



San Francisco Department of Public Health

Dr. Grant Colfax
Director of Health

City and County of San Francisco
London N. Breed
Mayor

Sugary Drinks Distributor Tax Advisory Committee Community Input Subcommittee

DRAFT MINUTES

January 11, 2021 - 4:00PM

Join Online Via Zoom

<https://sfdph.zoom.us/j/96862843182?pwd=ejFTTXBNYUZZVEYyYXdPQlFqek5iUT09>

Meeting ID: 968 6284 3182; Password: 433745

Join by Phone: +1(669) 900-6833

* Please note that public comment will be held after every agenda item. If the public would like to comment on a topic that is *not* on the agenda, they may do so during general public comment at the start of the meeting. Please see the *Notes* section of this document for additional information about public comment.

Order of Business:

1. **Call to Order / Roll Call** [discussion and action] Meeting called to order at: 4:04pm.

Present: Maysha Bell, Melinda Martin, Christina Goette, Dianna Cavagnaro, Kiana Keshavarz, Vanessa Bohm, Marna Armstead, Jennifer Lebarre

Absent: Veronica Shepard

2. **Approval of December Meeting Minutes** [discussion and action]

Kiana motions to approve meeting minutes. Vanessa seconds. Minutes are approved.

3. **Review and Consideration of Agenda** [discussion and action]

Kiana motions to approve agenda with removal of agenda item 8a. Dianna seconds. Agenda is approved.

4. **General Public Comment** - No Public Comment

5. **Community Check In** [discussion and possible action]

- Dianna Cavagnaro connecting with Kiana Keshavarz on the Youth Advisory Council and SFUSD PAC to be more engaged.

6. **House Keeping** [discussion and possible action]

Staff shares there are no updates.

7. **Food As Medicine Collaborative** [discussion and possible action]

Rita Nguyen provides overview of the Food as Medicine MediCal Waiver Program. Recently about a year ago got added a number of provisions that MediCal would start paying for, one being food and covered as

a medical benefit. SF is tasked with working with food-based CBOs, who are not able to contract with MediCal. CBO's currently do not have the infrastructure or training to enter into a contract with health plans and execute on that contract, due to HIPPA, additional requirements. SF intends to support CBOs so they can bring down the funds. Each waiver lasts up to 3-5 years, time limited and has the possibility to make it succeed. What's missing is infrastructure support for CBOs, for CBOs capacity building to contract.

Rita notes that a consultant was hired to engage with CBOs and conduct a needs assessment to assess for infrastructure, data infrastructure to track, HIPPA training, with each CBO having varying needs. She adds that not all CBOs need to be in contract with the health plans. Health plans would rather work with 1-2 CBOs and others can serve as subcontractors in providing the service.

Member asked how does the CBO vision play into this MediCal Food Waiver? Rita responds that many did not even know about this opportunity. The process is to put out notice to CBOs to work with to those interested and working with consultant on a needs assessment and which CBOs has the various attributes to form this. The CBOs that work with the consultant will dedicate how it will be formed and how it will be executed. Likely outcomes that smaller CBOs may not want to lead but can subcontract and focus more on what they are good at and move the path forward.

SF Health Plan does not want to opt in, and every six months health plans decide if they'd like to opt in, which allows time to prepare CBOs. One of the concerns among food providers is that the medical reimbursement rates is not enough. Thus, an infrastructure fund can help meet that gap.

8. Community Input Subcommittee Budget FY 22-23 and FY 23-24 Discussion [discussion and possible action]

Staff shares that budget document has been updated for subcommittees to do their budget recommendations by percentages as opposed to starting with dollar amounts. The infrastructure subcommittee budget recommendations were shared and how the Recreation and Parks budget line was changed to Physical Activity and Wellness to be in alignment with the budget categories and added a column of what the recommended agency to be funded per budget category.

Subcommittee decided to allocate budget recommendations based on percentages. Members asked to look at FY 19-20 budget recommendations with percentages for reference and hold true to what the original recommendations were. One of the key values of the subcommittee, were that at least 50% of the funds go towards community-based organizations. When COVID hit, ensuring food access became a priority and allowing for some of the DPH unexpended funds be put toward food access and recognizing that community would also be served in the other budget categories. Are there other budget areas that vulnerable communities are requesting. COVID is an outlier and need to take it into consideration for the budget allocation.

