

# Sugary Drinks Distributor Tax (SDDT) Funded Initiatives

SDDT Healthy Communities Grants – through San Francisco Public Health Foundation



ORGANIZATION	FY21-22 BUDGET	NEIGHBORHOOD(S)	POPULATION(S)	INTERVENTION(S)	MISSION AND PROGRAM
Bayview Hunters Point Community Advocates	\$172,859	Bayview Hunters Point	Black/African American (B/AA), Immigrants	Nutrition Security  PSE change strategy	Bayview Hunters Point Community Advocates aims to provide healthy, and quality food, that reaches all communities in our diverse neighborhood, through a cooperative owned and operated by and for Bayview-Hunters Point residents. Funding will support a community-owned co-op grocery store in the Bayview Hunters Point neighborhood to provide affordable healthy, high-quality food for vulnerable populations in southeast SF who suffer from a burden of chronic disease. <i>Tony Kelly: tonykelly@astound.net</i>
BMAGIC	\$199,529	Bayview Hunters Point	Black/African American (B/AA), Latinx, Low income families	Physical Activity Nutrition Security  PSE change strategy	BMAGIC's mission is to help create and maintain a deeper unified roadmap to social change while addressing the health and wellness needs of Bayview children, youth and their families. Funding will support the Bayview Park Rx Program will help us engage approximately 500 residents interested in chronic disease prevention and intervention through health and wellness activities, programs and park services. <i>Lyslynn Lacoste: lyslynn@bayviewmagic.org</i>
Bounce Back and Healthy Generations Project	\$97,125	Potrero Terraces and Annex public housing, (+influence local schools)	Black/African American (B/AA), Latinx, API children, families, individuals	Community Building Nutrition Security  Pgrrm/Srvc Delivery Capacity Building-workforce development	Bounce Back Generation has promoted resilience to trauma in children since 2011. Our mission involves communities in their own healing. Funding will support community hiring to create and implement a wide public awareness campaign directed toward 300 Potrero/Bayview children to recognize the origins of negative coping behaviors and adopt resilient-building habits instead. <i>Jennifer Dhillon: jennifer@bouncebackgeneration.org</i>

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<b>Community Grows</b>	\$171,105	Western Addition, Bayview-Hunters Point	Low-income youth and youth of color: Black/African American (B/AA); Latinx, API, teens age 14-19 and TAY 19-25	Nutrition Security Physical Activity  Pgrm/Svc Delivery Capacity Building-youth leadership, workforce development	Community Grows’ mission is to cultivate healthy youth through growing gardens in low-income, diverse communities, co-powering children to become healthy, eco-literate leaders. Funding will support our BEETS (Band of Environmentally Educated and Employable Teens) program will help employ 10 low-income youth of color to learn and lead health-focused workshops for 130 children and adults in the Western Addition and Bayview about nutrition, gardening and mindfulness, while building and maintaining edible gardens to increase access to fresh produce in their communities.  <i>anna@communitygrows.org</i>
<b>Community Well</b>	\$170,179	District 11-Excelsior	Asian, Latinx	Nutrition Security Physical Activity  Pgrm/Svc Delivery	Community Well’s mission is to connect residents with high-quality holistic services supporting self-care and overall wellness. Funding will support program delivery of weekly classes on food as medicine, movement and emotional wellness. We aim to serve 1,285 historically underserved residents of southern SF districts, promoting healthy behaviors and reduced rates of chronic illness.  <i>Jennifer Moran: jenmoran@communitywellsf.com</i>
<b>Farming Hope</b>	\$113,972	Tenderloin, Mid-Market, and Mission	Very low-income; People experiencing homelessness	Nutrition Security  Capacity Building-workforce development	Farming Hope’s culinary apprentice program provides workforce development to formerly incarcerated and homeless neighbors. Funding will employ trainees at Farming Hope’s social enterprise restaurant and urban garden, supporting 20+ apprentices annually from Mission, SoMa and Tenderloin neighborhoods. This support will help feed 18,000 customers, while raising awareness about veggie-forward diets.  <i>Jamie Stark: jamie@farminghope.org and team@farminghope.org</i>
<b>Instituto Familiar de la Raza Inc.</b>	\$190,695	Mission	Latino Indigenous	Physical Activity Nutrition Security  Capacity Building-workforce development	The goal of “Nuestras Raíces Saludables” (Our Healthy Roots) program is to educate the Latino Indigenous community in the prevention of chronic diseases, healthy living and wellness. Through a series of community workshops and educational programming we plan to further develop a group of Latino Indigenous community members/leaders in culturally appropriate interventions and best practices. “Nuestras Raíces Saludables” will incorporate community health promoters in peer to peer education and capacity building to positively impact the nutritional and physical activity behaviors of the Latino Indigenous community of San Francisco.  <i>Carlos.Izaguirre: carlos.Izaguirre@IFRSF.org</i>

