Healthy Retail Richmond 2025

There’s an opportunity for checkouts to offer more choice by expanding access to healthier options.

Presented by Richmond HOPS and Food Policy Council Youth Advocates!
Built on an initial deck provided by Monique Blodgett & Ashley Trousdell

Introduction

We’re here today to introduce Healthy Retail, share its success in other cities, and discuss the opportunity to bring it to the City of Richmond!

We’re seeking your support to join this initiative to combat the health disparities and enhance health outcomes.

About Us

Ileana *(she/her)*

Sunit *(she/her)*

Amiya *(she/her)*

Diara *(she/her)*

Silver *(he/him)*

Madeeha *(she/her)*

Aminah *(she/her)*

Eama *(she/her)*

Elvira *(she/her)*

Miki *(she/her)*

Richmond Youth Food Policy Council and Healthy Options at Point of Sale (HOPS) are youth advocate teams leading this initiative, who aim to address health disparities that are exacerbated by food inequity in Berkeley, Oakland, Richmond and unincorporated areas of Contra Costa County.

History of the Coalitions

Berkeley became the world's first city to implement a healthy checkout policy.

2018

HOPS was launched to address health disparities in **Berkeley, CA**

2019

HOPS expands to **Richmond, CA** to address health disparities

2020

In October 2020, **Berkeley City Council** passed HCO!

2020

HOPS expands to **Oakland, CA** to address health disparities

2024

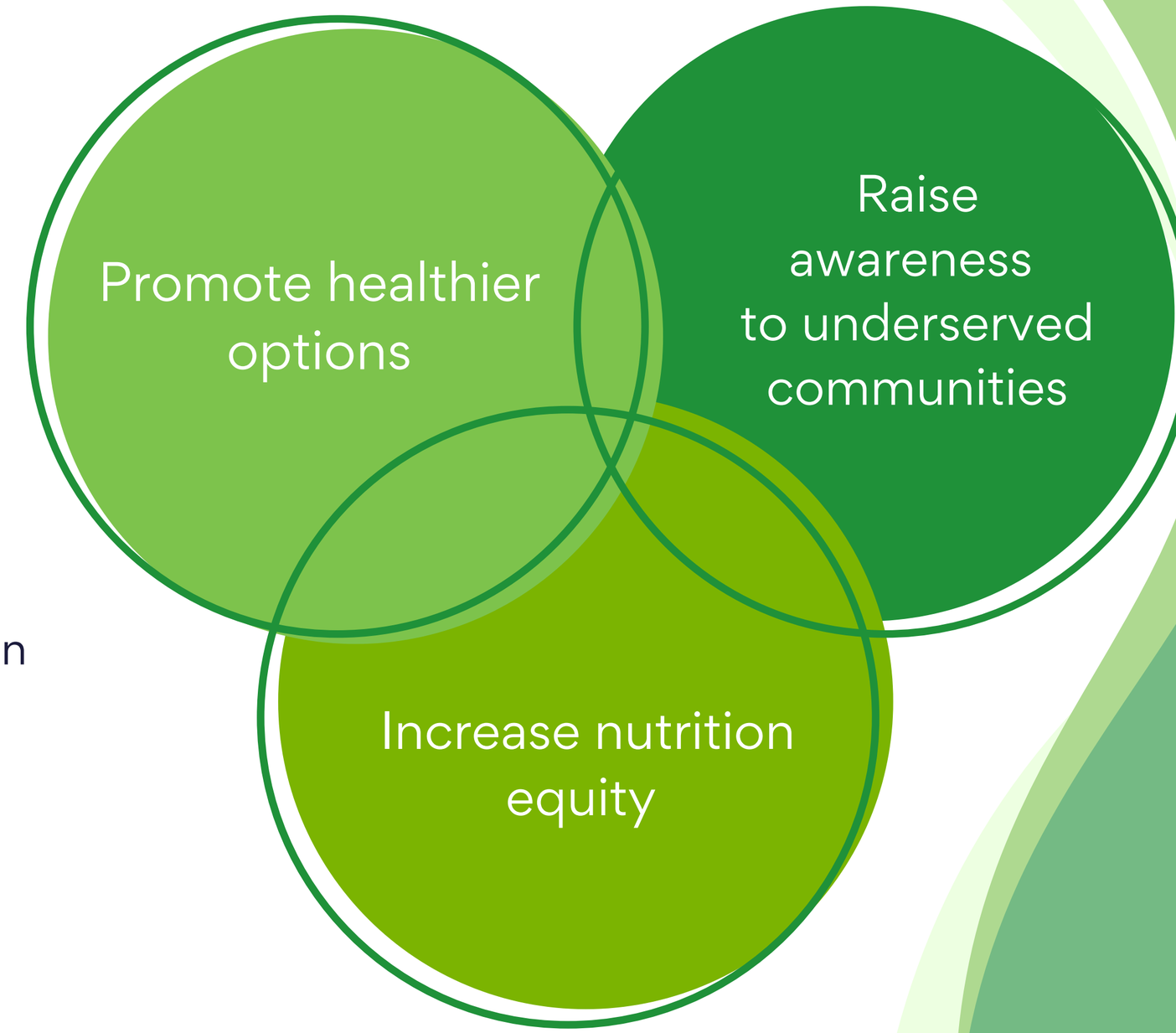
Contra Costa Board of Supervisors vote unanimously **in favor of** Healthy Retail

