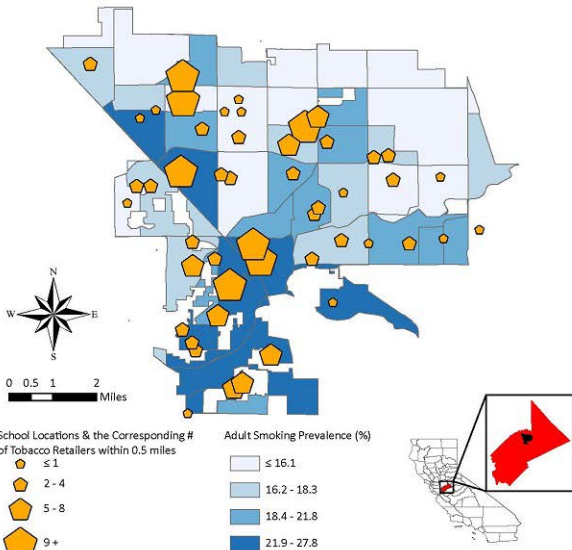


Smoking Prevalence and Tobacco Retailer Density near Schools in Modesto, CA

This map depicts the census-level distribution of adult smoking and the proximity of schools to tobacco retailers. Research has shown that the path to adult smoking starts at a very young age; and that proximity of tobacco retailers to schools is associated with experimental smoking and a greater likelihood of non-smokers being susceptible to future smoking among school teenagers. Each pentagonal symbols represents a school site with the size of the symbol indicating the number of tobacco retailers within 0.5 miles of a school in each census tract. The shades of blue represent the percentage of adults in each census tract who report having smoked ≥ 100 cigarettes in their lifetime and currently smoke.

In general, census tracts in the south of the city have a higher number of retailers within 0.5 of a school and a higher percent of adults who smoke compared to census tracts in the north east and eastern part of the city. This is consistent with overall chronic disease trends in the City of Modesto. Overall, approximately 18% of adults in Modesto smoke compared to 12.8% in California, and generally face a higher burden of disease from modifiable risk factors than other residents in California.

Although this map suggests there may be a correlation between smoking rates and tobacco retailer exposure, the data is inconsistent. Furthermore, because data was not available for tobacco retailer locations over the past two to three decades, it is not possible to compare the smoking rates of current adults versus the tobacco retail exposure those same adults would have faced as youth. The data also does not control for adults who may have moved to Modesto, but not been raised in Modesto.



Data Sources: CDC BRFSS 2014, US Census Bureau ACS 2010-2014, California Department of Tax and Fee Administration 2018, California Department of Public Health Nutrition Education & Obesity Prevention Branch 2016

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