



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 Community Input Subcommittee

NOTES

April 12, 2022 - 4:00PM

Join Online Via Zoom

<https://us02web.zoom.us/j/82172804747>

Meeting ID: 821 7280 4747

Join by Phone: +1(669) 900-6833

* Please note that public comment will be held after every agenda item. If the public would like to comment on a topic that is *not* on the agenda, they may do so during general public comment at the start of the meeting. Please see the *Notes* section of this document for additional information about public comment.

Order of Business:

1. **Call to Order / Roll Call** 5 minutes - [discussion and action]

Present: Jennifer Lebarre, Dianna Cavagnaro, Kiana Keshavarz, Vanessa Bohm, Marna Armstead, Veronica Shepard

Absent: Maysha Bell

2. **Approval of March Meeting Minutes** 3 minutes [discussion and action]

Marna motions to approve March meeting minutes. Kiana seconds. 5 votes. Minutes are approved.

3. **Review and Consideration of Agenda** 2 minutes [discussion and action]

Veronica motions to approve agenda. Kiana seconds. 5 votes. Agenda is approved.

4. **General Public Comment** 10 minutes

No public comment

5. **Community Check In** 10 minutes [discussion and possible action]

Diana asks Kiana to follow up on connection with student advisory committee and parent advisory committee to keep moving effort forward.

6. **House Keeping** 5 minutes [discussion and possible action]

No updates

7. **Community Outreach and Engagement Brainstorm** 20 minutes [discussion and possible action]

Member about previous outreach on the SDDT RFP. Staff respond that DPH/CHEP is developing plans for next RFP release. Staff is reaching out to community coalitions that serve the priority populations and to conduct focus groups with coalitions. This is different from the last RFP cycle and the hope is to understand the needs of the community to inform the new request for SDDT proposals. DPH/CHEP wants to ensure that the RFP is relevant and important to the community.

Member asks if there is a way to identify what other sources of funding there are for SDDT grantees and funded organizations to support their work. Staff respond and shares SDDT budget categories research with information of other sources of funding. Member adds that the SDDT revenue is not a lot of funding and there is an assumption that most if not all SDDT grantees and funded organizations are applying for other grants that the SDDTAC may not know about. Member adds that oral health, there is minimal other sources of funding.

Member asks if the goal for the marketing budget recommendations is for the outreach for the RFP or generally to raise awareness of the soda tax and or do both. Staff respond that in the past marketing campaign it was to highlight the accomplishments of the soda tax and the programs that are available to access. The marketing funds would not be for the outreach of the SDDT RFP. Staff would ask members to send information to their networks.

Member added that in the past, SDDT relied on CBOs to contribute stories on the funding they received on the previous marketing campaign. It is important that we come up with strategies to inform others about the upcoming RFP and campaign should be about education and outcomes of the soda tax.

Member suggests gathering stories from SDDT grantees and how the SDDT affects their programs that can be shared via social media posts, newsletters, billboards, bus stops, bus ads and PSA radio ads to better engage with the public for the media campaign. Easiest way is to collect stories from SDDT grantees to include as part of the evaluation and is an opportunity to tell a story of a success or challenge in a narrative way. Raimi & Associates collects some of this information.

Staff shares <https://www.sodatax-sf.org> and this site can be a venue for a place that we can use for community outreach and engagement. Staff is currently working to update the site and will be asking SDDT grantees for stories and vignettes that can be shared via site and social media. Member adds that is important for SDDT grantees and funded organizations to show how soda tax funding is supporting the work and what would it mean if they didn't have soda tax funding. Member suggests for SDDT funded organizations could do powerful and impactful videos since they receive more soda tax funding to showcase the impact of the tax. Member suggests to also include on the website a tab on "Get Involved" to allow for teens/youth to be involved and interact with.

Member suggests for the subcommittee to discuss further options with low cost or no cost option as we are still awaiting on final approval of SDDTAC budget recommendations.

