



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 *Subcommittee: Data and Evidence (D/E)*

MINUTES

December 8, 2021 – 10:00AM

Join Via Zoom

<https://sfdph.zoom.us/j/92705994996?pwd=RIVzRUtBalh3Vk9GaXNpYTJGR0lZUT09>

Meeting ID: 927 0599 4996; Passcode: 269275

Join Via Phone: + 1(669) 900 6833

* Please note that public comment will be held after every agenda item. If a member of 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.

Order of Business:

1) **Call to Order / Roll Call** – Meeting called to order at: 10:05am.

Present: Irene Hilton, Saeeda Hafiz, Marna Armstead, Abby Cabrera, Seth Pardo, Melinda Martin, Christina Goette

Absent: Diana Lau

2) **Approval of November Meeting Minutes** - [discussion and action]

Saeeda motions. Irene seconds. Motion passes. Minutes are approved.

3) **Review and Consideration of Agenda** – [discussion and action]

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

4) **General Public Comment**- [discussion]

No Public Comment

5) **Housekeeping** – [discussion and possible action]

Staff shares that there will be a Board of Supervisors childhood obesity hearing on Friday, December 10th at 10am called by Supervisor Safai.

Reminder of SDDTAC absentee policy: 3 excused absences are allowed within a 12-month period. Excused absences include illness or medical leave.

No status update on where to upload SDDTAC vaccination status, as soon as we hear back SDDTAC members will be informed.

In previous meetings, Seth suggested to reach out to the Treasury and Tax Collector's Office to access data



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and to help meet ordinance mandates. DPH is working on letter to partner with the Treasury and Tax Collector's Office and is asking SDDTAC to sign off on the letter. Staff will share letter with members for their feedback

Seth suggested to reach out to Treasurer, working on a letter to do their part to help meet ordinance mandates with data, the question is to get SDDTAC to sign off on letter. Seth shares link of document to members. Send feedback to staff.

6) Subcommittee Budget Discussions FY 22-23 and FY 23-24 [discussion and possible action]

Staff provide high level overview of budget categories, including review of Infrastructure subcommittee's budget discussions. Member shares support for inclusion of percentages to ensure that all categories receive a portion of the revenue. Staff also share high level overview of Food as Medicine Waiver Program and how budget recommendations would support the program. Rita Nguyen will come to December SDDTAC to provide more information.

Member asked about the status of the funding for the breastfeeding coalition and agrees with Infrastructure not to fund next year. Member noted that the funding should have been placed with groups that are already doing the work. Member suggests that the breastfeeding coalition efforts could go towards the CBOs grants category, non DPH affiliated and work with partners including First 5, WIC, etc. Establishing a breastfeeding coalition now does not help the program and can address the issues that are pressing and make change now.

Co-chair shares perspective of including percentages as part of budget. Dollar amount equates to a percentage but when the original document created. If percentages are used, all categories will get a portion of the dollar amount. Members agree and suggest possibly creating a formula to track the percentages or look at past percentages and translate into current budget and can be adjusted, which can somewhat be equitable. It has never been codified as a base to use percentages, it takes away the political aspect of the dollar amounts per categories. Member suggests SDDTAC to write in as a guiding principle to use percentages and identify if categories were not funded enough, so that citizens feel that the funds are being used with integrity for the community.

Member suggested in going to the Board of Supervisors and highlighting discrepancies in the budget and speaking towards which categories needs to be funded more and/or less, rather than where there is alignment between SDDTAC and the Board of Supervisors. Staff notes that co-chairs should make the request to meet with the Board of Supervisors for a hearing and would also allow for deeper rationale on the usage of percentages.

Members agree to bring the suggestion to the SDDTAC to use percentages during the budget recommendations discussions. Member asks about deciding on one time funding, is there a mechanism for that, if we do not make provisions, we may have bigger juggle than it needs to be. Staff share that one time has not happened very frequently. DPH/CHP Branch did one year funding because there was carry forward



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money one year, that was what DPH did to manage all the funding. Important to have valid mechanism on one time funding and/or if others advocate to SDDTAC for funding.

