San Francisco Department of Public Health



Dr. Grant Colfax Director of Health

Sugary Drinks Distributor Tax Advisory Committee Community Input Subcommittee

MINUTES

December 14, 2021 - 4:00PM Join Online Via Zoom

https://sfdph.zoom.us/j/99717604096?pwd=bVJxMWpTVFcvRzJWRmx4dHVpclVyUT09

Meeting ID: 997 1760 4096; Password: 565467 Join by Phone: +1(669) 900-6833; Meeting ID: 997-1760-4096#

* 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 4:15pm

Present: Kiana Keshevarz, Marna Armstead, Dianna Cavagnaro, Jennifer Lebarre

Absent: Vanessa Bohm, Maysha Bell, Veronica Shepard

Approval of November Meeting Minutes [discussion and action]

Dianna motions to approve minutes. Kiana seconds. Minutes are approved.

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

Marna motions to approve agenda. Kiana seconds. Agenda is approved.

- 4. General Public Comment No Public Comment
- 5. **Community Check In** [discussion and possible action]

Dianna C – been in contact with the SFUSD PAC and if seats 6 and 15 would be interested in participating in SFUSD PAC February meeting to build out representation of the committee?

6. House Keeping [discussion and possible action]

Staff shares that Supervisor Safai held a Children, Youth and Families Committee hearing focusing on childhood obesity. Budget and legislative analyst office will be developing a report to look at cost of childhood obesity in contrast to prevention. They can reconvene at another time to hear more information.

No updates on from vaccine reporting for SDDTAC members. Reminder to members that there is an absentee policy within the by-laws for the SDDTAC. Members are allowed 3 excused absences within a 12-month period, either due to medical leave or illness only.

A draft letter to the SF Tax and Treasury Office to seek partnership with SDDTAC to share data to help understand impact of soda tax, will be discussed at the SDDTAC meeting. Members will also be receiving the draft evaluation report from Raimi & Associates and to send feedback by end of year.

Rita Nguyen will be present at SDDTAC to provide background of the Food as Medicine Collaborative - Food Waiver Program.

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

Staff provided overview of spreadsheet and pointed out that the way spreadsheet is set up. Currently the projected revenue is \$10.6Mil. There may be an updated amount from Controller's Office after recommendations are made but Mayor's Office directed to go ahead with this amount.

Member suggests to ensuring that infrastructure is funded and asks what are the hardest categories to align? Staff responds in the past the SDDTAC has always recommended that half of the funding go to the community – CBO grants, food access and oral health, etc. Staff also provided background of communication of the soda tax in the past with partnership efforts through the community-based organizations and their networks. Members suggest using communication tools such as the newsletter, which also could have a wider audience than just the Board of Supervisors and look towards connections and networks of the SDDTAC.

Member noted that within the data and evidence subcommittee, they discussed instead of setting budget amounts per category to set percentages so that all categories could be funded in order to think through the dollar amounts. Member also shared that data and evidence is considering reviewing percentage points as a point of reference, preferably the SDDTAC's first budet recommendations as ideal for those members at the time. Member suggests to staying close to the percentage, to keep what is being recommended rather than what we are being influenced by the Mayor's Office.

Members agree to add in media as part of the budget recommendations to dedicate promotion of the SDDT. It is important to be clear on the media description and specific on who the audience is. Graphic design firms can do the work if creating a campaign.

Jennifer motions to add media in the community-based grants budget category for FY 22-23 budget recommendations. Marna seconds. Motion passes.

8. **Potential Presentation of Budget Recommendations to Board of Supervisors** [discussion and possible action]

Staff provides context of agenda item, listed as part of the SDDTAC budget timeline to reach out to Board of Supervisors staff to calendar in March for presenting SDDTAC budget recommendations. Member noted that this has never been done, especially with some of the seats being appointed by the Board of Supervisors and would be great to be on Board of Supervisors' calendar twice a year in March and September/October. Intention is to bring to their recollection and persuade that the SDDTAC is making rightful recommendations to stick with recommendations, if there is contention with what the Mayor's Office is deciding. This would hold SDDTAC and the Board of Supervisors accountable.

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

Staff provides background of subcommittee annual report submission for annual report and shares past future considerations.

Member asks if there is a place where one time funding can be considered, such as emergency funding or special projects. Members also discuss adding in the work/discussions of the youth seat amendment. Adding youth engagement as part of future considerations for the subcommittee.