8. **SDDT Budget Recommendations/Category Prioritization** 20 minutes [discussion and possible action]

Staff shared that agenda item derived from previous college scholarship discussions since there are other places that provide funding for scholarships and better left for other organizations to do that work. Many members were new and did not know that the budget categories were static and went towards the discussions of using the Alia Think Tool. Understanding this context might shift the priority categories and discussions per staff sharing other sources of funding in the previous agenda item.

Member suggests identifying/determining if organizations are receiving funds outside of SDDT for their efforts and determine percentages to determine what is enough or too much. The other nuance is what kind of funding are they receiving, for example one year grant from another source or not a steady funding, SDDT can be a more reliable source to move forward their work. Member adds that there should be a limit

as to what information we will receive and will need to determine where SDDTAC draws our line and our boundaries. The use of the Alia Tool will support to make these decisions for us.

9. **Support for Community Advocacy** 15 minutes [discussion and possible action]

Member shares agenda item stems from points of SDDT work about bill around bipartisan support to allow free meals to students and extending flexibilities due to supply chain challenges and for additional funding support from the SDDTAC and to determine if the committee would be interested in providing a letter of support. Staff shares that the infrastructure subcommittee is tasked with this process, however their meeting did not meet quorum to work on it.

Member suggests going to one or two subcommittees as there are various types of requests. Community advocacy requests can be reviewed by the Community Input subcommittee makes more sense. We can create a system and create criterion with a timeline for approval from SDDTAC. Community input can hear from the public and make recommendation on whether to support or not support through a written letter. Jennifer will take the lead on creating criterion with staff support.

Vanessa motions for Jennifer Lebarre to work on criterion for community advocacy request letters. Dianna seconds. Motion passes. 4 votes

10. **Subcommittee Content for June Newsletter** 10 minutes [discussion and possible action]

Topics to include:

- grantee highlights
- update for summer meals from DCYF, SFUSD
- RPD summer programming
- Expectation for school meals in the fall

Topics such as soda industry tactics can be included as well.

11. **Next Meeting Agenda Items** 5 minutes [discussion and possible action]

- Community engagement
- Website discussion
- Prioritization of budget categories
- Criterion of support letters

12. **Announcements** 5 minutes [discussion and possible action]

Kiana – hearing from community members in Visitacion Valley, there are plans for an art show for early summer.

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

Kiana motions to adjourn. Jennifer seconds. Meeting is adjourned at 5:45pm.

NOTES:

PUBLIC COMMENT

General Public Comment: At this time, members of the public may address the SDDTAC Advisory Committee on items of interest to the public that are within the subject matter jurisdiction of the Committee but do not appear on the agenda.

With respect to agenda items, the public will be given an opportunity to address the Committee when the item is reached in the meeting. Each member of the public may address the Committee for up to three minutes.

The Brown Act forbids a Committee from taking action or discussing any item not appearing on the posted agenda,

including those items raised at Public Comment. In response to public comment on an item that is not on the agenda, the Committee is limited to:

- Briefly responding to statements made or questions posed by members of the public, or
- Requesting staff to report back on a matter at a subsequent meeting, or
- Directing staff to place the item on a future agenda. (Government Code Section 54954.2(a.) 10.

Each action item will hold public comment before a vote is made.

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電話號碼:415-554-7724 ; 傳真號碼415- 554-5163

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根據語言服務條例(三藩市行政法典第91章)，中文、西班牙語和/或菲律賓語（泰加洛語）傳譯人員在收到要求後將會提供傳譯服務。翻譯版本的會議記錄可在委員會通過後透過要求而提供。其他語言協助在可能的情況下也將可提供。上述的要求，請於會議前最少48小時致電415-252-3203或電郵至minouche.kandel@sfgov.org向委員會秘書Minouche Kandel提出。逾期提出的請求，若可能的話，亦會被考慮接納。

