



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

MINUTES

November 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 – 5 minutes Meeting is called to order at 5:05pm.

Present: Larry McClendon, Marna Armstead, John McCormick, Dianna Cavagnaro, Maysa Bell, Paula Jones, Katie Ettman, Abby Cabrera, Veronica Shepard, Irene Hilton, Michelle Kim, Diana Lau, Kiana Keshavarz, Saeeda Hafiz, Alex Emmott, Tiffany Kenison, Naomi Kelly, Marcos Cruz, Marco Guillen, Linda Barnard, Lea Troeh, Paloma Sisneros Lobato, Mylene

Absent: Vanessa Bohm, Maureen Guerrero

- a. Approval of Excused Absences [Action]

Veronica motions to approve excused absences. Larry seconds. 11 ayes motion passes.

2. Land Acknowledgement – 1 minute

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

Michelle - page 3 under 1st paragraph item 7, "no end quotation – add end quotation

Michelle motions to approve minutes with edits. Linda seconds. 13 ayes, minutes are approved.

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

Larry motions to approve agenda. Veronica seconds. 13 ayes, agenda is approved.

5. General Public Comment – 10 minutes

No Public Comment



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6. DPH Staff Report [Discussion and Possible Action] - 10 minutes
 - a. SDDT RFP Announcement Released/Community Review Panel

SDDT RFP was released, <https://sfphf.org/sddtgrants/> - applications due 12/20/22

- b. SDDTAC Member Outreach/Recruitment

Two-year terms are coming to an end, working with Clerk of the Board on application, also working on outreach and flyer.

Shape Up SF: Lunch & Learn on City Addbacks Workshop 11/17/2022; to register:

<http://shapeupsfcoalition.org/pseat-lunch-learn/https://us02web.zoom.us/postattendee?mn=YgkVGZUCG0JDysX3Z7JUTvPc8ndE4jAbkySk.Dv6RTa4BEDe-RkR&id=22>

- c. SDDT Interactive Web Map Series

Raimi & Associates created on web maps on SDDT data, anticipated beta launch by end of November. Send your feedback to Raimi & Associates by 11/20/2022.

SDDT funded entities met on 11/4/2022 and shared their funded work and engaged in networking throughout the day.

7. Food Access/Security Landscape in SF, Paula Jones, PhD, MA – Director of Food Security, DPH [Discussion and Possible Action] - 15 minutes

Veronica introduces Dr. Jones as the subject matter expert in food security in SF.

Dr. Jones shared the various terms of food work: food security, food access, nutrition security, food justice and food sovereignty.

Food Security: access by all people at all times to enough food for an active, healthy life (USDA) standard measure

Food Access: accessibility to sources of healthy food, individual-level resources such as family income or vehicle availability, and neighborhood-level indicators of resources, such as the average income of the neighborhood and availability of public transportation (no standard measurement)

Nutrition Security: All Americans have consistent and equitable access to healthy, safe, affordable foods essential to optimal health and well-being (USDA) - no standard way to measure yet.

- a. Current Food Access/Security Landscape in SF

Although there are standard ways to measure food insecurity, there is not great population level measures but can measure for certain samples, program participants and found the following. Highest rate of food insecurity among low-income pregnant people, families with children, people living in supporting housing/SROs, and among Black/African American and Latino/a/x households.

DCYF recently conducted RAPID survey of 645 families (of all income levels) and found that 35% were food insecure, 57% of MediCal recipients were food insecure, Black/African American families – 72% were food



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insecure. Among middle income families that they are not eligible for any program, Cal Fresh, etc. and transportation barriers for food support.

Food landscape in SF:

- The number of people on CalFresh/EBT grew 44% between January 2020 – April 2022 (96,960)
- The number of people on WIC increased by ~30%
- Demand for home delivered meals remain high
- Operational challenges – high food and gas costs

b. Update on SDDT Funded Food Access Grantees

The food access grants supported by SDDT funds, have been incredibly impactful. The grantees include EAT SF/Vouchers for Veggies, Heart of the City Farmers Market and Alemany Farmers Market/A Better Course.