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ORGANIZATION	FY21-22 BUDGET	NEIGHBORHOOD(S)	POPULATION(S)	INTERVENTION(S)	MISSION AND PROGRAM
San Francisco African American Faith Based Coalition	\$170,053	Western Addition, Bayview-Hunters Point, OMI	Black/African American (B/AA)	Nutrition Security Prgm/Svc Delivery Capacity Building	The SF African American Faith Based Coalition is committed to advocating and serving the needs of the underserved Black/African American (B/AA) community (primarily in the Bayview District) while promoting better and healthier living. Funding will aid in building capacity for the Coalition to provide services and serve at least 450 people over the three-year cycle with healthy food training and food security. <i>Pastor Joseph Bryant Jr : <a href="mailto:pastorbryant@calvaryhillsf.com">pastorbryant@calvaryhillsf.com</a></i>
SisterWeb	\$144,500	Bayview Hunters Point, District 10(southeast)	Black/African American (B/AA), Latinx, and Pacific Islander communities	Nutrition Security Physical Activity Prgm/Svc Delivery Capacity Building- workforce development	San Francisco Community Doula Network cultivates a network of peer doulas for women most impacted by adverse birthing experiences. Funding will pair 60 Black/African American (B/AA), Latinx, and Pacific Islander mothers and families with a doula from their community and provide them with specialized prenatal, peripartum, and postpartum care that includes one-to-one and group Healthy Eating and Active Living (HEAL) skills-building and coaching. <i>Marna Armstead: <a href="mailto:m.armstead@sisterweb.org">m.armstead@sisterweb.org</a></i>
SoMa Community Action Network (SOMCAN)	\$143,855	SOMA, Tenderloin, Excelsior	Filipino American	Physical Activity, Nutrition Security PSE change strategy Capacity Building -leadership development	SOMCAN serves low-income, immigrant youth and families in SOMA, Excelsior, and the greater SF. Funding will support “Our Health/Kalusugan, Our Community/Bayan” project, which aims to empower, and build the leadership and civic engagement of SF Filipino residents to attain healthier lifestyles while advocating for healthier neighborhoods. <i>Angelica Cabande: <a href="mailto:acabande@somcan.org">acabande@somcan.org</a></i>
Urban Sprouts	\$106,000	Excelsior, Sunnydale-public housing, Mission Bay June Jordan	Low income of all ages, including youth	Nutrition Security Prgm/Svc Delivery Capacity Building -workforce, youth leadership	Urban Sprouts seeks to restore cultural connections to health and wellness; reduce health disparities among chronically under-resourced communities of color in Southeast SF; and ready our community for meaningful and gainful employment. Funding will support our annual work with 1600 low-income individuals of all ages through garden-based education, job-readiness, and community health & nutrition education programs in the Excelsior, Sunnydale, and Mission Bay communities. <i>Ileana Mar: <a href="mailto:ileana@urbansprouts.org">ileana@urbansprouts.org</a></i>
<b>TOTAL</b>	<b>\$1,679,872</b>				

