



San Francisco Department of Public Health

Dr. Grant Colfax
Director of Health

City and County of San Francisco
London N. Breed
Mayor

Sugary Drinks Distributor Tax Advisory Committee *Subcommittee: Data and Evidence (D/E)*

MINUTES

June 8, 2022 – 10:00AM

Join Via Zoom

<https://us02web.zoom.us/j/84896036077>

Meeting ID: 848 9603 6077

Join Via Phone: + 1(669) 900 6833

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

Order of Business:

1) **Call to Order / Roll Call** – 1 minute Meeting called to order at 10:04am

Present: irene Hilton, Saeeda Hafiz, Marna Armstead, Abby Cabrera, Paige Kruza, Lizzie Velten, Kym Dorman, Helen Jang

Absent: Diana Lau

2) **Approval of May Meeting Minutes** – 3 minutes [discussion and action]

Marna motions. Abby seconds. 4 votes; Motion passes

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

Add Mayor's Office Proposed SDDT Budget discussion to agenda item #5 Housekeeping

Abby motions to add Discussion of Mayor's Office Proposed SDDT budget. Saeeda seconds. 4 votes, motion passes.

4) **General Public Comment**- 10 minutes [discussion] No Public Comment

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

Staff shares that the Mayor released her proposed SDDT FY 22-23 and FY 23-24 budget and reviews the comparison version of the budget line items with members. Mayor's budget is consistent for the two fiscal years. There was about \$65K added to the SDDT budget, totaling the SDDT budget \$10.685Mil.

Member asked despite what the SDDTAC recommends for Requity, why does the Requity program always get more funds than what is SDDTAC recommended or needed? Member noted that is a great question and when a representative from the Mayor's Office comes to a SDDTAC meeting, we can ask directly and everything else would-be speculation. Member noted that this has been a question asked before and that



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the SDDTAC only makes recommendations and according to the legislation, Mayor's has the right to reallocate funding recommendations as best for San Franciscans. Member adds that the SDDTAC deserves an explanation beyond than just that we have the right to make reallocations and that the SDDTAC deserves and answer especially since this has been ongoing since the beginning of the soda tax.

Chair suggests inviting the Mayor's Office to have dialogue with the SDDTAC about the proposed budget ad specifically on the Requity allocation. Member shares that SDDTAC co-chairs are scheduled to meet with Board of Supervisors President Walton on 6/9/2022 to share this information, though have not heard back regarding presentation to the Board of Supervisors. Chair adds that the work of the Shape Up SF Coalition, they have previously secured a meeting with Supervisor Ronen's office who leads the budget committee and possibly loop her in.

6) **Update on FY 21-22 and FY 22-23 Evaluation Reporting - Raimi & Associates** - 30 minutes [discussion and possible action]

Kym Dorman from Raimi & Associates shares evaluation updates for FY 21-22 and FY 22-23 and the focus of each year. Opportunity share about evaluation planning for the upcoming years. For FY 2021- 2022, continuation of evaluation measures: strategies being implement, number of people reached, how are priority populations being engaged and what outcomes are being achieved.

Paige introduced the new evaluation focus for FY 2021 – 2022, interactive web maps and data dashboard to increase community access to and use of evaluation findings to be housed on the sodataxf.org website. SDDT Evaluation Focus for 2021 – 2022: Evaluating the impact of SDDT multi-year funding: organizational stability, organizational effectiveness and community capacity building. Evaluators will conduct key interviews with context around how is SDDT funding supporting BIPOC led and BIPOC serving organizations?

Evaluation Planning for FY 2022 – 2023: Evaluation Portfolio approach/tools by developing online brief and paper survey for program participants that explores specific outcomes according to what the funded entity is working on. The portfolios will group funded entities that focus on achieving the same outcomes: 1) decreasing SSB consumption and/or increasing tap water consumption; 2) increasing physical activity and; 3) Increasing fruit and vegetable consumption and increasing food security.

Member notes that there should be at least one shared outcome: example – increased awareness about harms of and inequities related to SSB consumption. Member suggests to adding behavioral question. Raimi & Associates asked if key populations for FY 2022 – 2023 be expanded from SDDTAC Priority Populations to also include DPH RFP Priority Populations, possibly adding: LGBTQII, undocumented and immigrants with the possible criteria: 1) diet-related chronic disease burden and/or 2) targeted by beverage industry.

7) **Brainstorm of Speakers to Invite** - 15 minutes [discussion and possible action]

Irene to invite Kristen Kern to come and speak possibly in August/September.



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8) **Brainstorm of Ideas to Collaborate with Tax Collector's Office** – 15 minutes [discussion and possible action]

Staff report that there had been previous discussions how to get data from Tax Collector's Office. In previous discussions Seth welcomed the notion of having support with the tax collector. A letter had been drafted and is seeking DPH protocol on moving forward to reaching out to the Tax Collector's Office. Are there other ways to work with Tax Collector in requesting data. In previous meeting, Diana L. suggested to reach out to Administration Office to identify if they could be of support.

9) **Proposed Agenda Items for July 13, 2022 Meeting** – 2 minutes [discussion and possible action]

Abby motions to take hiatus for July Data & Evidence meeting. Marna seconds. 4 votes, motion passes.

August meeting:

- AliahThink Tool pilot with staff facilitation
- AliahThink Tool Framework: timeline to identify if sessions will be conducted in subcommittees or SDDTAC meetings, etc.
- Data sharing (ice breaker) – Abby

10) **Announcements** – 2 minutes

- Marna not attending June SDDTAC meeting; Abby will facilitate meeting
- 6/11/2022: Ferry Building kicking off Juneteenth with MegaBlack and Foodwise Teens: 9am – 2pm; Mayor scheduled to be present
- Every 2nd Sunday, Pregnancy Pop Up Village near Bayview Opera House

11) **Adjournment**

Marna motions to adjourn meeting. Abby seconds. Meeting is adjourned at 11:23am.

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.



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

Explanatory documents are available at the 25 Van Ness Ave, Suite 500 during regular business hours. If any materials related to an item on this agenda have been distributed to the SDDTAC after distribution of the agenda packet, those materials are available for public inspection at the address above during normal business hours.

RINGING AND THE USE OF CELLPHONES

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Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Task Force, the San Francisco Public Library and on the City's website at www.sfgov.org. Copies of explanatory documents are available to the public online at <http://www.sfbos.org/sunshine> or, upon request to the Commission Secretary, at the above address or phone number.

LANGUAGE ACCESS

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DISABILITY ACCESS

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

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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					



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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: <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 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.



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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



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	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.



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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 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.
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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 Supervisor’s made a series of addbacks in the FY 17-18 budget. When the Board of Supervisors makes changes to the Mayor’s budget, some of these changes are “addbacks” denoting the Board’s decision to add funds back for a particular service. Addbacks become part of an agency’s baseline budget.