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Sugary Drinks Distributor Tax Advisory Committee

AGENDA

April 20, 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

1. Call to Order / Roll Call – 5 minutes

Present: Vanessa Bohm, Maysha Bell, Marna Armstead, Abby Cabrera, Diana Lau, Kiana Keshavarz, Larry McClendon, Saeeda Hafiz, Jennifer Lebarre, Irene Hilton, Veronica Shepard, Michelle Kim, Linda Barnard, Dianna Cavagnaro, Maureen Guerrero, Jennifer Navarro-Marroquin (Community Well), Laura Urban (Health and Nutrition), Marco Guillen, Ceilia Gonzalez, MD, B Freas (Community Grows), Katie Ettman (SPUR), Lea Troeh, 41527904700

a. Approval of Excused Absences [Action] - none

2. Land Acknowledgement – 1 minute

3. Approval of Minutes for Previous (March) Meeting [Action] – 2 minutes

https://sf.gov/sites/default/files/2022-03/SDDTAC_DRAFT%20NOTES_03162022_0.pdf

No public comment.

Michelle motion to approve the minutes. Larry seconds the motion. 13 votes – motion passes.

4. Review and Consideration of Regular Agenda [Action] – 2 minutes.

https://sf.gov/sites/default/files/2022-04/SDDTAC_Agenda_04202022.pdf

No public comment.

Dianna Cavagnaro makes motion to approve agenda. Abby seconds the motion. 13 votes. Motion passes.

5. General Public Comment – 10 minutes

No public comment

6. DPH Staff Report [Discussion and Possible Action] 10 minutes



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- a. SDDTAC Newsletter – newsletter sent to Board of Supervisors and SDDTAC listserv.
- b. SDDT RFP Community Input Process – RFP will come out in the fall and organizations will be funded starting July 2023. Going to existing meetings of organizations serving priority populations and soliciting input during those meetings.

Larry – offered help for the listening sessions.

Staff responded that SDDT will conduct 10 community input sessions and don't need help at this time. Two have been done – API Health Parity Coalition and MoMagic. There is a secondary survey to also give input. <https://www.surveymonkey.com/r/J9M3JC9>

- c. SSB Data Presentation at May Data & Evidence subcommittee meeting - Looking forward to presentation by Fahimeh Jamshidi, DPH intern who is analyzing SSB sales data. That presentation will be at the Data and Evidence subcommittee meeting in May. It will also come to a SDDTAC meeting. Email Melinda/Christina if you want to attend the Data and Evidence subcommittee meeting.
- d. SDDTAC website transition to sf.gov/sddtac
- e. Refreshing sodatx-sf.org to highlight the impacts of the soda tax, grantee stories, and other resources/events that are developed with SDDT funds. More details to come. We'll have a blog and inviting guest bloggers.

Member asked if demo on the [sodatx-sf](http://sodatx-sf.org) website can be done when it's ready. Staff replied yes.

Public Comment – Katie Ettman – SPUR, there was a request to get on Board of Supervisors agenda to talk about the SDDTAC recommendations. Has that been confirmed?

7. SDDT Grantee Presentations [Discussion and Possible Action] 20 minutes

- a. Community Well, Jennifer Navarro-Marroquin – new program: happy, healing and healthy (h3) - food as medicine, H3 Champions – health education ambassadors, Homeopathic clinic, transformational circle.



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 **Breakdown** 

- 12 Total Staff/Facilitator
- 2 .5 FTE staff
- 2 Part-time Staff <20 hours per week
- 2 hourly facilitators - Staff
- 6 facilitators - Independent Contractors
- 80% POC identified
- 10% Caucasian Identified
- 10% Multi-Racial

The logo for "COMMUNITY WELL" is a green circle with a white outline. Inside the circle, there is a white icon of a person's head and shoulders, with a red heart shape on the chest. The words "COMMUNITY" and "WELL" are written in white, uppercase letters along the top and bottom inner edges of the circle, respectively.



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 **H3 Data** 

184 Non-duplicated Participants

- Age: 61.8% 25-44 | 26.5% 45-64
- Gender: 81.6% Female | 13.2% Male
- Income: 28.7% <\$25,000 | 52.9% <\$49,999
- Zip Code: 34.6% 94112 & 94110
- Ethnicity: 47.1% Latinx +Hispanic | 30.2% Chinese + Filipinx + Vietnamese

<p>87.1%</p> <p>Participants reported high levels of elevated emotional states</p>	<p>88.9%</p> <p>Participants agree that they received value from H3</p>	<p>87.5%</p> <p>Participants reported desire to implement what they learned</p>
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Challenges

- **Data System Efficiency**
 - Multiple data collection platforms
 - Time consuming
- **Regularly engaging CBO partners**
 - Working at capacity difficult to get consistent referrals to the H3 Program
- **Food Access & Severe Trauma**
- **Quantifying a transformational experience.**
Working on how to quantify emotional breakthroughs, mind shifts, levels of ease through storytelling
- **Consistent outreaching based on capacity of H3 staff**







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 **Budget \$170,178** 

Budget Item	FY 2021-2022	Spend To Date
FTE Staff & Fringe (2)	\$76,666.66	\$57,484.98
PT Staff 1	\$18,000.00	\$13,500.00
Facilitators 8	\$37,320.00	\$27,990.00
Marketing/Digital	\$5,000.00	\$3,750.88
Food Expense	\$4,240.00	\$3,179.97
Supplies	\$3,450.00	\$2,587.50
Rent	\$7,610.00	\$5,707.44
Fiscal Sponsor Fee	\$13,614.24	\$12,647.97
Other Costs	\$1,026.85	\$770.13

Member noted about the engagement level of students and how it has increased and seems Community Well team was able to get the students lean in and learn more. How'd you accomplish this? Jennifer responded in first round at Downtown HS, they threw their expectations out the window and surveyed them for their interests and crafted the work based on students' interests.