Member suggested to add in the work/discussions of the accountability tracker – to be written as success tracker for members to be more inclined, milestone tracker per member. We need to be accountable and listening to community, goal tracker, reframing it somehow.

Member asked how to get more community members engaged in this subcommittee meeting. Is it a product of COVID, were there many community members involved prior? Staff respond that community has only been at full committee meetings but usually through budget discussions.

Staff will work with co-chairs and present at next meeting.

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

- Budget Discussions including media
- Food As Medicine Collaborative MediCal food waiver (10 minutes)

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

Jennifer – on 12/21/2021 2pm – 4pm grab and go lunch distribution; welcomes all families 18 years and younger to come and get meals for winter break, breakfast and lunch at various locations: www.sfusd/freemeals

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

Kiana motions to adjourn meeting. Marna seconds. Meeting is adjourned at 5:50pm.

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.

Explanatory documents are available at the 25 Van Ness Ave, Suite 500 during regular business hours. If any materials related to an item on this agenda have been distributed to the SDDTAC after distribution of the agenda packet, those materials are available for public inspection at the address above during normal business hours.

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如對會議有任何疑問,請致電[415-252-3203]查詢。當會議進行時,嚴禁使用手機及任何發聲電子裝置。會議主席可以命令任何使用手機或其他發出聲音装置的人等離開會議場所。

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San Francisco, CA 94102-4683

電話號碼:415-554-7724; 傳真號碼415-554-5163

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殘障通路

家庭暴力委員會(Family Violence Council)會議將在三藩市McAllister街400 號617室舉行。 此建築物可供使用輪椅及其它助行裝置的人士無障礙通行。

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輔助聽力儀器、美國手語傳譯員、閱讀器、放大字體的議程或其它便利設施將根據請求而提供。 請致電(415) 252-3203或電郵至minouche.kandel@sfgov.org向Minute Kandel提出便利設施的請求。 要求提供予便利設施,請於會議前最少72小時提出,以協助確保便利設施可供使用。

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Para preguntas acerca de la reunión, por favor contactar el 415-252-3203. El timbrado de y el uso de teléfonos celulares, localizadores de personas, y artículos electrónicos que producen sonidos similares, están prohibidos en esta reunión. Por favor tome en cuenta que el Presidente podría ordenar el retiro de la sala de la reunión a cualquier persona(s) responsable del timbrado o el uso de un teléfono celular, localizador de personas, u otros artículos electrónicos que producen sonidos similares.

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Copias de la Ordenanza Sunshine pueden ser obtenidas del Secretario del grupo de Trabajo de la Ordenanza Sunshine, la Biblioteca Pública de San Francisco y en la página web del internet de la ciudad en www.sfgov.org. Copias de documentos explicativos están disponibles al público por Internet en http://www.sfbos.org/sunshine; o, pidiéndolas al Secretario de la Comisión en la dirección o número telefónico mencionados arriba.

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aparatos de movilidad asistida.

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Aparatos de asistencia auditiva, intérpretes de Lenguaje de Señas Americano, lectores, agendas con letra grande y otras acomodaciones están disponibles de ser requeridas. Por favor presente sus solicitudes de acomodo ante Minouche Kandel (415) 252-3203, o minouche.kandel@sfgov.org. Solicitar acomodaciones por lo menos 72 horas antes de la reunión ayudará a garantizar la disponibilidad de las mismas.

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Kung mayroon kayong mga tanong tungkol sa miting, mangyaring tumawag lang sa 415-252-3203. Ang pagtunog at paggammit ng mga cell phone, mga pager at kagamitang may tunog ay ipinagbabawal sa pulong. Paalala po na maaring palabasin ng Tagapangulo ang sinumang may-ari o responsible sa ingay o tunog na mula sa cell-phone, pager o iba pang gamit na lumilikha ng tunog o ingay.

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Ang Konseho tungkol sa Karahasan sa Pamilya (Family Violence Council) ay ginaganap sa room 617 sa 400 McAllister Street sa San Francisco. Ang building ay maaaring ma-access ng mga taong gumagamit ng wheelchair at iba pang gamit na tumutulong sa pagkilos.