Members agree on adding media/marketing line item to the infrastructure budget category with descriptive language for funds to be used for external and internal communications from the CBO budget line. Staff reminded members that the detailed budget descriptions are also for those who are not in SDDT meeting and can understand the intent of the SDDTAC recommendations. In previous years the media budget line was not funded by Mayor's Office but rather the community engagement line item was funded and use to do a social media campaign and bus ads. Media description should also include language regarding media should include regular communication to the Mayor's Office and Board of Supervisors, Board of Education and other elected officials.

Jennifer motions to move marketing promotion line item to infrastructure line item from the CBO line item. Dianna seconds the motion. 4 votes

Member suggests adding in budget the original budget allocations and more information on descriptions and when meet again. Members agree to meeting again.

Vanessa motions to meet an additional time in order to discuss budget recommendations for the subcommittee meeting. Jennifer seconds. 4 yay. Motion passes. Members agree to meet on January 18th at 4pm. Staff to send out meeting request with zoom information.

9. **Community Input Annual Report Section** [discussion and possible action]

Staff to work with subcommittee co-chairs to revise subcommittee annual report section to be reviewed at next subcommittee meeting. Add to future considerations and work: engagement with youth advisory committee and SFUSD PAC, SDDTAC member accountability tracker, discussions for SDDTAC to present budget recommendations with Board of Supervisors twice a year.

10. **Next Meeting Agenda Items** [discussion and possible action]

- Budget Recommendation Discussions

11. **Announcements** [discussion and possible action]

No announcements

12. **Adjournment** [discussion and possible action]

Jennifer motions to adjourn the meeting. Kiana seconds. Meeting is adjourned at 6:10pm.

NOTES:

PUBLIC COMMENT

General Public Comment: At this time, members of the public may address the SDDTAC Advisory Committee on items of interest to the public that are within the subject matter jurisdiction of the Committee but do not appear on the agenda.

With respect to agenda items, the public will be given an opportunity to address the Committee when the item is reached in the meeting. Each member of the public may address the Committee for up to three minutes.

The Brown Act forbids a Committee from taking action or discussing any item not appearing on the posted agenda, including those items raised at Public Comment. In response to public comment on an item that is not on the agenda, the Committee is limited to:

- Briefly responding to statements made or questions posed by members of the public, or
- Requesting staff to report back on a matter at a subsequent meeting, or
- Directing staff to place the item on a future agenda. (Government Code Section 54954.2(a).) 10.

Each action item will hold public comment before a vote is made.

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San Francisco, CA 94102-4683

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殘障通路

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市長反人口販賣專責小組（Mayor's Task Force on Anti-Human Trafficking）會議將在三藩市市政廳305室舉行，地址：1 Dr. Carlton B. Goodlett Place。市政廳可供使用輪椅及其它助行裝置的人士無障礙通行。可供通行的斜道設在Grove、Van Ness及 McAllister的入口。

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Comparison between SDDTAC Recommendations and Mayor's Allocations FY20-21

Item	SDDTAC Rx Amount	SDDTAC Rx %	SDDTAC Rx Agency	Mayor's Budget	% of Mayor's Budget	Mayor's Proposed Agency	Variance
Community-Based Grants	\$4,330,000	39%	DPH/CHEP	\$1,695,212	26.76%	DPH	
				\$300,000		SFUSD working with CBOs	
						Total	-\$2,334,788
School Food, Nutrition & Ed	\$1,000,000	14.42%	SFUSD	\$1,500,000	14%	SFUSD via DCYF	\$0
Student Led Action	\$500,000		SFUSD	\$500,000		SFUSD via DCYF	
Food Access	\$1,000,000	9.6%	DPH	\$1,000,000	10%	DPH	\$0
Healthy RetailSF	\$150,000	1.44%	OEWD	\$150,000	1%	OEWD	\$0
Oral Health	\$1,000,000	9.62%	DPH – Task Force	\$450,000	4.02%	SFUSD via DCYF	
			Sealant Program	\$450,000	3.13%	DPH	
			Edu & case mgt	\$200,000	1.79%	Total	\$0
Infrastructure	\$1,240,000	11.92%	DPH/CHEP	\$1,000,000	8%	DPH	-\$240,000
Water Access - SFUSD	\$0	2.88%	SFUSD	\$0	0%	SFUSD via DCYF	\$0
Water Access - Public Spaces	\$300,000		PUC/DPH	\$300,000	2.68%		\$0
SF Rec & Parks	\$520,000	5%	RPD	\$2,895,000	5%		\$2,375,000
HOPE SF Peer Enhancements	\$400,000	3.85%	N/A	\$0	0%	DPH	\$400,000
Total	\$10,400,000	100.0%		\$11,190,000	100%		

Description of intended purpose from Mayor's Budget

Community-Based Grants: Funding to issue grants to CBOs for programs and services in the following areas (1) Health Education, (2) Physical Activity, (3) Food Access, and (4) a Media/Awareness Campaign.

