38%	23.44%	17.19%	4	33%	67%
Ban Single Cigarillos	7	53.65%	30.73%	15.63%	5	17%	83%



## HSHC Media Record

MEDIA ANALYSIS	PUBLICATION			MEDIA TYPE	COVERAGE / REACH	STORY TYPE	SENTIMENT			STORY SUMMARY of HSHC-RELATED ISSUE & WHY IT IS IMPORTANT TO PROGRAM STRATEGIES
	Date	Title	Author				Supportive	Unsupportive	Neutral	
<b>SF Weekly</b> <a href="http://www.sfweekly.com/news/grape-flavored-blunt-wraps-easier-to-find-than-grapes-except-in-the-tenderloin/">http://www.sfweekly.com/news/grape-flavored-blunt-wraps-easier-to-find-than-grapes-except-in-the-tenderloin/</a>	3/8/17	Grape-Flavored Blunt Wraps Easier to Find than Grapes, Except in the Tenderloin	Nuala Sawyer	Online local News outlet	Local 69,000	News Story	X			The story focused on specifically on the positive change in the Tenderloin retail stores based on the implementation of Healthy Retail SF as evidenced by the HSHC store assessment. Specifically, it cites data from Healthy Retail Store evaluation results as well as HSHC store data on availability of produce, alcohol (malt liquor, fortified wine, and mini bottles), cigarillos, and blunt wraps. The article uses most of the language from press release from San Francisco Department of Public Health.
<b>ABC Channel 7 News</b> <a href="https://www.youtube.com/watch?v=AnT9q1TK-5Y&amp;feature=youtu.be">https://www.youtube.com/watch?v=AnT9q1TK-5Y&amp;feature=youtu.be</a>	3	Buying Milk is Tougher than Buying Alcohol		TV News	Regional	News Story	X			Local 50second TV news story reports on the data found in the Healthy Stores for a Healthy Community store assessment in San Francisco, specifically in the Tenderloin, noting the connection to the California-wide survey. They cited that Alcohol and flavored cigarettes were more accessible than milk and produce. The news featured a live interview with Fadhl Radman, owner of Radman Produce Market in San Francisco, describing how the Healthy Retail SF helped provide marketing and shelf space for produce.
<b>KTVU</b> <a href="http://www.ktvu.com/news/240444479-story">http://www.ktvu.com/news/240444479-story</a>	3/8/17	Search for Healthier food in SF Tenderloin easier 4 years into the program	Unknown	TV & Online News	Regional	News Story	X			The story features Radman's Market, one of the Healthy Retail SF corner stores, as a success story of the Health Retail program work in the Tenderloin as evidenced by Healthy Stores for a Healthy Community survey data. However, the author doesn't refer to HSHC and calls it the "health department study." They honed in on the data points that more stores in the Tenderloin are offering fresh fruits and vegetables while more stores are selling alcohol than non-fat milk. The article featured quotes from Radman's owner Fadhl, residents, and The Tenderloin Health Corner Store Coalition staff, Lisa Juachon.

San Francisco Tobacco-Free Project: Final Evaluation Report  
 Building a Healthier, Smoke-Free Retail Environment in San Francisco