# Sugary Drinks Distributor Tax (SDDT) Funded Initiatives

## SDDT Community Based Grants



### School Based Community Grants – through San Francisco Public Health Foundation

ORGANIZATION	FY21-22 BUDGET	NEIGHBORHOOD(S)	POPULATION(S)	INTERVENTION(S)	MISSION AND PROGRAM
Health Initiatives for Youth	\$272,000	City wide schools	Public school age youth	Nutrition Security Pgrm/Svc Delivery (Health Education, Healthy Eating/ Cooking, Water Promotion)	<b>Snack Squad</b> is an adaptable healthy eating and food justice program offered by HIFY in San Francisco high schools that combine practical experience cooking fresh produce with education on nutrition, the cultural and emotional role of food, and food justice, including discussion of food deserts and the labor and environmental systems impacted by injustice. The program provides youth with local produce vegetable boxes (most recently from CUESA) and supplies curated to help them learn to cook. Students also learn safety skills for the kitchen including knife skills and cooking tips. The program can be offered over the course of a semester with 3-4 cooking opportunities or condensed into as few as 3 sessions with one cooking opportunity. Hundreds of San Francisco youth each year have benefited from this opportunity to understand and relate to food in new ways. <i>Saeeda Hafiz: hafizs@sfusd.edu</i>

### Oral Health Community Task Force Grants – through San Francisco Department of Public Health

ORGANIZATION	YEAR 1 BUDGET	NEIGHBORHOOD(S)	FOCUS AREA(S)	INTERVENTION (S)	MISSION AND PROGRAM
Chinatown Children’s Oral Health Task Force	\$150,000	Chinatown / citywide	Parents/guardians, other caregivers, as Asian American and Chinese-speaking low-income families	Oral Health Education/ awareness	The Chinatown Task Force on Children’s Oral Health is led by NICOS Chinese Health Coalition. This task force targets parents/guardians and other caregivers living in Chinatown, as well as Asian American and Chinese-speaking low-income families living throughout San Francisco. <i>Andrea Zhou: andreazhou@nicoschc.org</i>
Mission Children’s Oral Health Task Force	\$150,000	Mission /citywide	Parents/guardians and other caregivers, Latinx and Spanish-speaking low-income families	Oral Health Education/ awareness	The Mission Children’s Oral Health Task Force is led by CARECEN SF (Central American Resource Center). This task force targets parents/guardians and other caregivers living in the San Francisco Mission District, but also Latinx and Spanish-speaking low-income families living throughout San Francisco. <i>Kati Barahona-López: kbarahona@carecensf.org</i>
District 10 Children’s Oral Health Task Force	\$150,000	Visitacion Valley/Bayview Hunters Point / citywide	Parents/guardians and other caregivers, Black/African American (B/AA) and other low-income families	Oral Health Education/ awareness	The District10 Children’s Oral Health Task Force is led by APA Family Support Services. This task force targets parents/guardians and other caregivers living in the District10 area of San Francisco, but also Black/African American (B/AA) and other low-income families living throughout San Francisco. <i>Justin Adeyanju: justin.adeyanju@apafss.org</i>
<b>TOTAL</b>	<b>\$450,000</b>				

# Sugary Drinks Distributor Tax (SDDT) Funded Initiatives

Healthy Food Purchasing Supplement Funding



## Healthy Food Purchasing Supplement Grants – through SF Public Health Foundation

ORGANIZATION	FY 21-22 BUDGET	NEIGHBORHOOD(S)	POPULATION(S)	INTERVENTION(S)	MISSION AND PROGRAM
EatSF/ Vouchers 4 Veggies (San Francisco General Hospital Foundation)	\$900,000	City wide	Very low income Pregnant People, Families, and Single Adults	Nutrition Security  Prgm/Svc Delivery PSE change strategy	EatSF will increase food security and increase fruit and vegetable consumption. EatSF is a fruit and vegetable voucher program designed to make healthy food in neighborhood supermarkets, grocery stores and farmers markets affordable for low-income families and individuals. EatSF partners with the SFDPH Women, Infants, and Children (WIC) program to provide vouchers to pregnant WIC clients for 9 months. EatSF also partners with community-based organizations, social service agencies and safety net clinics in low-income neighborhoods to provide vouchers to their clients. Serves 2,835 unique families. <i>Cissie Bonini Cissie.Bonini@ucsf.edu</i>
Heart of the City Farmers Market	\$700,000	City wide, especially Tenderloin, Mid Market, SOMA, Chinatown	Low income CalFresh clients	Nutrition Security  Prgm/Svc Delivery PSE change strategy	Heart of the City Farmers Market is a farmer-operated market open every Sunday, Wednesday at the UN Plaza in San Francisco's Civic Center. Heart of the City Farmers Market will increase food security and increase fruit and vegetable consumption through their Market Match program. Heart of the City Farmers Market has the distinction of being the largest farmers' market to be part of the CalFresh/Electronic Benefit Transfer (EBT) program in California, and one of the five largest in the nation. The "Market Match" incentive program provides a dollar-for-dollar match of up to \$5 when an EBT purchase is made. This program allows CalFresh clients to expand their purchases of fresh, locally grown produce from California farmers. also matches Pandemic EBT transactions. It also directly supports local farmers through direct sales to consumers. HOCFM also accepts EatSF Vouchers. Serves over 6,000 unique families each month. <i>Kate Creps Kate@hotcfarmersmarket.org</i>