School Food, Nutrition Education, student-led action: Funding to (1) improve the quality of school meals, (2) support nutrition education, and (3) support student-led efforts to decrease consumption of SSBs and increase awareness around students.

Food Access: Healthy Food Purchasing Supplement

Healthy Retail: Will provide Healthy Store makeovers to 2 additional stores and continue ongoing providing support to 10 stores.

Oral Health school-based: Funding to support oral health in schools, including the cost of sealants.

Oral Health: Funding for Community Task Forces

Infrastructure: To fund a contract through DPH for facilitation and strategic support for the SDDTAC. Will also support research needs, including purchasing of data, and costs at DPH related to the administration of CBO grant program.

Water Access: One-time for the installation of water refilling stations in schools. Also can be used to purchase refillable water bottles for students.

SFRPD: Funding to Rec Park to provide continued support of the Peace Parks program.

Hope SF Peer Enhancements: Fund training and peer wage increases.

SDDTAC Recommendations FY21-22 and 22-23

	FY21-22	%	FY22-23	%	Department
COMMUNITY-BASED GRANTS					
Health education, food security, physical activity	\$3,500,000	36.84%	\$3,500,000	32.11%	DPH/CHEP
CBOs working with SFUSD	\$300,000	31.6%	\$300,000	2.75%	DPH/CHEP
TOTAL COMMUNITY BASED GRANTS	\$3,800,000	40%	\$3,800,000	34.86%	
SFUSD					
School Food, Nutrition Ed	\$1,000,000	10.53%	\$1,000,000	9.17%	SFUSD via DCYF
Student Led Action	\$500,000	5.26%	\$500,000	4.59%	SFUSD via DCYF
Educational Investments	-	0%	\$150,000	1.38%	SFUSD via DCYF
TOTAL SFUSD	\$1,500,000	15.79%	\$1,650,000	15.14%	
FOOD ACCESS					
Healthy Food Purchasing Supplement	\$1,200,000	12.63%	\$1,500,000	13.76%	DPH/PHD
Healthy Retail	\$150,000	1.58%	\$150,000	1.38%	OEWD
TOTAL FOOD ACCESS	\$1,250,000	14.21%	\$1,650,000	15.14%	
ORAL HEALTH					
Community task forces	\$450,000	4.74%	\$450,000	4.13%	DPH/MCAH
School-based sealant application	\$350,000	3.68%	\$350,000	3.21%	DPH/SF Health Network
School-based education and case management	\$200,000	2.11%	\$200,000	1.83%	SFUSD via DCYF
TOTAL ORAL HEALTH	\$1,000,000	10.53%	\$1,000,000	9.17%	
INFRASTRUCTURE					
DPH Infrastructure	\$800,000	8.42%	\$450,000	4.13%	DPH/CHEP
TOTAL INFRASTRUCTURE	\$800,000	8.42%	\$450,000	4.13%	
WATER ACCESS					
Water Access - SFUSD	-	-	\$400,000	3.67%	SFUSD via DCYF
Water Access - Public Spaces	\$95,000	1%	-	-	PUC via RPD
TOTAL WATER ACCESS	\$95,000	1%	\$400,000	3.67%	
SF RECREATION & PARKS					
Peace Parks	-	-	\$650,000	5.96%	RPD
SVIP Funding – Peace Parks Transportation	-	-	\$225,000	2.06%	RPD
REQUITY: Outreach, Scholarships, equity in recreation	-	-	\$900,000	8.26%	RPD
TOTAL SF RECREATION & PARKS	\$780,000	8.21%	\$1,775,000	16.28%	
BREASTFEEDING	\$175,000	1.84%	\$175,000	1.61%	DPH/MCAH
Total Proposed	\$9,500,000	100%	\$10,900,000	100%	