EAT SF/Vouchers for Veggies Updates:

- Partners with WIC and many CBOs and healthcare
- Served 4,417+ unduplicated households
- Served 2,424 unduplicated low-income pregnant people
- 2,170 served in partnership with WIC (all pregnant WIC clients receive \$40/month for 9 months to purchase fruits/vegetables)
- Redemption at 30+ locations – 15% at farmers markets; 35% small neighborhood stores and 50% grocery stores
- 39% of program participants increased their access to healthy food

Heart of the City Farmers Market Update:

- Critical food resource and market for regional farmers
- Provides a match for CalFresh/EBT sales (\$5/market per day)
- 13,923 unduplicated people were served in FY 21-22
- 96.5% in demand for market match
- ~50% of shoppers are from the Tenderloin/SOMA, rest from across SF
- 58.65% of participants received supplements more than once between 1/1 - 6/30/2022
- 11.59% participants received supplements on average at least once per month during this period

Alemany Farmer's Market Update:

- Critical food resource for neighborhood and market for regional farmers
- SDDT funding has allowed market to offer market match year round
- Increase in low-income shoppers at the market
- Change in partnership

Questions:

How do all farmers markets get involved for having more match programs? Dr. Jones responds it would take more funds to support more farmers markets to be involved.



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What are some priorities that the SDDTAC should do moving forward? Dr. Jones respond that there is more need that the investments has not been able to keep up with the need, the programs shared are interconnected with many of the priorities of the SDDTAC. The issue of food is interconnected with many other priorities such as school food, etc.

Slide 7 noted women and obesity and why men were teased out of the data? Dr. Jones responds that data from work with Dr. Hillary Seligman, leading research in the study, women may be more impacted by obesity of food insecurity.

Public Comment:

John McCormick – Risk of losing funding for double up food bucks for Heart of the City Farmers Market, if any advocacy could be done, would love to learn how to support.

Katie Ettman – SDDTAC has been interested in supporting retail environments, Paula’s presentation shares that these food access programs perfectly point out that this is supportive of small retail, farmers markets and retail stores. Last year there was a bill AB 2153, expanding supplemental benefits, so there wouldn’t be a fight to add additional dollars to access food. <https://nourishca.org/get-involved/state-legislative-advocacy/ab2153-ca-fruitveggieprogram-expansion/#:~:text=Supplemental%20benefit%20programs%20provide%20matching,for%20Californians%20with%20low%2Dincome.>

8. BREAK - 5 minutes
9. Preparing for Board of Supervisors and Mayor Outreach, SPUR – Katie Ettman & Paloma Sisneros-Lobato [Discussion and Possible Action] - 10 minutes

Katie Ettman, Food and Agriculture Policy Manager, SPUR. SPUR has followed the soda tax since its inception. When the SDDTAC comes up with its budget recommendations, it is helpful to educate the Board of Supervisors and Mayor about the recommendations. To do that it has typically been SPUR’s role to schedule those meetings and pull together 3 groups such as an SDDTAC member to do the education and explain the recommendations, SPUR staff member who can do some lobbying such as doing a sign on letter to support the recommendations and lastly a member of the community (possibly an organization representative of an SDDT funded organization, etc.). We are hoping that we can make this possibly happen.

Questions:

With the terming off of current members next year, by March, how will this work? Katie recommends that despite members terming off from their seats, it would be helpful to have members who have worked on the recommendations in those meetings.

Paloma, Senior Policy Associate of the Food and Agricultural team at SPUR. She gathered information of members who are interested in participating in those meetings and which SF districts members live in. Paloma will set up the meetings and reach out to members who have expressed interest.



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10. AliahThink Tool SDDT Prioritization [Discussion and Possible Action] - 30 minutes

- a. Update on SDDT Subcommittees Sub-element Prioritization
 - i. Vote to accept each Domain's Sub-element prioritization

Staff shares results of subcommittee SDDT budget category sub elements. Members were able to quantify their feelings of the comparison of sub element prioritizations.

Saeeda shares that when the SDDTAC prioritizes the top budget domains, questions may surface then, when comparing elements against each other, they won't be separated, and we can prioritize from top to bottom.

Community Based Grants Sub elements Prioritized by Community Input Subcommittee:

- CB Grants – Health Ed, Nutrition Security, Physical Activity = 54%
- CBOs working with SFUSD = 33%
- CB grants – Lactation = 9%
- College Scholarships = 4%

CBO Grants sub elements: Saeeda motions to accept CBO grants sub elements prioritizations. Dianna Cavagnaro seconds. 12 ayes motion passes.

