



# 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

**December 7, 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: 10:11am

Present: Saeeda Hafiz, Kym Dorman, Paige Kruza, Juan Reynoso, Abby Cabrera, Kim Wong, Hannah Smith, Diana Lau

Absent: Marna Armstead, Irene Hilton

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

Abby motions to approve minutes. Diana seconds. Minutes are approved.

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

Abby motions to approve. Diana seconds. Agenda is approved.

4) **General Public Comment**- 10 minutes [discussion]

No Public Comment

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

Recruitment flyer for upcoming SDDTAC vacant community seats is out for translation and the applications are due 1/23/2023.

Reminder about AliahThink tool final judgements for top level domains at December SDDTAC meeting. Important to attend for full session, which we expect may go longer than usual time and we ask members to do your best to be there for the full meeting. After prioritizations are completed, percentages per domains are not to be reflective of how much the budget allocations should be recommended but rather percentages based on priority according to members judgements. The point of the AliahThink tool is to allow members to



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have discussion and learn about the categories and by the end of the process, we will have qualitative and quantitative information. Come with an open mind and come with respectful engagement at the December SDDTAC meeting.

Saeeda encourages members to stay the full time during next week's SDDTAC meeting and to prepare by reading the definitions of the budget domains.

6) **SFUSD Student Nutrition Services Evaluation Findings, Alexandra Emmott & Raimi & Associates** – 20 minutes [discussion and possible action]

Alex Emmott of Student Nutrition Services (SNS) presents on the proposed operational changes and seeking feedback on some of the work SNS is doing.

#### The Shift to Self-Sustaining Food Service at SFUSD

Alex shared that SNS meal programs last year served 8.5Mil+ meals served annually. The daily averages in September 2022: breakfast 6,635, lunch 22,564, snack 603 and supper 6,838. SNS meal programs include: McAteer Culinary Center (serving SOTA & The Academy + EED - 7%), Refresh (serving 20 middle & high schools – 32%) and Vended Meal (serving elementary, middle & high schools – 61%).

Reality of SNS efforts: inadequate state/federal reimbursements, staffing crisis/inequitable compensation; antiquated/outdated facilities; insufficient meal times; inflation and rising meal costs (30% increase in the cost of vended meals this year). SNS is currently exploring some short-term options that could help to prepare more food in house.

To support SNS operational model planning is looking at 4 different possible operational models for SNS in the future:

- A central kitchen
- A joint partnership agreement with a neighboring district
- Regional kitchens
- Ongoing partnership with meal vendor + added options

Next steps for SNS:

- SNS will continue to increase percentage of Refresh Meals
- SNS will review recommendations from Chef Ann Reports and incorporate into RFPs for vended meal providers
  - Work with facilities Bond Team to ensure to those are incorporated into 2024 Bond ask

7) **SDDT Evaluation, Raimi & Associates** – 20 minutes [discussion and possible action]

Raimi & Associates staff provide preview of PowerBI data visualization/dashboard of SDDT data. Feedback is requested on beta testing of dashboards and launch in January 2023. Data will be embedded onto sodatax-



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sf.org webpage. The data dashboard is expected to be interactive and informative. Data will be updated annually.

Kym shares the SDDT FY 2021/2022 evaluation findings:

- SDDT funding continues to go to the people and places most burdened by diet sensitive chronic diseases and targeted by the sugar-sweetened beverage industry
- SDDT funding allocations continue to support key strategies and work to achieve priority outcomes
- Receiving multiple years of SDDT funding has increased the effectiveness, stability and capacity of BIPOC-led and BIPOC serving funded entities
- An SDDT investment in SFUSD Student Nutrition Services infrastructure in FY 19/20 has resulted in a large increase in participation in healthy school lunches in FY 21/22

Juan presents a showcase of evaluation findings on SFUSD's Kitchen Models FY 2019 - 2021

- About 39% of SFUSD students are at a Refresh site (only middle and high schools) based on average daily attendance/total enrollment