7) **Data & Evidence Subcommittee Annual Report Section** [discussion and possible action]

Staff provides context of document for new members. New members should be added to the section write up. Members discuss the possibility of proposing a percentage of investments as a committee, what can be brought in this year, that has not been addressed as of last year? Include progress updates of accomplishments/future considerations and can be tied to budget recommendations, with caveat of constraints of COVID, so that there no confusion between accomplishments and future considerations. Staff add that subcommittee future considerations are also incorporated into SDDTAC work plan in March/April.

Member suggests moving the work completed to first section of write up and add others to future considerations section for the following year. Member suggests adding whether goals are still valid. Co-chairs will review and connect at the next subcommittee meeting.

8) **SSB Literature Review** [discussion and possible action]

Co-chair suggests including an oral health article and highlight in the future newsletter. Abby will create mini abstract for newsletter with a translation of what the data means.

9) **Proposed Agenda Items for January 12, 2022 Meeting** [discussion and possible action]

- Budget Discussions
- Subcommittee Annual Report Section
- Debrief Board of Supervisors meeting on the 12/10/21 on childhood obesity

10) **Announcements**

- Marna – 12/11/21 by Bayview Opera House - pregnancy pop up, massage, food and diaper give aways, etc. Last event of the year 1pm – 5pm
- Board of Supervisors hearing on childhood obesity on 12/10/21 at 10am
- Submit feedback for letter to Tax Collector with track changes by 12/13/2021, send to backbone staff

11) **Adjournment**

Saeeda motions to adjourn meeting. Marna seconds. Meeting is adjourned at 11:58am.

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.



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- 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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City Hall – Room 244 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102-4683,
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Mayor

Family Violence Council meetings are held in room 617 at 400 McAllister Street in San Francisco. This building is accessible to persons using wheelchairs and other assistive mobility devices.

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Place in San Francisco. City Hall is accessible to persons using wheelchairs and other assistive mobility devices. Ramps are available at the Grove, Van Ness and McAllister entrances.

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Comparison between SDDTAC Recommendations and Mayor's Allocations FY19-20



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Item	SDDTAC Rx Amount	SDDTAC Rx %	SDDTAC Rx Agency	Mayor's Budget	% of Mayor's Budget	Mayor's Proposed Agency	Variance
Community-Based Grants	\$4,290,000	41.25%	DPH/CHEP	\$2,995,000	26.76%	DPH	
				\$300,000	2.68%	<i>SFUSD via DCYF</i>	
			Comm Engag	\$50,000	.45%	<i>Total</i>	<i>-\$345,000</i>
School Food, Nutrition Education, Student Led Action	\$1,000,000	14.42%	SFUSD	\$1,500,000	14%	<i>SFUSD via DCYF</i>	\$0
	\$500,000		SFUSD	\$500,000		<i>SFUSD via DCYF</i>	
Food Access	\$1,000,000	9.62%	DPH	\$1,000,000	10%	DPH	<i>\$35,000</i>
Healthy Retail SF	\$150,000	1.44%	OEWD	\$150,000	1%	OEWD	\$0
Oral Health	\$1,000,000	9.62%	DPH – Task Force	\$450,000	4.02%	<i>SFUSD via DCYF</i>	
			Sealant Pgm	\$450,000	3.13%	DPH	
			Edu/Case Mg	\$200,000	1.79%	<i>Total</i>	\$0
Infrastructure	\$1,000,000	11.92%	DPH/CHEP	\$1,000,000	8%	DPH	<i>-\$240,000</i>
Water Access - SFUSD	\$0	2.88%	SFUSD	\$0	0%	<i>SFUSD via DCYF</i>	\$0
Water Access - Public Spaces	\$300,000		PUC/DPH	\$300,000	2.68%		
SF Recreation & Parks	\$520,000	5%	RPD	\$2,895,000	5%		\$2,375,000
HOPE SF Peer Enhancements	\$400,000	3.85%	N/A	\$400,000	0%	<i>DPH</i>	<i>\$400,000</i>
Total	\$10,400,000	100.0%		\$11,190,000	100%		



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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.



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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%	



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	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.



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ORAL HEALTH Community task forces	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.
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	
INFRASTRUCTURE DPH Infrastructure	<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>
Evaluation	<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
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.



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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 & 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.

* 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 ADDBACKS 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



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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 Supervisor’s 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.