2025

HRO heads to **Richmond City Council!**

HCO heads to **Oakland City Council!**

Healthy Retail Objectives



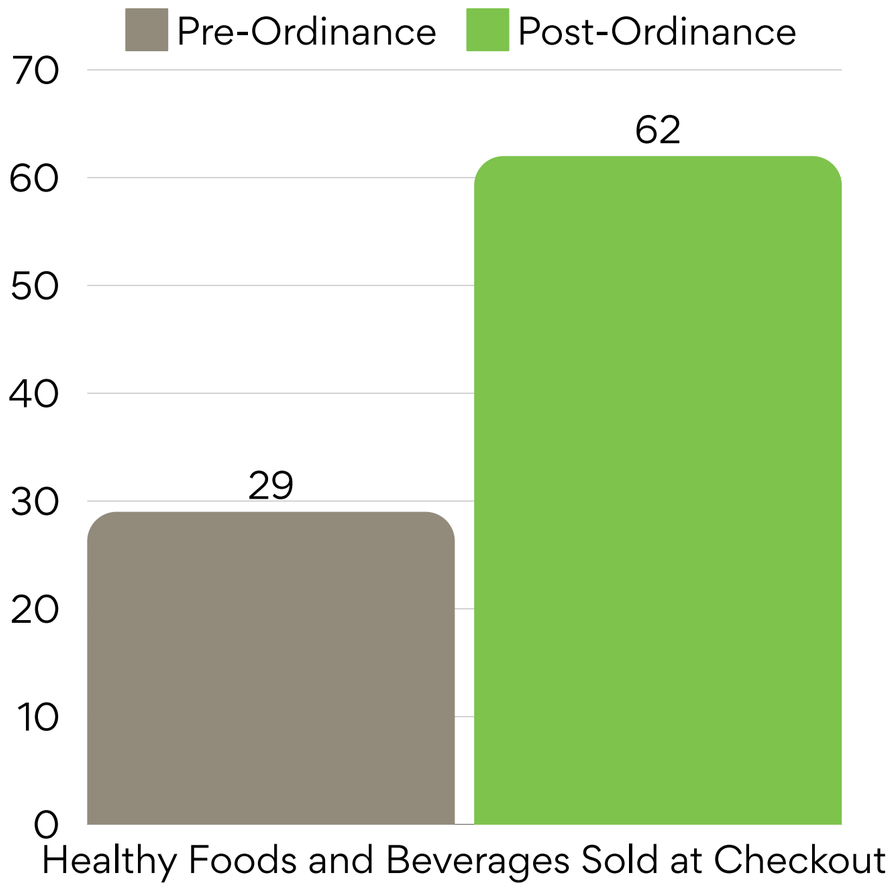
In application, these objectives look like:

Requiring products sold at checkout contain
- 5 grams of sugar or less
- 200 milligrams of sodium or less
- Beverages with no added sugar or sweetener

