

WHY IS THE CAMPAIGN IMPORTANT?

- In California, many corner stores that sell tobacco are less than 2 blocks away from a school.¹
- In California, communities with a higher number of corner stores selling alcohol have a higher crime rate.²
- Lower income communities have the lowest access to fresh and healthy foods.³
- Each year, 36,600 adults in California die from smoking and 30,600 kids become new daily smokers.⁴
- The largest source of calories for teenagers are sugary drinks, including sodas and sports drinks.⁵

{Optional: Add additional relevant facts here and their citations below}

1 Henriksen, L. (2012). Presentation: The Retail Environment for Tobacco.
2 Pacific Institute. (2009). Liquor Stores and Community Health.
3 Children Now. (2013). Obesity Facts and Figures.
4 Campaign for Tobacco Free Kids. (2013). The Tool of Tobacco in California.
5 Harvard School of Public Health. (2012). Sugary Drinks Supersizing and the Obesity Epidemic.

OUR MEMBERS

{List your members and partners}

{Insert logo here}

{Insert Your Address}
{Insert Your Phone Number}
{Insert Your Website URL}

{Optional: Insert campaign URL}

JOIN THE HEALTHY STORES FOR A HEALTHY COMMUNITY CAMPAIGN!

{Insert a picture of your choice here}

{Insert Your Coalition Name Here}

{Insert a graphic of your choice here}

OUR MISSION

{Include your coalition's mission statement}

WHO CAN JOIN?

{Include examples of your partners. Please see the list of examples.}

ABOUT US

- {Include:
- Information about your coalition
 - What your coalition does
 - Your coalition goals related to the retail campaign}

JOIN THE CAMPAIGN!

{Briefly state 4 reasons why your reader would be interested in joining. Please see the list of examples.}

BENEFITS OF JOINING

{Include 4 benefits that the reader would gain as a result of joining your coalition. Please see the list of examples.}

RECENT ACCOMPLISHMENTS

{Include 2-3 of your coalition's recent accomplishments}

HOW TO JOIN

If you would like to become a member, please contact:

{Insert Contact Name}
{Insert Email Address}
{Insert Phone Number}