



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

DRAFT MINUTES

March 16, 2022 - 5:00 pm

Join Online Via Zoom

<https://us02web.zoom.us/j/86280612129>

Meeting ID: 862 8061 2129

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 about public comment.

** Times provided for agenda items are estimates

Order of Business:

1. Call to Order / Roll Call – Meeting called to order at: 5:04pm

Present: Dianna Cavagnaro, Michelle Kim, Maysa Bell, Antonio Caceres, Marna Armstead, Larry McClendon, Katie Ettman, Grecia Marquez-Nieblas, Katie Ettman, Linda Barnard, Abby Cabrera, Anne Marie Donnelly – SF Rec & Park, Coach Tony, Joachim Perlas, Justin Adeyanju, Irene Hilton, Kati Barahona-Lopez, Kiana Sezawar, Lea Troeh, Maurice Neal, Monica Ferray - Requity, Veronica Shepard, Maureen Guerrero, Saeeda Hafiz, Ray Kelly, Laura Urban (Health & Nutrition), Long Banh, Marco Guillen, Nate Ford, Robert Sotelo – SF Rec & Park, Rodney Clemente, Sharnae – Peace Parks, Tamara Barak Aparton, Lilly Rodriguez, Beverly Ng, Diana Lau, Jennifer Lebarre

Absent: Vanessa Bohm

- a. Approval of Excused Absences [Action]

2. Land Acknowledgement
3. Approval of Minutes for Previous (February) Meeting [Action]

Marna motions to approve minutes. Linda seconds. 11 yays - Minutes are approved.

4. Review and Consideration of Regular Agenda [Action]

Veronica motions to approve agenda. Abby seconds. 11 yays - Agenda is approved.

5. General Public Comment

Katie Barahona Lopez– Oral health taskforce working with pediatrician offices for childhood caries. Communities are more likely to attend pediatric appointment than dental appointments. Taskforce has



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released media campaign in the last quarter and continuing presentations in community connecting with a dental care home for all members for their families especially 0-5 years old.

6. DPH Staff Report [Discussion and Possible Action]
 - a. Budget recommendations/evaluation report submitted

Congratulations to SDDTAC on completing the budget recommendations and it has been submitted to the Mayor's Office. It also has been transmitted to the Board of Supervisors. The full report will be sent out with subcommittee updates and some data from UCSF that is included in the evaluation report will be completed in a few weeks and resubmitted.

- b. Formatting report

Full report is almost formatted and will share after completion

- c. Tax collector data update

Seth Pardo, DPH Director for Data Science, in process of making request to Tax Collector. The request has yet to be submitted and is partly due to Tax Collector's Office busy season and holding off on that request.

- d. COVID update

SDDTAC meetings will continue to be virtual until further notified. SDDTAC is not part of the city charter. Commissions part of the city charter are beginning to meet again in person, though SDDTAC is not part of the city charter.

Public Comment:

Katie Ettman, SPUR – in previous SDDTAC meeting discussions, it was discussed to meet with the Board of Supervisors to discuss budget recommendations and as there are updates to be part of the DPH update of when those meetings are calendared.

7. SPUR Presentation: CalAIM Waiver and Spur Food Policy – Katie Ettman & Grecia Marquez-Nieblas [Discussion and Possible Action]

Katie Ettman, SPUR's Food and Agriculture Policy Manager joined by Grecia Marquez-Nieblas, Food and Agriculture Program Manager present CalAIM Waiver and Food Policy. SPUR is a non-profit think tank in the Bay Area, working on various issues such as housing, transportation, economic justice, etc.

Katie provides historical overview of the CalAIM waiver program. With the Food as Medicine Collaborative and other health food service providers in SF came together, realized that produce prescriptions and food pharmacies were being paid through unsustainable means, such as philanthropic and community benefit dollars. Thus, there was a way to make it more sustainable future was possible by getting these services fully integrated into services that are paid for by healthcare dollars. There is a process that happens every 5 years where states can apply for exemptions for Medicare to pilot new and innovative ways to offer through MediCal. 10-15 organizations led this effort at the state level, to get food through the healthcare system. CalAIM was included in California's waiver application and approved in December 2021. Implementation of



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CalAim will work with health plans to offer this benefit if health plans opt in and work with CBOs to provide services. Best practices have shown to provide startup funds to CBOs to prepare to work with health plans.