Nutrition Security Sub elements Prioritized by Community Input Subcommittee:

- School Food/Nutrition Education = 58%
- Water Access – Schools = 24%
- Water Access – Public = 13%
- Food as Medicine = 5%

Nutrition Security sub elements: Larry motions to approve Nutrition Security sub elements prioritizations. Veronica seconds. 14 ayes motion passes.

Oral Health Sub element Prioritized by Data & Evidence subcommittee:

- Sealant Application = 54%
- Oral Health Taskforces = 28%
- Case Management – schools = 16%

Public Comment – Marcos Cruz, Mission Oral Health Taskforce – as a taskforce, we can support the sealant and case management efforts in the schools and other ways that the soda tax is funding, wanting to advocate for all oral health taskforces. Hope the SDDTAC sees the importance of the taskforces.

Oral Health sub elements: Abby motions to approve Oral Health sub elements prioritization. Irene seconds. 14 ayes, motion passes.

Recreation & Community Building sub elements Prioritized by Data & Evidence subcommittee:

- Peace Parks & Transportation = 53%



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- Physical Activity & Wellness and Scholarships = 29%
- Staff for Student Led Action = 15%
- Lactation Coalition = 4%

Recreation and Community Building sub elements: Diana Lau motions to approve Recreation & Community Building sub elements. Linda seconds. 14 ayes motion passes.

Healthy Food/Retail sub elements Prioritized by Infrastructure subcommittee:

- Healthy Food Purchasing Supplement = 88%
- Healthy Retail = 12%

Healthy Food/Retail: Veronica motions to approve Healthy Food/Retail sub elements. Saeda seconds. 14 ayes motion passes.

Infrastructure sub elements prioritized by the infrastructure subcommittee:

- Staffing = 63%
- Evaluation/Research/Sales Data = 31%
- Marketing/Outreach = 6%

Member adds that subcommittee discussed the importance of having the support and structure that SDDTAC needs.

Member requests detailed breakdown of expenses for the infrastructure budget domain.

Infrastructure sub elements: Larry motions to approve Infrastructure sub elements. Linda seconds. 14 ayes motion passes.

b. Prioritizing SDDT Budget Category Domains - tabled to next meeting

11. Community Check In [Discussion and Possible Action] – 5 minutes

No Updates

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

a. Co-Chair Update

Abby shared that co-chairs, Seth Pardo and backbone staff met with representative of Treasurer and Tax Collector Office inquiring about data. To get clearer picture of what additional data is available, sales data from small businesses. Next step is to connect with a representative of the Controller's Office.

Co-chairs will be meeting with Jackie, Supervisor Mandelman's chief of staff on 12/5/2022 to educate them on the work of SDDTAC and budget recommendations.

b. Infrastructure Update



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Larry shared that subcommittee completed AliahThink tool prioritizations; eager to promote upcoming SDDTAC upcoming vacant seats to ensure that vacancies are promoted, and all stakeholders understand the role of the upcoming vacant seats.

c. Community Input Update

Kiana shared that subcommittee focused on AliahThink tool prioritizations. Discussed specifically the upcoming vacant youth seat outreach and Kiana will connect with Youth Commission. Staff will follow up to reconnect with Roberto Vargas.

d. Data and Evidence Update

Saeeda shared that subcommittee completed AliahThink Tool sub element prioritizations. Discussed SDDT data dashboard, going to use SFUSD water stations implementation to take data narrative story to illustrate what is being done today and use it as a model so that other SDDT funded work to begin illustrating there is a thorough line of the funding and its work.

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

- SDDT Budget Domains Prioritizations – 1 hour
- Data Evaluation presentation from Raimi & Associates

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

- Larry - Thanks to Saeeda for lifting up SDDTAC to institute a tool, build capacity and equity to the process and attending all subcommittees meetings.
- Marna – Grand Opening of What’s the Scoop Ice Cream on 11/17/2022 @12pm – 4pm in the Bayview at 5668 3rd Street, SF 94124
- Alex – SFUSD job openings: <https://docs.google.com/document/d/1Tx7P8L0Cu8IEb4uigWfgPHJDP6-gt1JtV1VXoUq4uJM/edit>

15. Adjournment [Action]

Abby motions to adjourn. Kiana seconds. 13 ayes. Meeting is adjourned at 6:59pm.

