



## San Joaquin County Public Health Services

1601 East Hazelton Avenue . Stockton, CA 95205

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### FOR IMMEDIATE RELEASE

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### **REFRESH SAN JOAQUIN CELEBRATES HEALTHY RETAIL IMPROVEMENTS**

*San Joaquin County Public Health Services Partners With  
Local Corner Stores to Make Residents' Health a Priority*

STOCKTON, CA (October 10, 2016) - San Joaquin County Public Health Services (PHS) Healthy Retail program highlighted the accomplishments of its new *Refresh San Joaquin* initiative at the recent Reinvent South Stockton 2<sup>nd</sup> Annual Resident Summit. *Refresh San Joaquin* is a county-wide initiative designed to improve the health of San Joaquin residents by increasing access to and availability of fresh, healthy foods and beverages and by decreasing promotion of unhealthy products and advertising in the retail setting. The goal is to help transform small food markets by adding local produce; replacing unhealthy food, beverage, and tobacco ads with healthier signage; providing healthier marketing materials (e.g., shelf danglers, recipe cards, etc.) and point of sale options (e.g., fruit baskets).

Research shows that stores can impact the health and environment of the community. Through education, training and by providing local stores with concrete tools to improve business practices, *Refresh San Joaquin* is working to prevent local stores from deterioration and closure, as happened with the New Grand Save Market in the South Stockton area last month.

This year, the seven (7) small food retailers joining PHS efforts to improve the residents' health and the economic vitality of their local neighborhoods include: Red Sea Market, Los Titos Supermarket, Main Market, Ben's Market, Delta Food Market, Family Meat Market and Mas Amigos Meat Market.

The first phase of this program includes incentives to help small-scale grocery retailers to sell healthier items to their customers, including:

- Fresh, canned and frozen fruits and vegetables
- Whole grain breads and tortillas
- Bottled water and 100% juices/smoothies
- Low-fat/non-fat dairy products (milk, yogurt, etc.)
- Proteins (meat, eggs, beans, peas, etc.)
- Nutritious snacks

Retailers are also given marketing materials to promote healthier food and beverage options. Markets are chosen based on the owners' willingness to make improvements to their store and the community.

*Refresh San Joaquin* is composed of three PHS programs (Nutrition Education and Obesity Prevention, Smoking and Tobacco Outreach/Prevention, and Lifetime of Wellness). They are working in partnership with local retailers, growers such as PUENTES and Black Urban Farmers Association farms, community-based organizations including the Reinvent South Stockton Coalition and healthy retail consultants.

At the recent Resident Summit, Stockton City Councilmember Michael Tubbs, 6<sup>th</sup> District, highlighted the program: “I am pleased to see the efforts of San Joaquin County Public Health in partnership with local retailers, local farmers including PUENTES/Black Urban Farmers Association and community champions like the Reinvent South Stockton Coalition and Fathers & Families working together to support small business owners making an effort to improve community health and increase access to healthy, fresh foods in low access areas of Stockton...”

*Refresh San Joaquin* is part of a larger statewide movement to improve health and prevent the devastating impact of obesity. California's grocers are on the frontlines of the obesity epidemic, which is why *Refresh San Joaquin* wants to work with stores countywide to reach shoppers at the point of purchase. Dr. Alvaro Garza, San Joaquin County Public Health Officer, states, “From corner stores to supermarket chains, partnerships with retailers and community education activities like this are critical in the battle against the obesity epidemic, particularly among low-income Californians who have fewer choices and thus are at greater risk.”

**Attachment:** Photograph and quote of the first *Refresh San Joaquin* Retailer



*“Ever since you guys started this project people have been paying attention to the fruits and vegetables, when you make it look all nice and pretty, people begin to buy more.”*

*– Ali, Red Sea Store Owner*

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