Grecia shares that SPUR is working on supplemental food and benefits. Healthy food incentive programs are throughout CA and SPUR has Doubleup Food Bucks, allows SNAP/CalFresh recipients to purchase locally grown funds and receive dollar per dollar back by way of a paper coupon for next visit. After COVID, there has been an increase in the need for the program. SPUR applied to do pilot program to be part of using the program as part of the EBT system this fall. Currently, AB 2153, next step past the pilot phase, redemption rates to be easier and to spread program throughout CA and funding for more grocers and more CA residents to utilize this program. SPUR uses these programs two arms to the same idea to increase food access for low-income Californians from Medical system and supplemental purchasing benefits.

Questions:

Irene – Has SF Health Plan opted in yet and what are the barriers?

SF Health Plan has not yet opted in. A couple ways, 1) funding from DPH that has brought on consultant to support CBOs capacity to work with SF Health Plan and pitch themselves to the SF Health Plan; 2) many health plans across CA has opt in period to provide services.

Veronica – Given increase in case load with CalFresh, how much is being allocated for this effort?

Increased utilization of Double Up Food Bucks in last quarter October – December. The impact is showing that there is more support needed for programs like this. Currently, the funding is provided by philanthropy and with the bill intent is to have them paid by state government. Market Match receive \$10Mil in 3 years and part of what we will see is the burn rate is much higher due to that increased demand but hopefully can secure moving forward. Budget request has been submitted and awaiting to hear back.

Dianna C. - SDDTAC has a newsletter and can share with others. SPUR staff to share information.

8. Debrief of SDDTAC Budget Recommendations Process [Discussion and Possible Action] 15 min

a. BOS Budget Update

Michelle reminded members about discussions of presenting budget recommendations to the Board of Supervisors and sought out who would be interested in providing education to supervisors. The report was recently submitted and will need to wait 10 days (for Supervisors to review document) before meetings are calendared. Meetings are typically partnered up with members of the community and SDDTAC member and can possibly present per district supervisor or to full Board of Supervisors. Abby, Irene, Saeeda expressed interest. Staff will identify with DPH leadership if they can work on talking points for those who will be conducting meetings. For SDDTAC members who are city representatives, interested would need to participate on their own personal time.

Public Comment:

Katie Ettman, SPUR – happy to set up the Board of Supervisors' meetings. If members have any thoughts or concerns, contact Katie at kettman@spur.org

b. Discuss use of Alia Think Tool for next budget recommendations



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Marna provided brief overview of Alia Think Tool use and how it is able to create in depth discussions where members values lie related to budget recommendations. Saeeda suggests that if SDDTAC decides to use the tool, is to pilot select categories and compare in a small way without having to do the entire budget.

Member adds the tool explanations can sounds confusing, however it is worthwhile and provides a visual way to have rich discussions not just about our domains but funding streams within our domains and what is the priority. Member adds that the tool could support in simplifying the budget recommendations process for future years. Saeeda suggests to conducting a subset of the budget categories within the Alia tool so members can get a better understanding of the tool and its process.

Veronica motions for SDDTAC to use Alia Think Tool, SDDTAC be trained and piloted to learn and use early enough to prepare for next budget recommendations at SDDTAC future meetings. Marna seconds. 11 yays

Public Comment:

Katie Barahona Lopez – Alia Think Tool makes sense and using incrementally, gives community the opportunity to present on what they are doing with the SDDT funds.

c. Funding Streams for SDDT Budget Categories

9. Recreation and Parks Department Requity Presentation [Discussion and Possible Action]

Linda presents videos on Requity and Peace Parks. Recreation and Parks staff provide overview of both programs.

Joachim Perlas – Peace Parks & Requity Acting Coordinator, shares that the Peace Parks program offers 18 – 25 years old individuals, open 3 days a week 6 – 9pm and dinner is also provided. RPD offers safe place for residents in Potrero Hill, Bayview Hunter’s Point and Visitacion Valley. Programs are strategically located to housing and offer a variety of programs such as hair braiding, cutting hair, cooking, sports, entrepreneurship, fashion, etc. There is also a Father’s Program geared towards single fathers on learning about parenting with mentorship. RPD has also hired community residents where residents and program participants feel respected, safe and supportive of one another.