殘障通路

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

市長反人口販賣專責小組（Mayor’s Task Force on Anti-Human Trafficking）會議將在三藩市市政廳305室舉行，地址：1 Dr. Carlton B. Goodlett Place。市政廳可供使用輪椅及其它助行裝置的人士無障礙通行。可供通行的斜道設在Grove、Van Ness及 McAllister的入口。

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SDDTAC Recommendations FY 22-23 and FY 23-24

	FY 22-23	%	FY 23-24	%	Department Rx
COMMUNITY-BASED GRANTS					
Health education, food security, physical activity	\$3,000,000	28%	\$3,000,000	28%	DPH
Food As Medicine MediCal Waiver Program	\$250,000	2%	\$0	0%	DPH
CBOs working with SFUSD	\$305,000	3%	\$300,000	3%	DPH
TOTAL COMMUNITY BASED GRANTS	\$3,555,000	33%	\$3,300,000	31%	
SFUSD					
School Food, Nutrition Ed	\$1,170,000	11%	\$1,000,000	9%	DCYF/SFUSD
Student Led Action	\$535,000	5%	\$500,000	5%	DCYF/SFUSD
College Scholarships in Health	-	0%	\$100,000	1%	DCYF/SFUSD
TOTAL SFUSD	\$1,705,000	16%	\$1,600,000	15%	
FOOD ACCESS					
Healthy Food Purchasing Supplement	\$1,540,000	15%	\$1,540,000	15%	DPH
Healthy Retail	\$190,000	2%	\$190,000	2%	OEWD
TOTAL FOOD ACCESS	\$1,730,000	17%	\$1,730,000	17%	
ORAL HEALTH					
Community task forces	\$455,000	4%	\$455,000	4%	DPH
School-based sealant application	\$350,000	3%	\$350,000	3%	DPH
School-based education and case management	\$200,000	2%	\$200,000	2%	DCYF/SFUSD
TOTAL ORAL HEALTH	\$1,005,000	9%	\$1,005,000	9%	
INFRASTRUCTURE					
Marketing/Promotion/Outreach	\$150,000	1%	-	-	DPH
Staffing/Research Support	\$800,000	8%	\$800,000	8%	DPH
TOTAL INFRASTRUCTURE	\$950,000	9%	\$800,000	8%	
WATER ACCESS					
Water Access - SFUSD	-	-	\$360,000	3%	DCYF/SFUSD
Water Access - Public Spaces	-	-	-	-	RPD/PUC
TOTAL WATER ACCESS				3%	
RECREATION & PARKS PHYSICAL ACTIVITY & WELLNESS					
Peace Parks	\$650,000	6%	\$650,000	6%	RPD
SVIP Funding – Peace Parks Transportation	\$225,000	2%	\$225,000	2%	RPD
REQUITY: Outreach, Scholarships, Equity in Recreation	\$800,000	8%	\$800,000	8%	
TOTAL RECREATION & PARKS	\$1,675,000	16%	\$1,675,000	16%	
BREASTFEEDING	-	0%	\$150,000	1%	DPH
Total Proposed	\$10,620,000	100%	\$10,620,000	100%	

	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: 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 walking and biking for utilitarian trips, sometimes referred to as 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. 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 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.
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.
Educational Investments	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. These funds should be RFPed 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; food 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.

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 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.
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. 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/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 develop framework and evaluate city agencies, CBO and FBO, and process evaluation from applicants, etc., 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>
WATER ACCESS	
Water Access - SFUSD	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 art work/education and those without.
Water Access - Public Spaces	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.
RECREATION & PARKS PHYSICAL ACTIVITY & WELLNESS	

Peace Parks	To support staffing and supplies, including healthy food, for Peace Parks programs in target populations.
SVIP: Peace Parks Transportation	Transportation for Peace Parks participants
REQUITY: Outreach, Scholarships, recreation equity	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.
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: engage community stakeholders in a strategic planning and engagement process to develop a framework for short and long term goals embedding 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.

* 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 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.