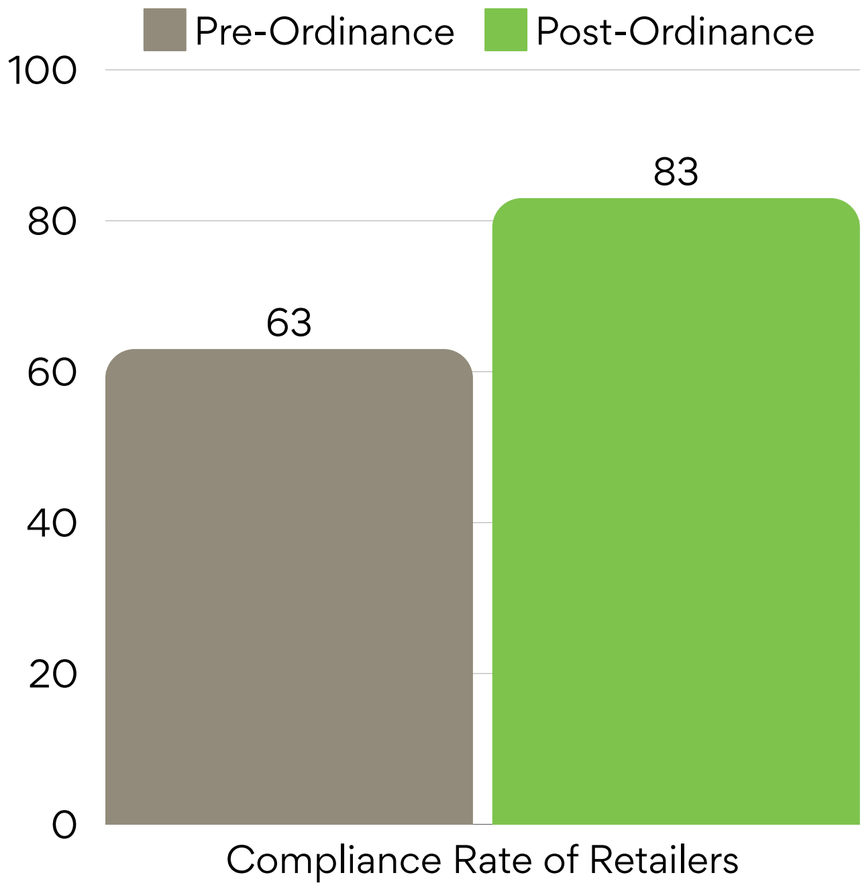
(In stores over 2,000 sq ft.)
- Keep soda in the soda aisle!

Success in Berkeley, CA

In percentages



Healthy Foods and Beverages Sold at Checkout



Compliance Rate of Retailers

Positive Results

- ✓ Berkeley (2020)
- ✓ Perris (2023)

Before

After

Expansion Opportunities

Passed and Implemented

- ✓ Berkeley
- ✓ Perris

Ordinance Draft In Progress

- Contra Costa County

Pending A Vote

- Oakland
- Richmond

Why Richmond?

About 34 percent of Richmond or **32,000 people (some in this room)** reside in “critical food access areas” or “areas considered underserved when compared to the study area as a whole.”

On average, Richmond residents must travel **almost a mile** to reach a full service grocer, though some residents must travel even further to access food. Given that approximately **10 percent** of households in Richmond do not have a vehicle, these distances to food retailers have a significant impact on accessibility to whole and healthy foods.

Source: Food Justice & Community Health in Richmond by Othering & Belonging Institute

Why *not* Richmond?

A recent study found that “for every **one** supermarket or farmer’s market located in Richmond, there are **at least six** fast food restaurants and convenience stores.” These food challenges, and resulting health complications, disproportionately impact Richmond’s low-income residents and communities of color.

Source: Food Justice & Community Health in Richmond by Othering & Belonging Institute

Comparing Diabetes Rates Across Richmond Districts (2022)

Locations	Percentages
District 1 - Richmond	13.3
District 2 - Richmond	10.6
District 3 - Richmond	15.8
District 4 - Richmond	12
District 5 - Richmond	8.8
District 6 - Richmond	9.5
Berkeley	6.7
Alameda	11.2
Oakland	12.3
California	10.7