Joachim shares that the Requity program has a mobile unit where they can provide programming for kids. Requity has been able to create nurturing safe spaces for underserved communities throughout SF. Requity targets 6-18 year olds targeting youth in the foster care, shelters, and public housing. Programs include tech dojo (how to write scripts), candle making, micro branding, creative movement and restful thinking, synthesized creations, improvisation imagination, baseball, basketball, flag football, Hayward Park sports camp, after school programs, workout classes and tots program.

Requity is at the frontlines in the housing communities doing outreach. The program offers unique positions to give parents and kids relief from each other and maintain relationship building. The Requity program has tripled its scholarships for kids to participate and possibly get an opportunity for a job in high school. Overall the programs help builds kids for the future.

Monica Ferrey shares Requity data:



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- 229 Programming events
- 653 programming hours completed
- 2,686 Programming Participants
- 365 outreach events;
- 800 outreach hours
- 64,000+ outreach contacts

FY 18-19 888 participants; FY 19-20 1,940 participants; FY 20-21 2,188 participants

Requity Program includes evaluation, making sure that families are surveyed and producing the wants that are needed in the community. The work of Requity is in alignment with SDDTAC goals. 90% of staff live in the communities which help to build trust with participants. RPD has various partnerships to ensure that the work is carried out.

Challenges the programs encounter are bridging the gap with law enforcement; rising food costs and providing gift cards for families; internet access is provided through Comcast at some sites, due to families having lack of access of internet.

Members thank RPD staff for their work and dedication to the community and is inspired by seeing the many men of color who coordinate the programs by saving lives and providing a safe haven. Linda offers members to visit the programs and to connect with Linda to collaborate.

Maysha – Peace Parks 3 days/week - can additional support that can be providing for expansion of program? Expectation in the summer is to open up to 4 days/week based upon funding and staffing.

Linda shares that the entrepreneurship program transitional aged youth are beginning to start their own businesses with stipends that are provided at the end of the program. As this program starts to grow, many entrepreneurs will be coming out of this program.

10. Community Check In [Discussion and Possible Action] –

Public Comment:

Justin Adeyanju, APA Family Support Services – Children's Oral Health Taskforce – represents Cavity Free SF ensuring culturally appropriate oral health education and care. Appreciates SDDTAC commitment to dental and community health.

11. Subcommittee Updates [Discussion and Possible Action]

a. Co-Chair Update

i. Committee Co-chair Nomination and Voting

Michelle shares that she will be stepping down as co-chair and according to SDDTAC by-laws voting occurs in March annually. Marna has agreed to stay on as co-chair. Staff has received no nominations prior to today's meeting and new co-chair will begin in April 2022.

Saeeda and Linda – nominate Abby; Abby accepts nomination for co-chair

Diana L, Larry and Veronica – nominates Saeeda; Saeeda decline nomination for co-chair



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Maysha – nominates Marna; Marna accepts nomination for continuing for co-chair

Maureen – nominates Maysha; Maysha respectfully declines

Marna and Michelle provide overview of co-chair duties: monthly planning calls with staff, co-chair letter for reports, etc.

Veronica motions to accept Marna and Abby as SDDTAC co-chairs. Larry seconds. 11 yays. Abby Cabrera and Marna Armstead are SDDTAC Co-Chairs beginning April 2022.

ii. Prioritizing Funded Organization Presentations

Michelle asked what SDDTAC funded organizations they would like to hear from?

Member suggests Paula Jones from DPH on food security and food access. Another member suggests having presentations from different groups who have specifics on their programming work.

Member suggests inviting Alicia Montel, dental director to present on the expansion of the school-based sealant program.