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.



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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.

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San Francisco, CA 94102-4683

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殘障通路



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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 responsable 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.



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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 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 and Mayor's Allocations FY22-23 and 23-24

	SDDTAC Rx FY 22-23	Mayor's Allocations FY 22-23	SDDTAC Rx FY 23-24	Mayor's Allocations FY 23-24	Department Rx
COMMUNITY-BASED GRANTS					
Health education, food security, physical activity	\$3,000,000	\$3,000,000	\$3,000,000	\$3,000,000	DPH
Food As Medicine MediCal Waiver Program	\$250,000	\$0	\$0	\$0	DPH
CBOs working with SFUSD	\$305,000	\$300,000	\$300,000	\$300,000	DPH
TOTAL COMMUNITY BASED GRANTS	\$3,555,000	\$3,300,000	\$3,300,000	\$3,300,000	
SFUSD					
School Food, Nutrition Ed	\$1,170,000	\$1,135,000	\$1,000,000	\$1,135,000	DCYF/SFUSD
Student Led Action	\$535,000	\$225,000	\$500,000	\$225,000	DCYF/SFUSD
College Scholarships in Health	-	\$0	\$100,000	\$0	DCYF/SFUSD
TOTAL SFUSD	\$1,705,000	\$1,360,000	\$1,600,000	\$1,360,000	



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FOOD ACCESS					
Healthy Food Purchasing Supplement	\$1,540,000	\$1,000,000	\$1,540,000	\$1,000,000	DPH
Healthy Retail	\$190,000	\$150,000	\$190,000	\$150,000	OEWD
TOTAL FOOD ACCESS	\$1,730,000	\$1,150,000	\$1,730,000	\$1,150,000	
ORAL HEALTH					
Community task forces	\$455,000	\$450,000	\$455,000	\$450,000	DPH
School-based sealant application	\$350,000	\$349,983	\$350,000	\$349,983	DPH
School-based education and case management	\$200,000	\$200,000	\$200,000	\$200,000	DCYF/SFUSD
TOTAL ORAL HEALTH	\$1,005,000	\$999,983	\$1,005,000	\$999,983	
INFRASTRUCTURE					
Marketing/Promotion/Outreach	\$150,000	\$0	\$0	\$0	DPH
Staffing/Research Support	\$800,000	\$623,764	\$800,000	\$632,741	DPH
TOTAL INFRASTRUCTURE	\$950,000	\$623,764	\$800,000	\$632,741	
WATER ACCESS					
Water Access - SFUSD	-	\$340,000	\$360,000	\$340,000	DCYF/SFUSD
Water Access - Public Spaces	-	-	-	-	RPD/PUC
TOTAL WATER ACCESS		\$340,000	\$360,000	\$340,000	
RECREATION & PARKS PHYSICAL ACTIVITY & WELLNESS					
Peace Parks	\$650,000	\$670,000	\$650,000	\$670,000	RPD
SVIP Funding – Peace Parks Transportation	\$225,000	\$225,000	\$225,000	\$225,000	RPD
REQUITY: Outreach, Scholarships, Equity in Recreation	\$800,000	\$2,017,213	\$800,000	\$2,017,213	RPD
TOTAL RECREATION & PARKS	\$1,675,000	\$2,912,213	\$1,675,000	\$2,912,213	
BREASTFEEDING	-	-	\$150,000	-	DPH
TOTAL	\$10,620,000	\$10,685,960	\$10,620,000	\$10,694,937	

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

COMMUNITY-BASED GRANTS



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<p>Health education, food security, physical activity</p>	<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
<p>Food As Medicine MediCal Waiver Program</p>	<p>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</p>
<p>CBOs working with SFUSD</p>	<p>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.</p>
<p>SFUSD</p>	
<p>School Food, Nutrition Ed</p>	<p>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.</p>
<p>Student Led Action</p>	<p>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.</p>
<p>College Scholarships for Priority Populations</p>	<p>Educational investments across lifespan. Scholarships and other supports in higher education in health field for Priority Populations.</p>
<p>FOOD ACCESS</p>	
<p>Healthy Food Purchasing Supplement*</p>	<p>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</p>



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	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.
Infrastructure (Staffing/Research Support)	<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</p>



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	<p>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 artwork/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 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



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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 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.