Findings

- SFUSD and SDDT investments in Refresh sites have led to greater student participation in healthy school lunches
- 100% Refresh sites saw the greatest increase in school healthy meal participation (both lunch and breakfast)
- Spectrum effect among middle school participation (increase @ 100% Refresh sites) > (increase @ Partial Refresh sites) > (decrease @ Heat & Serve sites)

Kym provides overview of draft evaluation recommendations:

- Work with city entities to leverage additional funding opportunities that align with SDDT priorities
- Continue to direct funding to the neighborhoods most targeted by sugary drinks marketing and prioritized populations who are at highest risk of diet related chronic disease
- Continue to use multi-year grants to support emerging BIPOC-led organizations and mitigate structural barriers.
- Continue to direct funding to key strategies that work to achieve prioritized outcomes.
- (internal recommendation) Dedicate more SDDTAC time to engaging with evaluation findings and strategizing about how to effectively counter ongoing harmful practices of the sugary drinks industry

### 8) SDDT FY 23-24 and FY 24-25 Budget Discussions – 55 minutes [discussion and possible action]

Staff shared that initially staff thought to discuss budget recommendations. Staff has not received final budget amount. Controller's Office has provided an estimate of the revenue for FY 23-24 is \$13.74Mil however still awaiting on final amount from the Mayor's Office. Staff shared that the Infrastructure subcommittee decided not to begin the work of the budget recommendations because not having received an accurate number for budget recommendations and the SDDTAC have yet to complete the AliahThink tool process.



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Members agree with the infrastructure subcommittee process and suggestion and will table until the next meeting.

9) **Proposed Agenda Items for January Meeting** – 2 minutes [discussion and possible action]

- Budget recommendations
- Story data for water access for web maps
- Evaluation report approval to move forward to SDDTAC

10) **Announcements** – 2 minutes

- Feeding 5000 on 12/10/2022 at City College, in need of volunteers

11) **Adjournment**

Abby motions to adjourn the meeting. Diana seconds. Meeting is adjourned at 11:36am.

### **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.

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**

The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the Chair may order the removal from the meeting room of any person(s) responsible for the ringing or use of a cell phone, pager, or other similar sound-producing



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electronic devices.

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City Hall – Room 244 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102-4683,  
415-554-7724 (Office); 415-554-7854 (Fax), E-mail: SOTF@sfgov.org

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](http://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**

Per the Language Access Ordinance (Chapter 91 of the San Francisco Administrative Code), Chinese, Spanish and or Filipino (Tagalog) interpreters will be available upon requests. Meeting Minutes may be translated, if requested, after they have been adopted by the Family Violence Council/Mayor's Task Force on Anti-Human Trafficking. Assistance in additional languages may be honored whenever possible. To request assistance with these services please contact the Minouche Kandel 415-252-3203, or [minouche.kandel@sfgov.org](mailto:minouche.kandel@sfgov.org) at least 48 hours in advance of the meeting. Late requests will be honored if possible.

### **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.

Mayor's Task Force on Anti-Human Trafficking meetings are held in Room 305 at City Hall, 1 Dr. Carlton B. Goodlett

Place in San Francisco. City Hall is accessible to persons using wheelchairs and other assistive mobility devices. Ramps are available at the Grove, Van Ness and McAllister entrances.

Assistive listening devices, American Sign Language interpreters, readers, large print agendas or other accommodations are available upon request. Please make your requests for accommodations to Minouche Kandel (415) 252-3203, or [minouche.kandel@sfgov.org](mailto:minouche.kandel@sfgov.org). Requesting accommodations at least 72 hours prior to the meeting will help to ensure availability.

### **LOBBYIST ORDINANCE**

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FAX (415) 252-3112, website: [sfgov.org/ethics](http://sfgov.org/ethics).