Saeeda suggests using Peace Parks, SVIP Funding and Recreation and Parks budget lines for pilot use of the Alia Think Tool.

b. Infrastructure Update

Discussions of approval process for CBOs seeking letters of support from SDDTAC and will work on draft to have deeper discussion to share with SDDTAC. Discussed budget recommendation process and how it was a little smoother than in the past. Subcommittee made changes in meeting date/time (2nd Mondays of the month 3pm – 4:30pm)

c. Community Input Update

Rich discussions adding advocacy line item; conversations about college scholarship investments, how we can start asking questions of where we give budget recommendations, if certain categories are already receiving funds, facilitating those deeper discussions, or aligned with soda tax and where we want funds to go by doing research prior to SDDTAC budget recommendations.

d. Data and Evidence Update

Debriefed budget recommendation process; data points to share in newsletter, wait for data from soda tax sales and going to be sharing major data points to inform each other.

12. Committee Member Proposed Future Agenda Items [Discussion and Possible Action] – 5 minutes

- Alia Think Tool – subset within RPD budget category (Data and Evidence subcommittee to model, prior to SDDTAC meeting)
- Reviewing Board of Supervisor meeting needs for SDDTAC members – discuss at subcommittee meetings; staff to start on talking points
- SDDT Grantee to present



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13. Announcements [Discussion and Possible Action] – 5 minutes

- Larry – thanks Michelle for SDDTAC leadership and appreciates her being very detailed
- Linda – thanks Michelle for SDDTAC leadership
- Michelle – thanks everyone for their support and kind words
- Recreation and Parks Department events:
 - April 9, 2022 – Egg Hunters Paradise @ St. Mary's Recreation Center
 - April 16, 2022 – Eggstravaganza @ Crocker Amazon

Public Comment:

Katie Ettman – Thanks Michelle for leadership and excited to work with new co-chairs; CalAIM partner is hiring:

<https://static1.squarespace.com/static/617ad1744c626727ceb33697/t/621ff69b1d131301def1ae27/1646261916189/Food+Pharmacy+Program+Manager+Position+Description.pdf>

Monica Ferrey – thank you

14. Adjournment [Action]

Marna motions to adjourn. Abby seconds. 11 yays - Meeting is adjourned at 7:32pm.

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.

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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



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contactar la Comisión de Ética: 25 de la avenida Van Ness , Suite 220, San Francisco, CA 94102, 415-252-3100, FAX 415-252-3112, sitio web: sfgov.org/ethics.

Kung mayroon kayong mga tanong tungkol sa miting, mangyaring tumawag lang sa 415-252-3203. Ang pagtunog at paggamit 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.

ALAMIN ANG INYONG MGA KARAPATAN SA ILALIM NG SUNSHINE ORDINANCE

Tungkulin ng Pamahalaan na paglinkuran ang publiko, maabot ito sa patas at medaling maunawaan na paraan. Ang mga komisyon, board, kapulungan at iba pang mga ahensya ng Lungsod at County ay mananatili upang maglingkod sa pamayanan. Tinitiyak ng ordinansa na ang desisyon o pagpapasya ay ginagawa kasama ng mamamayan at ang mga gawaing panglungsod na napagkaisahan ay bukas sa pagsusuri ng publiko. Para sa impormasyon ukol sa inyong karapatan sa ilalim ng Sunshine Ordinance (Kapitulo 67 sa San Francisco Administrative Code) o para mag report sa paglabag sa ordinansa, mangyaring tumawag sa Administrador ng Sunshine Ordinance Task Force .

City Hall – Room 244 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102-4683
415-554-7724 (Opisina); 415-554-7854 (Fax), E-mail: SOTF@sfgov.org

Ang mga kopya ng Sunshine Ordinance ay makukuha sa Clerk ng Sunshine Task Force, sa pampublikong aklatan ng San Francisco at sa website ng Lungsod sa www.sfgov.org. Mga kopya at mga dokumentong na nagpapaliwanag sa Ordinance ay makukuha online sa <http://www.sfbos.org/sunshine> o sa kahilingan sa Commission Secretary, sa address sa itaas o sa numero ng telepono.