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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		DPH/CHEP	\$1,695,212	26.76%	DPH	
		39%	6			SFUSD working	
				\$300,000		with CBOs	
						Total	-\$2,334,788
School Food,	\$1,000,000		SFUSD	\$1,500,000 \$500,000	14%	SFUSD via	\$0
Nutrition & Ed	+ 2/000/000	14.42%	0. 002			DCYF	
Student Led	\$500,000		SFUSD			SFUSD via	
Action	44,000,000	0.504		44.000.000		DCYF	40
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

SDDTAC Recommendations F121-22 and 22-23	FY21-22	%	FY22-23	%	Department
COMMUNITY-BASED GRANTS				-	
	¢2.500.000	26.040/	ć2 F00 000	22.440/	DDII/CUED
Health education, food security, physical activity	\$3,500,000 \$300,000	36.84% 31.6%	\$3,500,000	32.11%	DPH/CHEP
CBOs working with SFUSD TOTAL COMMUNITY BASED GRANTS		40%	\$3,800,000	2.75% 34.86%	DPH/CHEP
SFUSD	\$3,800,000	40%	\$3,800,000	34.00%	
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	\$500,000	0%			SFUSD via DCYF
TOTAL SFUSD	\$1,500,000	15.79%	\$150,000 \$1,650,000	1.38% 15.14%	SFUSD VIA DCYF
FOOD ACCESS	\$1,500,000	15.75%	\$1,650,000	15.14%	
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-	City Departments should contract directly with CBOs through an RFP process managed through the Community
BASED GRANTS	Health Equity and Promotion (CHEP) Branch of the Department of Public Health. CBG should support
Health education, food security, physical activity	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: 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
	7% of all CBO funding (eg 7% of approximately \$4.3 million) should go towards CBOs implementing
CBOs working	programs/initiatives that take place in school settings. Funding to issue grants to CBOS should follow the
with SFUSD	guidelines above.
SFUSD School Food, Nutrition Ed	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.
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
Healthy Food	purchasing incentives. This investment is meant to support both the communities most impacted by the health
Purchasing	consequences of sugary beverage consumption and to support the local economy including local merchants.
Supplement	These funds should be RFPed out to CBOs and FBOs according to the Community Based Grants guidelines. Supporting small business to increase healthy food access in high risk and impacted communities and
Healthy Retail	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
Community task	diverse stakeholders for outreach, education, and interventions to address the oral health needs of children in
forces School-based	high risk populations.
sealant	
application	Support school-based and school-linked preventive oral health programs within SFUSD schools serving high
School-based	risk target populations. This should also support SFUSD dedicated oral health staffing.
education and	
case management	

INFRASTRUCTURE	A. Personnel
DPH Infrastructure	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 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. 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 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 C. Materials/Supplies for meetings and printing costs D. Training to support staff development E. Data for collection (pricing), analysis (Nielsen) and purchase (IRI)
Evaluation	Additional funds for evaluation may: 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
WATER ACCESS	
Water Access - SFUSD	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.
Water Access - Public Spaces	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).
SF RECREATION & P	PARKS
Peace Parks	Peace Parks programming to serve priority populations
SVIP Funding: Peace Parks Transportation	Transportation for Peace Park participants
REQUITY: Outreach, Scholarships, recreation equity	Scholarships and programming for priority populations
BREASTFEEDING	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

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.

ONGOING ADDBACKS FROM FY 2017-2018

PROGRAM	DEPARTMENT	DESCRIPTION	
Food Security – Healthy	DPH	Maintain current service levels: Vouchers and education to	50,000
Food Purchasing		increase consumption and access to nutritious foods by increasing	
Supplement		the ability of low income residents to purchase fruits and	
		vegetables at neighborhood vendors and farmers' markets in	
		collaboration with DPH Healthy Retail Program.	
Healthy Corner Store	ECN	Promoting corner stores and markets to sell healthy products as	60,000
Retail		opposed to sugary beverages, etc.	
Food Security – Home	HSA	Address current waitlist: Delivery of nutritious meals, a daily-	477,000
Delivered Meals (HDM)		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.	
Food Security –	HSA	Address current waitlist: Daily, hot, nutritious meals for	220,000
Congregate Lunch Meals		seniors/adults with disabilities	
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 addbacks in the FY 17-18 budget. When the Board of Supervisors makes changes to the Mayor's budget, some of these changes are "addbacks" denoting the Board's decision to add funds back for a particular service. Addbacks become part of an agency's baseline budget.

^{*} 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.