	Budget Descriptions: SDDTAC recommends investing in strategies that support mental health and wellbeing and workforce pathways for impacted/priority populations.
COMMUNITY-BASED GRANTS	City Departments should contract directly with CBOs through an RFP process managed through the Community Health Equity and Promotion (CHEP) Branch of the Department of Public Health. CBG should support community-based programs and services that address the health inequities of those most targeted by the beverage industry. Funding should go to Community Based Organizations (CBOs) and Faith Based Organizations (FBOs) for the following strategies:
Health education, food security, physical activity	<ol style="list-style-type: none"> 1. Health Education activities including, chronic disease prevention, healthy eating and active living, tap water promotion, oral/dental health 2. Physical Activity opportunities, including: a) Dance and movement, sports, yoga, walking groups, biking, etc.; b) Efforts to influence changes to the built environment (ie sidewalks, streets, parks, buildings, etc) or safety of the built environment that facilitates increased physical activity and walking and biking for utilitarian trips, sometimes referred to as active transportation); and c) pursuit of institutional or local policies that facilitate physical activity and active transportation (such as adequate PE time and instructors, commuter benefits for active transportation, etc) 3. Healthy Eating/Food Security*, including: a) Community-based pantries, community-based hot meals, community kitchens and community home delivery services; b) Increased financial resources (i.e. wages, income, government nutrition supplements, vouchers, etc.); c) Changes to the built environment that facilitate food security; and d) Pursuit of institutional or local policies that facilitate food security. 4. Water Promotion, such as support for Spa Water Supplies, station maintenance/beautification, refillable water bottles to distribute to communities, water testing 5. Community Based Participatory Research
CBOs working with SFUSD	7% of all CBO funding (eg 7% of approximately \$4.3 million) should go towards CBOs implementing programs/initiatives that take place in school settings. Funding to issue grants to CBOS should follow the guidelines above.
SFUSD	To improve the quality and appeal of school meals and support nutrition education to increase participation in school meal programs (for example: cooking and serving equipment, staff professional development, and innovative procurement and menu strategies to increase freshly prepared food). Funding will target schools with the largest populations of high-risk students that are disproportionately targeted by the sugary drinks industry.
School Food, Nutrition Ed	
Student Led Action	Support student led efforts to decrease consumption of sugary drinks and increase awareness of sugary drinks consumption among students, with focus on schools with the largest populations of high-risk students that are disproportionately targeted by the sugary drinks industry. SFUSD should provide to SDDTAC a proposal of how funding will be spent through student led action.
Educational Investments	Educational investments that support and strive for professional development in health and wellness across lifespan. Scholarships and other supports in higher education in medical technology and health field careers for Priority Populations and including para professionals.
FOOD ACCESS	Support programs that increase financial resources to purchase healthy food such as vouchers and food purchasing incentives. This investment is meant to support both the communities most impacted by the health consequences of sugary beverage consumption and to support the local economy including local merchants. These funds should be RFPed out to CBOs and FBOs according to the Community Based Grants guidelines.
Healthy Food Purchasing Supplement	
Healthy Retail	Supporting small business to increase healthy food access in high risk and impacted communities and neighborhoods by: 1) supporting business operations; 2) promoting community engagement; and 3) improving the retail environment.
ORAL HEALTH	Support development of community infrastructure such as oral health community task forces that incorporate diverse stakeholders for outreach, education, and interventions to address the oral health needs of children in high risk populations.
Community task forces	
School-based sealant application	Support school-based and school-linked preventive oral health programs within SFUSD schools serving high risk target populations. This should also support SFUSD dedicated oral health staffing.
School-based education and case management	