PAG-ACCESS SA WIKA

Ayon sa Language Access Ordinance (Chapter 91 ng San Francisco Administrative Code), maaaring mag-request ng mga tagapagsalin sa wikang Tsino, Espanyol, at/o Filipino (Tagalog). Kapag hiniling, ang mga kaganapan ng miting ay maaring isalin sa ibang wika matapos ito ay aprobahan ng komisyon. Maari din magkaroon ng tulong sa ibang wika. Sa mga ganitong uri ng kahilingan, mangyaring tumawag sa Minouche Kandel sa 415-252-3203, o minouche.kandel@sfgov.org, sa hindi bababa sa 48 oras bago mag miting. Kung maari, ang mga late na hiling ay posibleng pagbibigyan.

ACCESS PARA SA MAY KAPANSANAN

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 .

Ang mga pagpupulong ng Task-Force ng Mayor sa Anti-Trafficking ay ginaganap sa Room 305 sa City Hall, 1 Dr. Carlton B. Goodlett Place sa San Francisco. Ang City Hall ay accessible para sa mga taong gumagamit ng wheelchair at iba pang mga gamit na tumutulong sa pagkilos. Mayroong mga rampa sa mga pasukan sa Grove, Van Ness at McAllister. Ang mga kagamitan sa pagtulong sa pandinig, mga interpreter ng American Sign Language, mga tagapagbasa, mga adyenda na malalaki ang print, at iba pang pangangailangan ay maaaring hilingin. Para humingi ng tulong, tawagan si Minouche Kandel (415) 252-3203, o mag email sa minouche.kandel@sfgov.org. Kailangan mag-request ng mga pangangailangan sa hindi bababa sa 72 oras bago ng pagpupulong upang matiyak kung maaaring ipaglingkod ang inyong kahilingan.

LOBBYIST ORDINANCE

Ayon sa San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code 2.100], ang mga indibidwal o mga entity na nag-iimpluensiya o sumusubok na mag-impluensiya sa mga lokal na pambatasan o administrative na



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aksyon ay maaring kailangan mag register o mag report ng aktibidad ng lobbying. Para sa karagdagan na impormasyon tungkol sa Lobbyist Ordinance, mangyaring tumawag sa San Francisco Ethics Commission at 25 Van Ness Avenue, Suite 220, San Francisco, CA 94102, (415) 252-3100, FAX (415) 252-3112, website: sfgov.org/ethics.

SDDTAC Recommendations FY22-23 and 23-24

	FY22-23	FY23-24	%	Department Rx
COMMUNITY-BASED GRANTS				
Health education, food security, physical activity	\$3,000,000	\$3,000,000	28%	DPH
Food As Medicine MediCal Waiver Program	\$250,000	\$0	2%	DPH
CBOs working with SFUSD	\$305,000	\$300,000	3%	DPH
TOTAL COMMUNITY BASED GRANTS	\$3,555,000	\$3,300,000	33%	
SFUSD				
School Food, Nutrition Ed	\$1,170,000	\$1,000,000	11%	DCYF/SFUSD
Student Led Action	\$535,000	\$500,000	5%	DCYF/SFUSD
College Scholarships in Health Field for Priority Populations	\$0	\$100,000		DCYF/SFUSD
TOTAL SFUSD	\$1,705,000	\$1,600,000	16%	
FOOD ACCESS				
Healthy Food Purchasing Supplement	\$1,540,000	\$1,500,000	15%	DPH
Healthy Retail	\$190,000	\$190,000	2%	OEWD
TOTAL FOOD ACCESS	\$1,730,000	\$1,730,000	17%	
ORAL HEALTH				
Community task forces	\$455,000	\$455,000	4%	DPH
School-based sealant application	\$350,000	\$350,000	3%	DPH
School-based education and case management	\$200,000	\$200,000	2%	DCYF/SFUSD
TOTAL ORAL HEALTH	\$1,000,000	\$1,000,000	9%	
INFRASTRUCTURE				
Marketing/Promotion/Outreach	\$150,000	\$0	1%	DPH
Staffing/Research Support	\$800,000	\$800,000	8%	DPH
TOTAL INFRASTRUCTURE	\$950,000	\$800,000	9%	DPH
WATER ACCESS				
Water Access - SFUSD	\$0	\$360,000	0%	DCYF/SFUSD
Water Access - Public Spaces	\$0	\$0		RPD/PUC
TOTAL WATER ACCESS		\$360,000	0%	
RECREATION & PARKS PHYSICAL ACTIVITY & WELLNESS				
Peace Parks	\$650,000	\$650,000	6%	RPD
SVIP Funding – Peace Parks Transportation	\$225,000	\$225,000	2%	DPH