### Healthy Food Purchasing Supplement Funding – City Agency

ORGANIZATION	FY 21-22 BUDGET	NEIGHBORHOOD(S)	POPULATION(S)	INTERVENTION(S)	MISSION AND PROGRAM
Alemanya Farmers Market (overseen by SF Real Estate Dept/ Admin Services)	\$110,000	City wide, especially District 9,10, 11	Low income CalFresh clients	Nutrition Security  Prgm/Svc Delivery PSE change strategy	Alemanya Farmers Market (AFM) is the oldest farmers market in California. Since 2009, AFM has operated a Market Match incentive program for market shoppers using CalFresh/Electronic Benefit Transfer (EBT). This program allows CalFresh clients to expand their purchasing power to purchase fresh, locally grown produce from California farmers. AFM also matches Pandemic EBT transactions. AFM's Market Match program now operates year-round. AFM also accepts EatSF Vouchers. Serves 1,500 each month. <i>Claudia Gorham Claudia.Gorham@sfgov.org</i>
<b>TOTAL</b>	<b>\$1,710,000</b>				

# Sugary Drinks Distributor Tax Funded Initiatives

Healthy Community Policy Systems & Environmental Change Grants – through SF Department of Public Health



ORGANIZATION	FY21-22 Budget	NEIGHBORHOOD(S)	POPULATION(S)	FOCUS AREA(S)	MISSION AND PROGRAM
Central American Resource Center-CARECEN	\$210,993	Mission	Low income, Latinx, immigrants	Nutrition security Physical Activity  PSE change strategy	CARECEN will work with consultant and use the CAM model to work on PSE changes to increase access to health information, while engaging ALL San Francisco families in activities aimed at reducing consumption of sugary drinks, and increasing water consumption, healthy nutrition, and physical activity to manage chronic disease/obesity. Reduce systemic, environmental, and other barriers to health through community informed policy recommendations. <i>Vanessa Bohm: vanessa@carecensf.org</i>
Marin City Health and Wellness Center, DBA Bayview Clinic	\$343,588	Bayview	Low income, Black/African American (B/AA)	PSE change strategy	The goal of Transforming Care: Volume to Value is to improve health care coordination and mitigate the impact of chronic diseases for San Francisco residents, with an emphasis on those disproportionately impacted by the consumption of sugary drinks. The program includes: 1) Deliver Policy, System and Environmental Level Strategies (PSE) 2) Patient Centered Medical Home (PCMH) Accreditation and Implementation <i>Kerry Weddington: kweddington@marincityclinic.org</i>
18 Reasons	\$294,427	City Wide, Bayview	Low income	Nutrition security  PSE change strategy	The goal of this project is to work with priority populations to develop policy, systems, and/or environmental programs that increase consumption of healthy food and decrease consumption of sugar-sweetened beverages. <i>Sarah Nelson: sarah@18reasons.org</i>
Tenderloin Neighborhood Development Corporation	\$224,000	Tenderloin Mission Bay	Low income	Nutrition security  PSE change strategy	The goal of the Promoting Health Equity Program is two-fold; one is Kain Na meaning “Let’s Eat!”, will provide a space for low-income Mission Bay community members who are facing food insecurity to have access to weekly groceries, engage in family-friendly food & nutrition activities and second the Healthy Corner Store Coalition (HCSC) will convert corner stores into healthy food retailers to empower low-income San Franciscans of all ethnicities to have access to affordable healthy food. <i>Tom Georgevits: tgeorgevits@tndc.org</i>
Southeast Asian Development Center	\$102,992	Tenderloin	Low income, Southeast Asian	Nutrition security  PSE change strategy	Southeast Asian Development Center will work with consultant and use the CAM model to work on PSE changes to increase access and consumption of healthy foods and reduce consumption of sugary food and drinks among low income Southeast Asian communities and other communities of color living in Tenderloin neighborhood and greater San Francisco. <i>Thomas Gregory: tgregory@seadcenter.org</i>
<b>TOTAL</b>	<b>\$1,447,316</b>				