<p>INFRASTRUCTURE</p> <p>DPH Infrastructure</p>	<p>A. Personnel</p> <p>1) Backbone staffing to support SDDTAC a. A program manager to provide backbone staffing to the SDDTAC, including: i) Staffing full committee and 3 subcommittees in compliance with Sunshine and Brown Acts; ii) Coordinating among city agencies and funded CBOs to promote collective impact; iii) Help guide vision and strategy of SDDTAC, support aligned activities; manage SDDTAC work and timeline; and iv) Working with evaluation team to establish shared measurement practices b. As necessary, manage citywide/soda tax impact media c. Develop/Compile and Manage completion of SDDTAC Annual Report d. Manage SDDTAC biennial nominations process</p> <p>2) Staffing to support DPH SDDT implementation of community based grants a. Manage work of contractors, including: i) develop and implement CBO RFP process; ii) provide technical assistance for CBOs and merchants; iii) promote collective impact in coordination with SDDTAC backbone staff and City Agencies; and iv) work with evaluator and SDDTAC backbone staff to develop and implement evaluation plan and evaluation technical assistance.</p> <p>3) Staffing to support research and evaluation of SDDT impact, including data purchases as necessary a. At least 1.0 FTE epidemiologist; b. Support data analysis for annual report; c. Manage data purchases; d. participate in development and implementation of SDDT evaluation</p> <p>B. Professional services including: i) technical assistance for funded CBO and FBO; ii) evaluation - to implement evaluation framework and evaluate funded city agencies, CBO and FBO, and process evaluations from applicants, and provide evaluation technical assistance; iii) city attorney to provide ongoing technical consultation</p> <p>C. Materials/Supplies for meetings and printing costs</p> <p>D. Training to support staff development</p> <p>E. Data for collection (pricing), analysis (Nielsen) and purchase (IRI)</p>
<p>Evaluation</p>	<p>Additional funds for evaluation may:</p> <ul style="list-style-type: none"> a. support community based participatory research (ex. street intercept, merchant interview, focus groups) b. develop a system to collect data c. expand technical assistance d. conduct more qualitative evaluation that can help develop stories that describe impact of tax
<p>WATER ACCESS</p>	
<p>Water Access - SFUSD</p>	<p>To install hydration stations at low income schools serving students with health disparities (ex. Bayview, Chinatown, Mission), to elevate the schools to the Silver or Gold standard for hydration stations (i.e. one on each floor, centrally located, and conduct water education). Funds may support purchase of Spa Water Supplies, station maintenance and beautification, refillable water bottles to distribute to students, water testing.</p>
<p>Water Access - Public Spaces</p>	<p>To install or upgrade existing hydration station(s) in public spaces that target high-risk populations that are disproportionately targeted by the sugary drink industry (community identified public spaces). This funding should support high-quality, visually appealing, stations that can serve as a highlighted example of the potential for hydration stations. This can include beautifying and optimizing current station(s) or creating new one(s).</p>
<p>SF RECREATION & PARKS</p>	
<p>Peace Parks</p>	<p>Peace Parks programming to serve priority populations</p>
<p>SVIP Funding: Peace Parks Transportation</p>	<p>Transportation for Peace Park participants</p>
<p>REQUITY: Outreach, Scholarships, recreation equity</p>	<p>Scholarships and programming for priority populations</p>
<p>BREASTFEEDING</p>	<p>To fund a breastfeeding coalition to organize collective efforts across San Francisco to enable increased breastfeeding among Priority Populations. This coalition will mobilize action on policy, systems, and environmental (PSE) changes to increase breastfeeding rates and duration, leveraging community strengths and tackling structural barriers to reduce inequities to breastfeeding support. This would include funding for backbone support to: to engage community stakeholders in a strategic planning and engagement process to</p>

develop a framework for short and long terms goals embedded in principles of equity; help align breastfeeding support services in San Francisco including hospital, outpatient, and community based services to improve access to breastfeeding support; and provide technical assistance to partnering agencies (such as child care centers and businesses with less than 50 employees) to operationalize and implement breastfeeding friendly policies and practices.

* Funding should support programs and services that increase financial resources to purchase healthy food; access to healthy fruits and vegetables while minimizing processed foods for high-risk communities; foods that are affordable and convenient; and programs that support the consumption of healthy foods including the ability to prepare and store meals and the knowledge of basic nutrition, food safety and cooking. Priority programs should incorporate a community-based food security perspective and have demonstrated increased ability of food insecure residents to purchase, access, and consume consumption of healthy, fresh, low-to-no cost and culturally appropriate foods, including but not limited to food vouchers/incentives, transportation and delivery and prepared foods.

ONGOING ADBACKS FROM FY 2017-2018

PROGRAM	DEPARTMENT	DESCRIPTION	
Food Security – Healthy Food Purchasing Supplement	DPH	Maintain current service levels: Vouchers and education to increase consumption and access to nutritious foods by increasing the ability of low income residents to purchase fruits and vegetables at neighborhood vendors and farmers’ markets in collaboration with DPH Healthy Retail Program.	50,000
Healthy Corner Store Retail	ECN	Promoting corner stores and markets to sell healthy products as opposed to sugary beverages, etc.	60,000
Food Security – Home Delivered Meals (HDM)	HSA	Address current waitlist: Delivery of nutritious meals, a daily-safety check/friendly interaction to homebound seniors/adults with disabilities who cannot shop or prepare meals themselves. Many providers offer home assessments/nutrition education/counseling.	477,000
Food Security – Congregate Lunch Meals	HSA	Address current waitlist: Daily, hot, nutritious meals for seniors/adults with disabilities	220,000
Senior Fitness	HSA	Senior fitness programming at IT Bookman and George Davis	200,000
Congregate Meal Program	HSA	Congregate Meal Program A	75,000
Congregate Meal Program	HSA	Congregate Meal Program B	75,000
		TOTAL	1,157,000

*The Board of Supervisors made a series of adbacks in the FY 17-18 budget. When the Board of Supervisors makes changes to the Mayor’s budget, some of these changes are “adbacks” denoting the Board’s decision to add funds back for a particular service. Adbacks become part of an agency’s baseline budget.