## SDDTAC Recommendations and Mayor's Allocations FY 22-23 and FY 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
<b>COMMUNITY-BASED GRANTS</b>					
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
<b>TOTAL COMMUNITY BASED GRANTS</b>	<b>\$3,555,000</b>	<b>\$3,300,000</b>	<b>\$3,300,000</b>	<b>\$3,300,000</b>	
<b>SFUSD</b>					
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
<b>TOTAL SFUSD</b>	<b>\$1,705,000</b>	<b>\$1,360,000</b>	<b>\$1,600,000</b>	<b>\$1,360,000</b>	
<b>FOOD ACCESS</b>					
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
<b>TOTAL FOOD ACCESS</b>	<b>\$1,730,000</b>	<b>\$1,150,000</b>	<b>\$1,730,000</b>	<b>\$1,150,000</b>	
<b>ORAL HEALTH</b>					
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
<b>TOTAL ORAL HEALTH</b>	<b>\$1,005,000</b>	<b>\$999,983</b>	<b>\$1,005,000</b>	<b>\$999,983</b>	
<b>INFRASTRUCTURE</b>					
Marketing/Promotion/Outreach	\$150,000	\$0	\$0	\$0	DPH
Staffing/Research Support	\$800,000	\$623,764	\$800,000	\$632,741	DPH
<b>TOTAL INFRASTRUCTURE</b>	<b>\$950,000</b>	<b>\$623,764</b>	<b>\$800,000</b>	<b>\$632,741</b>	
<b>WATER ACCESS</b>					
Water Access - SFUSD	-	\$340,000	\$360,000	\$340,000	DCYF/SFUSD
Water Access - Public Spaces	-	-	-	-	RPD/PUC
<b>TOTAL WATER ACCESS</b>		<b>\$340,000</b>	<b>\$360,000</b>	<b>\$340,000</b>	
<b>RECREATION &amp; PARKS PHYSICAL ACTIVITY &amp; WELLNESS</b>					
Peace Parks	\$650,000	\$670,000	\$650,000	\$670,000	RPD



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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
<b>TOTAL RECREATION &amp; PARKS</b>	<b>\$1,675,000</b>	<b>\$2,912,213</b>	<b>\$1,675,000</b>	<b>\$2,912,213</b>	
<b>BREASTFEEDING</b>	-	-	<b>\$150,000</b>	-	DPH
<b>TOTAL</b>	<b>\$10,620,000</b>	<b>\$10,685,960</b>	<b>\$10,620,000</b>	<b>\$10,694,937</b>	

	<b>Budget Descriptions: SDDTAC recommends investing in strategies that support mental health and wellbeing and workforce pathways for impacted/priority populations.</b>
<b>COMMUNITY-BASED GRANTS</b>	<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"> <li>1. Health Education activities including, chronic disease prevention, healthy eating and active living, tap water promotion, oral/dental health</li> <li>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</li> <li>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.</li> <li>4. Water Promotion, such as support for Spa Water Supplies, station maintenance/beautification, refillable water bottles to distribute to communities, water testing</li> <li>5. Community Based Participatory Research</li> </ol>
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.
<b>SFUSD</b>	



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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.
<b>FOOD ACCESS</b>	
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.
<b>ORAL HEALTH</b>	
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	
<b>INFRASTRUCTURE</b>	
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.





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<p>DPH Infrastructure</p>	<p><b>A. Personnel</b></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>B. Professional services</b> 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><b>C. Materials/Supplies</b> for meetings and printing costs</p> <p><b>D. Training</b> to support staff development</p> <p><b>E. Data</b> for collection (pricing), analysis (Nielsen) and purchase (IRI)</p>
<p><b>WATER ACCESS</b></p>	
<p>Water Access - SFUSD</p>	<p>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.</p>
<p>Water Access - Public Spaces</p>	<p>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.</p>
<p><b>RECREATION &amp; PARKS PHYSICAL ACTIVITY &amp; WELLNESS</b></p>	
<p>Peace Parks</p>	<p>To support staffing and supplies, including healthy food, for Peace Parks programs in target populations.</p>
<p>SVIP: Peace Parks Transportation</p>	<p>Transportation for Peace Parks participants</p>
<p>REQUITY: Outreach, Scholarships, recreation equity</p>	<p>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.</p>



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<b>BREASTFEEDING</b>	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 ADDBACKS 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
		<b>TOTAL</b>	<b>1,157,000</b>

\*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.