<p><b>KCBS</b></p> <p>See attached MP4 of the radio clip</p>	<p>3/8/2017</p>		<p>Jenna Lang?</p>	<p>Radio</p>	<p>Regional 1,082,000</p>	<p>News Story/On-Air Interview</p>			<p>X</p>	<p>KCBS radio provides an overview of the Healthy Stores for a Healthy Community campaign state-wide stating that in certain counties more stores are selling fresh produce. A live quote from Andrea Garcia, a data collector in San Francisco, was featured in which she describes how more stores in low-income areas sell cigarettes and that stores are working to reduce access. On the other hand, the news story also included a quote from Thomas Bryant, National Tobacco Outlet Association, stating that stores rely on tobacco sales and sales of fresh fruits and vegetables, like bananas, doesn't make a profit.</p>
<p><b>Sing Tao Daily</b>  <a href="https://www.singtaousa.com/1072933/post-%E5%A2%9E%E9%8A%B7%E9%AE%AE%E8%B2%A8%E6%B8%9B%E5%94%AE%E7%85%99-%E5%B8%82%E5%A0%B4%E6%99%AE%E9%81%8D%E5%88%A9%E9%8C%A2%E5%A2%9E/?variant=zh-hk&amp;fs=16">https://www.singtaousa.com/1072933/post-%E5%A2%9E%E9%8A%B7%E9%AE%AE%E8%B2%A8%E6%B8%9B%E5%94%AE%E7%85%99-%E5%B8%82%E5%A0%B4%E6%99%AE%E9%81%8D%E5%88%A9%E9%8C%A2%E5%A2%9E/?variant=zh-hk&amp;fs=16</a></p>	<p>3/9/2017</p>	<p>增銷鮮貨減售 煙市場普遍 利錢增 “Adding fresh produce cutting tobacco, markets increases profits”</p>	<p>Unknown</p>	<p>Local Online News</p>	<p>Regional 10,000</p>	<p>News Story</p>	<p>X</p>		<p>Local Chinese online news article reports on how the Healthy Stores for a Healthy Community data points to a larger proportion of stores in Tenderloin selling produce in comparison to other neighborhoods, as well as an increase in quality of the produce from 2013. They did provide background information about HSHC stating that San Francisco surveyed 265 stores, but incorrectly mentioned that the survey was a nationwide survey of tobacco retail stores. Again this article focuses on the success of the Healthy Retail SF program in providing equipment, community support to retailers to reduce sale of unhealthy food and increase sale of healthy food.</p>	
<p><b>Epoch Time's</b>  <a href="http://www.epochtimes.com/gb/17/3/9/n8891582.htm">http://www.epochtimes.com/gb/17/3/9/n8891582.htm</a></p>	<p>3/9/2017</p>	<p>鲜蔬果卖得多? 杂货店增售健康食品 Are cigarettes sold more than fresh</p>	<p>Unknown</p>	<p>Local Online News</p>	<p>Regional</p>	<p>News Story</p>	<p>X</p>		<p>This local Chinese news article reports on the Healthy Stores for a Healthy Community campaign as a state-wide effort, focusing on San Francisco's data and Healthy Retail efforts. They provided background information about the San Francisco data collection including the number of stores, zip codes and even the organizations that participated in data collection. The article also cites our key data points: 60% stores sold flavored cigarillos, 50% sold fresh produce, 50% sold cheap alcohol, 40% sold low-fat milk and 50% store sold e-cigarettes, an increase from 13% in 2013. Like the</p>	

*San Francisco Tobacco-Free Project: Final Evaluation Report  
 Building a Healthier, Smoke-Free Retail Environment in San Francisco*

		fruits and vegetables? San Francisco promotes grocery store to increase health food							other news articles, they featured San Francisco Healthy Retail Program and a quote from Radman's market, a Healthy Retail SF program store.
<b>KQED The California's Report</b>	3/9/2017	Unable to obtain		Radio	Regional 744,000	Newstory			We were unable to obtain the radio script for this radio spot. Media Consultant confirmed that this was broadcasted.
<b>KGO</b>	3/9/2017	Unable to Obtain		Radio	Local 592,000	Newstory			We were unable to obtain the radio script for this radio spot. Media Consultant confirmed that this was broadcasted.

## End Notes

---

<sup>i</sup> Chuang, J. “Effects of Neighbourhood Socioeconomic Status and Convenience-Store Concentration on Individual-Level Smoking, *J Epidemiol Community Health* 59 (2005): 568–573.

Novak, S. P., S. F. Reardon, S. W. Raudenbush, and S. L. Buka. “Retail Tobacco Outlet Density and Youth Cigarette Smoking: A Propensity Modeling Approach.” *American Journal of Public Health* 96 (2006): 670–676.