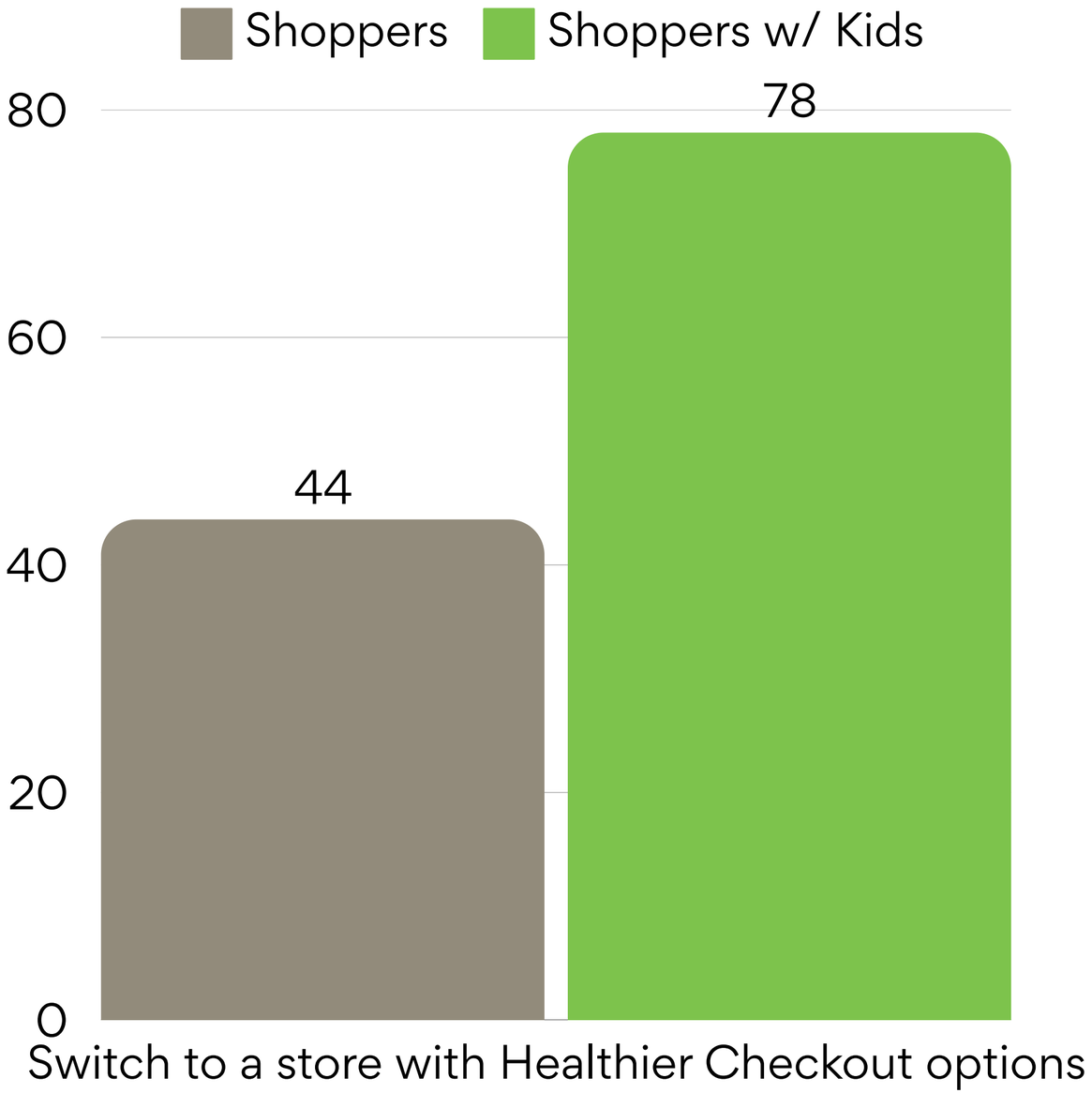
This graph illustrates the prevalence of diabetes among adults aged 18 and older.

In Richmond, **half** of the districts **(3 out of 6)** have a **higher** percentage of diabetes prevalence compared to the **state average**, with District 2 closely aligning with the state average.

Sources: PLACES by CDC, Healthy Alameda County, Latino Diabetes Association: Diabetes Stats, Data and Statistics FAQs | Diabetes - CDC

Seven Letters National Survey of HRO

In percentages



HEALTHY CHECKOUT ITEMS **ACCEPTED...**

5 grams of sugar or less

200mg of sodium or less

Beverages with no added sugar or sweetener

HEALTHY CHECKOUT ITEMS **NOT ACCEPTED...**

45 grams of sugar

330 mg of sodium

40 grams added sugar

Enforcement Options

- Annual Inspections by:
  - Code Enforcement
  - Public Health

- Community-Based

We ask for your unwavering support to prioritize this initiative!

Thank You!

Q&A Session