Member notes that it takes a long time to make changes in health. Are there opportunities for participants to participate on a regular basis. How do you keep folks engaged over time?

Jennifer responds that everything except the enrolled cohort, is drop in. 28% of the 184 unduplicated participants do multiple offerings.

b. Community Grows – B Freas

BEETS – Band of Environmentally Educated & Employable Teens. A paid teen internship program for youth of color and low-income youth. Mission, Western Addition and, Bayview.



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Youth get minimum wage and a raise of \$1 if they return to the program. Two programs throughout the year, going to many parks/gardens in the city. Students meet after school. School year program is their main program. Students will graduate in person at Golden Gate Park. Many returning students. Important to have students learn also about financial literacy and have brought guest speakers to share their work. Students have also spoken working and speaking with the farmers through CUESA. More targeted program outreach for Black/African American students in the Western Addition.

Member asked if there is capacity to coordinate with SFUSD Harvest of the Month program?

B responds that Community Grows would be open to that! Malcolm X and Koshland produce a lot and there could be a contribution.

No public comment

8. BREAK

9. AliahThink Tool Overview and Pilot [Discussion and Possible Action] 60 minutes

a. AliahThink Tool Oral Health subset Review from Data & Evidence - 12 minutes [discussion and possible action]

Goal: provide funding recommendations to Mayor and Board of Supervisors to impact and/or eliminate health disparities. The process also opens the opportunity to get a deeper understanding of the goals and impact of each category from the larger domains in our recommendations.

Saeeda and Abby walked through an oral health example from the Data and Evidence subcommittee that calculated the collective input of Abby, Marna and Diana Lau. Need to update the goal for each area.

Member expressed with no expertise in a category, wouldn't feel confident ranking. Makes the conversations so important and can learn so much about the ins and outs of each budget categories and to be well versed. Member noted that also it would be an opportunity to call groups, organizations, funded organizations to attend a meeting and answer questions, or submit an inquiry etc. Member also added that oral health has longstanding local oral health coalition that is the one that determined the original percentages.

b. AliahThink Tool Oral Health subset Pilot for Community Input or Infrastructure subcommittee- 45 minutes [discussion, participatory demo, and possible action]



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Larry, Maysha, Maureen volunteered. Larry set the stage with his personal, lived experiences for why he chose sealants over the task force.

Saeeda invited Irene, the oral health expert, to give some context.

Irene provided background on why sealants are short term because once they are applied, it protects the teeth for 3-5 years. Prevents cavities immediately. They've done analysis – B/AA children less likely to return the consent forms. That would be turned to the D10 taskforce to address why.

Member volunteers began to compare pilot budget categories.

Larry – in his lived experience, the school provided an incentive and consent form at drop off. They had parents fill it out and collected it immediately.

Maysha - Do these task forces already exist? Are they connected to the schools and families?
Irene – yes, SDDT is currently funding them for Latinx, B/AA and API communities and all have SFUSD representatives on the task force.

The three groups could be done by subcommittee. The whole committee can be represented within the subcommittees in breakout rooms.

No public comment

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

None and no public comment

11. Subcommittee Updates [Discussion and Possible Action] – 15 minutes

- a. Co-Chair Update: Update on Board of Supervisors Presentation – Board of Supervisors meeting and follow up is top priority. Want to ensure the changes the SDDTAC made are highlighted. Timing – May/ASAP. Email Marna/Christina/Melinda if there are any priorities by May 6.
- b. Infrastructure Update – Larry – the meeting was canceled since did not meet quorum.
- c. Community Input Update- discussed community outreach for the upcoming RFP and budgeting priorities, discussed marketing and how that was used.
- d. Data and Evidence Update – Abby shared data points from Seattle SSB sales data. They found that family-sized soda purchases decreased, and water purchases increased. Next month, Fahimeh Jamshidi will present SF SSB sales data.



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

- AliahThink Tool Pilot
- SDDT Grantee Presentations

Member noted recently was taxed on a diet soda at Safeway. Is there a mechanism to monitor that we are taxing things correctly? Staff respond that it is the purview of the tax collector, not this committee. Requested member share details and will pass on to the tax collector. The ordinance explicitly states that the fee is on distributors for drinks with added sugars. There are exceptions (nutritional supplements, milk). Diet drinks with no more than 25 kcal of caloric sweeteners per 12 fluid ounces should not be taxed. The store may be making a mistake. Staff can report back next month in DPH staff report.

Member added early on with the tax, one priority was to do outreach with local merchants.

- Perhaps need outreach/education on how to report inaccurately taxed items. Staff can connect with tax collector's office. Tax collector would do the outreach to the merchant and the info could be posted on the SDDT website.
- Member asks if DPH share the obesity data on patients in DPH system to see impacts of pandemic on overweight/obesity. Could be a rough comparison point with other bay area counties that do not have a soda tax. Staff respond that data around BMI is limited and especially recent data due to COVID. Fahimeh Jamshidi will take a look at CHIS data but cannot promise it would be done by May meeting. Still working on hiring an epidemiologist. Can look at other data measures as well.
- Irene – one data source is SFHN with quality measures they report on, which could include % people of BMI > XX. CG will reach out to Seth Pardo who will be hiring the epidemiologist.

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

Saeeda met Mayor.

Marna - Bayview SOL 2 years old and helping Sister Web deliver groceries to pregnant clients in the city. They are looking for board members! www.bayviewsol.org and contact Patty Rodriguez at p.rodriguez@bayviewsol.org

14. Adjournment [Action] -

Veronica motioned to end the meeting. Linda seconds the motion. The meeting was adjourned at 7:32 pm.