Henriksen, L, E. C. Feighery, N. C. Schleicher, D. W. Cowling, R. S. Kline, and S. P. Fortmann. “Is Adolescent Smoking Related to the Density and Proximity of Tobacco Outlets and Retail Cigarette Advertising Near Schools?” *Preventive Medicine* 47 (2008): 210–214.

Leatherdale, S. T., and J. M. Strath. “Tobacco Retailer Density Surrounding Schools and Cigarette Access Behaviors among Underage Smoking Students,” *Annals of Behavioral Medicine* 33, no. 1 (2007): 105–111.

<sup>ii</sup> Chuang, J. “Effects of Neighbourhood Socioeconomic Status and Convenience-Store Concentration on Individual-Level Smoking, *J Epidemiol Community Health* 59 (2005): 568–573.

Novak, S. P., S. F. Reardon, S. W. Raudenbush, and S. L. Buka. “Retail Tobacco Outlet Density and Youth Cigarette Smoking: A Propensity Modeling Approach.” *American Journal of Public Health* 96 (2006): 670–676.

Henriksen, L, E. C. Feighery, N. C. Schleicher, D. W. Cowling, R. S. Kline, and S. P. Fortmann. “Is Adolescent Smoking Related to the Density and Proximity of Tobacco Outlets and Retail Cigarette Advertising Near Schools?” *Preventive Medicine* 47 (2008): 210–214.

Leatherdale, S. T., and J. M. Strath. “Tobacco Retailer Density Surrounding Schools and Cigarette Access Behaviors among Underage Smoking Students,” *Annals of Behavioral Medicine* 33, no. 1 (2007): 105–111.

<sup>iii</sup> National Cancer Institute. *The Role of the Media in Promoting and Reducing Tobacco Use*. Tobacco Control monograph no. 19. Bethesda, MD: US Department of Health and Human Services, National Institutes of Health, National Cancer Institute. NIH pub. no. 07-6242, June 2008.

<sup>iv</sup> Paynter, J., and R. Edwards. “The Impact of Tobacco Promotion at the Point of Sale: A Systematic Review,” *Nicotine Tobacco Research* 11, no. 1 (2009): 25–35.

<sup>v</sup> Youth Leadership Institute, Tobacco Use Reduction Force (TURF), “[Where We Live, Tobacco Is Everywhere: A Case Study](#),” 2014.

<sup>vi</sup> Ibid.

<sup>vii</sup> Ibid.

<sup>viii</sup> See Three-Legged Stool visual in the Appendix.

<sup>ix</sup> See Map of Tobacco Permits by District in the Appendix.

<sup>x</sup> Youth Leadership Institute, Tobacco Use Reduction Force (TURF), “[Where We Live, Tobacco Is Everywhere: A Case Study](#),” 2014.

<sup>xi</sup> Ibid.

<sup>xii</sup> Youth Leadership Institute, Tobacco Use Reduction Force. Tobacco permit data from San Francisco Department of Public Health. Median-household-income data from US Census Bureau, American Community Survey 2006–2010 sample and Census 2010 SFI: Calculated by the Budget and Legislative Analyst from San Francisco Planning Department.

<sup>xiii</sup> Youth Leadership Institute, Tobacco Use Reduction Force (TURF), “[Where We Live, Tobacco Is Everywhere: A Case Study](#),” 2014.

<sup>xiv</sup> For more information on Healthy Retail San Francisco, please see “Healthy Retail San Francisco: A Case Study of a Community-Based Solution to Food Swamps”, December 2015. This case study can be found at [www.sanfranciscotobaccofreeproject.org](http://www.sanfranciscotobaccofreeproject.org).

<sup>xv</sup> See Table on Retail Density Policy with AAGA Negotiations/Requests.

<sup>xvi</sup> Tobacco Permit Density Reduction Ordinance Fact Sheet, <http://2gahjr48mok145j3z438sknv.wpengine.netdna-cdn.com/wp-content/uploads/Density-Elements-and-Definitions-1.21.15.pdf>.