# Sugary Drinks Distributor Tax Funded Initiatives

## SDDT Funded City Agencies



ORGANIZATION	FY 21-22 BUDGET	NEIGHBORHOOD(S)	POPULATION(S)	FOCUS AREA(S)	MISSION AND PROGRAM
SF Unified School District	\$0	City Wide	SFUSD Students	Nutrition Security Eductn/Awareness Capacity Building – leadership dvlpmnt	<b>SFUSD did not spend down FY20-21 funds, used carryforward/other funds to support programs in FY21-22</b> 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. <i>Saeeda Hafiz: hafizs@sfusd.edu</i>
SF Unified School District	\$0	City Wide	SFUSD Students	Nutrition Security PSE change strategy Eductn/Awareness Capacity Building – leadership dvlpmnt	<b>SFUSD did not spend down FY20-21 funds, used carryforward/other funds to support programs in FY21-22</b> To improve quality and appeal of school meals to increase participation in school meal programs and support nutrition education. Funding to target schools with the largest populations of high-risk students that are disproportionately targeted by the sugary drinks industry. <i>Jennifer LeBarre: lebarrej@sfusd.edu and Saeeda Hafiz: hafizs@sfusd.edu</i>
SF Unified School District	\$0	City Wide	SFUSD Students in K-5	Oral Health Prgm/Svc Delivery	Support school-based and school-linked preventive oral health programs within SFUSD schools serving high risk target populations. Case management and education. <i>Irene Hilton: Irene.hilton@sfdph.org</i>
Dept Public Health – MCAH and Health Network	\$210,000	City Wide	SFUSD Students in K-5	Oral Health Prgm/Svc Delivery	Sealant application, within SFUSD schools serving high risk target populations <i>Irene Hilton: Irene.hilton@sfdph.org</i>
Dept Public Health – MCAH and Health Network	\$175,000	City Wide	Low income mothers	Nutrition Security Eductn/Awareness, Capacity Building	Support breastfeeding coalition, stakeholder engagement and other services including breastfeeding support and Technical Assistance. <i>Priti Rane: Priti.Rane@sfdph.org</i>
Office of Economic & Workforce Development	\$150,000	City Wide	Neighborhoods with limited healthy food	Nutrition Security PSE change strategy	Support small business to increase healthy food access in high risk and impacted communities/neighborhoods by 1) supporting business operations; 2) promoting community engagement; 3) improving retail environment. <i>Larry McClendon: Larry.Mcclendon@sfgov.org</i>
Recreation and Parks Department	\$2,000,000	City Wide	Low Income youth	Physical Activity Prgm/Svc Delivery	Initiative to expand recreation scholarships and outreach to youth under 18 and living in public and low-income subsidized housing. <i>Linda Barnard: linda.barnard@sfgov.org</i>
Dept Public Health – Behavioral Health Sys.	\$225,000	City Wide	Low Income Transitional Age Youth	Community Building Pgm/Svc Delivery Transportation	Transportation for Peace Parks participants through Street Violence Intervention Project <i>Linda Barnard: linda.barnard@sfgov.org</i>

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## SDDT Funded City Agencies



ORGANIZATION	FY 21-22 BUDGET	NEIGHBORHOOD(S)	POPULATION(S)	FOCUS AREA(S)	MISSION AND PROGRAM
Recreation and Parks Department	\$670,000	Visitacion Valley, BVHP, Potrero Hill	Low Income Transitional Age Youth	Community Building Pgm/Svc Delivery	Peace Parks provide opportunities for recreation to underserved communities during times when youth don't have such opportunities. PP serves youth 18-25 years old, but anyone is welcome to join this program. Goal is to make communities safer, feel more together and to use the parks in SF more often. <i>Linda Barnard: linda.barnard@sfgov.org</i>