

Top of the Class: *Diverse and Different*

This year, 39 cities or counties received an overall grade of “A”. These communities across California are a diverse mix in many aspects, demonstrating that support for tobacco control exists in all types of communities. See Appendix B (page 16) for a comparison of all 39 municipalities in the areas of population, median income, race, and Latino origin.

**Lowest Average
Income:**
Huntington
Park
\$38,106

Income Diversity

Statewide Median
Income: \$67,169

**Highest Average
Income:**
Belvedere
\$213,500

These communities demonstrate that prioritizing the health of residents can happen at all income levels.

Least Populous:
Belvedere
2,135

Population

Most Populous:
Glendale
205,536

The communities with “A’s” vary by size and are spread geographically throughout the state, half are in the north and half in the south.



Top of the Class continued



Communities with the largest racial/ethnic percentages

Latino Origin:
Huntington Park (97%)

Black:
Compton (30%)

Asian:
Daly City (56%)

Latino and Black populations are regularly targeted by the tobacco industry through targeted marketing and price manipulation. The policies outlined in this report are ways in which local communities can fight back. Elected officials in these communities have stepped up to tell the tobacco industry that their residents are not up for grabs.

The most representative community is Pasadena with a median income and racial diversity that most resembles California statewide.

Median Income:
\$76,264

Racial Diversity:
White: 36.5%
Latino Origin: 34.4%,
Black: 9.7%
Asian: 16.0%
Two or more races: 2.7%

For eight years in a row, Pasadena has received an “A” grade. It’s wonderful to see all the no-smoking changes that have occurred over the last three decades. Working for a city-based, accredited public health department means that staff can tailor its programs to meet the health needs of our residents. Our program is approaching its 30th anniversary and it is very fitting that we show our community what we have done over the years; however, there is still much work to be done, especially around flavored tobacco and vaping products. The City of Pasadena requires excellence through community partnerships and the State of Tobacco Control Report is one of many performance measures that keeps us on our toes.”

- STATICE WILMORE, Pasadena Public Health Department