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Requity: Outreach, Scholarships, Equity in Recreation	\$800,000	\$800,000	8%	RPD
TOTAL RECREATION & PARKS PHYSICAL ACTIVITY & WELLNESS	\$1,675,000	\$1,675,000	16%	
BREASTFEEDING	\$0	\$150,000	0%	DPH
Total Proposed	\$10,620,000	\$10,620,000	100%	

Budget Descriptions: SDDTAC recommends investing in strategies that support mental health and well being and workforce pathways for impacted/priority populations.

COMMUNITY-BASED GRANTS	<p>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:</p> <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) Changes to the built environment (ie sidewalks, streets, parks, buildings, etc) or safety of the built environment that facilitates increased physical activity and active transportation); 3. 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; and e) Food Access, including community kitchens and community home delivery services. 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
Health education, food security, physical activity	
Food As Medicine MediCal Waiver Program	One time infrastructure and capacity building grants for community based food organizations to prepare them to contract with health plans, use medical coding and billing, share confidential patient information, and other areas needed to access Medi-Cal funding for meals and groceries and nutrition services rendered
CBOs working with SFUSD	Recommend 3% of all CBO funding 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	
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.



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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. Funding to also support adequate staffing for implementation.
College Scholarships for Priority Populations	Educational investments across lifespan. Scholarships and other supports in higher education in health field for Priority Populations.
FOOD ACCESS	
Healthy Food Purchasing Supplement*	Support programs that increase financial resources to purchase healthy food such as vouchers and food purchasing incentives. This investment should be RFP'd out to CBOs and FBOs. 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.
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	
Community oral health 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	
Marketing/Promotion/Outreach	Funds to DPH/CBOs/Private media firms to support media and communications that include 1) grassroots, community-driven awareness campaigns about the intent of the SDDT and the impact of the allocated funds; 2) city wide communications campaign highlighting the impact and importance of the SDDT; 3) communications materials for merchants; and 4) and communicate the harmful impact of sugary drinks and healthy alternatives. Examples include community-driven, messaging, print, online, and social media campaigns. This also includes regular communication to SF Board of Supervisors, Mayor's Office, Board of Education and other elected officials via newsletters and other mechanisms.



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<p>Infrastructure (Staffing/Research Support)</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. Manage citywide/soda tax impact media c. Manage development/production 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; iv) project management agency to offset fiscal intermediary costs.</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>WATER ACCESS</p>	
<p>Water Access - SFUSD</p>	<p>SFUSD water station installation. Also, invest in signage and art to 3 stations to pilot evidence-based community informed model for what designs should be and water education. Allows for comparison of usage between pilot stations with artwork/education and those without.</p>
<p>Water Access - Public Spaces</p>	<p>Public water station installation. Also, invest in signage and art to 3 stations to pilot evidence-based community informed model for what designs should be and water education. Allows for comparison of usage between pilot stations with artwork/education and those without.</p>
<p>RECREATION & PARKS PHYSICAL ACTIVITY & WELLNESS</p>	
<p>Peace Parks</p>	<p>To support staffing and supplies, including healthy food, for Peace Parks programs in target populations.</p>
<p>SVIP: Peace Parks Transportation</p>	<p>Transportation for Peace Parks participants</p>
<p>REQUITY: Outreach, Scholarships, recreation equity</p>	<p>Requity offers free dynamic, engaging, and culturally-relevant recreation programming to youth under 18 living in shelters, foster care, public housing, or in housing developments. Through a combination of onsite and hyper-local program, coupled with extensive outreach, Requity increases access to and participation in RPD's existing programs and scholarships by educating and informing families on what RPD can offer them.</p>



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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 rate and duration, leveraging community strengths and tackling structural barriers to reduce inequities to breastfeeding support. This would include funding for backbone support to engage community stakeholders in a strategic planning and engagement process to develop a framework for short and long term 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 will also support community based organizations that are already supporting breastfeeding.
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* 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.