

Mayor

Dr. Grant Colfax Director of Health

Sugary Drinks Distributor Tax Advisory Committee

MINUTES

December 14, 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 called to order at 5:04pm.

Present: Maysha Bell, Marna Armstead, Abby Cabrera, Diana Lau, Kiana Keshavarz, Larry McClendon, Saeeda Hafiz, Jennifer Lebarre, Tiffany Kenison, Irene Hilton, Michelle Kim, Linda Barnard, Dianna Cavagnaro, Melinda Martin, Kim Wong, Paige Kruza, Kym Dorman, Marcos Cruz Carpio, Mylene (MTB),

Absent: Vanessa Bohm, Alexandra Emmott, Veronica Shepard, Maureen Guerrero

- a. Approval of Excused Absences [Action]
- 2. Land Acknowledgement 1 minute
- 3. Approval of Minutes for Previous (November) Meeting [Action] 2 minutes

Michelle – Page 5 word missing from "top to bottom" add prioritize.

Marna motions to approve minutes. Michelle seconds. 9 ayes, 1 abstention, minutes are approved.

- 4. Review and Consideration of Regular Agenda [Action] 2 minutes
 - Marna motions to approve agenda. Irene seconds. 10 ayes, agenda is approved.
- 5. General Public Comment 10 minutes No public comment
- 6. DPH Staff Report [Discussion and Possible Action] 10 minutes

Staff introduces Kim Wong, newly hired SDDT Grants Coordinator, supporting tonight's meeting.



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a. SDDTAC Member Outreach/Recruitment

Staff shared that the SDDTAC application for community seats beginning March 2023 are available along with translated flyers (Tagalog, Spanish, Samoan, Chinese and Vietnamese). Applications are due on January 23, 2023 and can be downloaded from: Sugary Drinks Distributor Tax Advisory Committee | San Francisco (sf.gov) Please share flyers with your networks. Kiana Keshavarz and Melinda Martin to present to Youth Commission to support recruitment and outreach for youth rep seat.

b. Controller's Office SDDT Forecasted FY 23-24 and FY 24-25 Budget

Staff shares that staff from the Controller's Office estimate that \$13.74Mil for SDDT revenue for FY 23-24 and FY 24-25 and does not include addback dollars/set asides. Awaiting to hear back from Mayor's Office on amount. Once amount is shared with staff, anticipate for January subcommittee meetings to discuss budget recommendations.

7. SDDT Evaluation FY 21-22, Raimi & Associates [Discussion and Possible Action] - 20 minutes

Kym and Paige share the findings and recommendations for FY 2021-2022 SDDT Evaluation Report and seeks SDDTAC feedback on their recommendations and brief overview of the PowerBI Data Visualization/Dashboards.

The evaluation report will include contextual data that includes between 2018-2019 and 2021 and 2022 sales tax revenue decreased by 12% and SDDT revenue also decreased by 26%. This data helps to achieve some outcome data and is continually tracked.

Four evaluation findings for FY 2021 – 2022

- SDDT funding continues to go to the people and places most burdened by diet-sensitive chronic disease and targeted by the sugar-sweetened beverage industry
- SDDT funding allocations continue to support key strategies and work to achieve priority outcomes
- By supporting organizational stability, multi-year funding has increased the effectiveness of BIPOC serving programming and increased community capacity among BIPOC community members
- 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

Paige provided an overview of findings from SFUSD Student Nutrition Services:

- SFUSD and SDDT investments in Refresh sites have led to greater student participation in healthy school lunches
- Between fall 2019 and fall 2021, 100% Refresh sites had the greatest increase in school healthy meal participation (both lunch and breakfast)
- Highest participation at elementary schools
- Lower participation at middle and high schools
- In fall 2021, 2,223 more students ate school lunch at Refresh sites every day compared to fall 2019 even with decreased enrollment
- Lunch participation in middle and high school Refresh sites more than doubled



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Draft Recommendations:

- Work with other 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
 - Additional data about SDDT revenue sources is critical to being able to make more precise recommendations about where funding should be directed
 - Analyze SF Health Network EMR records to explore affects of soda tax on health outcomes
- 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, especially those strategies that have long-lasting benefits (I.e. benefits that go beyond the funding period)
- Support all funded entities in promoting drinking water and reducing sugary beverage consumption
- Leverage funding entities trusted relationships with impacted community members to increase participation in existing services and benefits (e.g. assisting with enrollment in CalFresh)

Internal Recommendation (based on interviews):

 Dedicate more SDDT advisory committee time to engaging with evaluation findings and strategizing about how to effectively counter ongoing harmful practices of the sugary drinks industry.

Paige shared a brief overview of the draft SDDT evaluation PowerBI data dashboard and is seeking feedback and recommendations from SDDTAC. Please forward your feedback to paige@raimiassociates.com or SDDT staff.

Member suggests making text on dashboard larger and easier to read.

Public Comment:

Marcos Cruz Carpio – great to hear recommendations for continuing funding for BIPOC led and serving organizations and hope to continue funding for the oral health task forces.

- 8. BREAK 5 minutes
- 9. AliahThink Tool SDDT Budget Domains Prioritization [Discussion and Possible Action] 60 minutes
 - a. Prioritizing SDDT Budget Category Domains and Vote

Abby encourages members to close out the process strong, notes it's a pilot process and reminds that AliahThink tool prioritizes should not be equated towards the budget recommendation allocations.

Staff facilitate the final process of the AliahThink tool by members prioritizing the top SDDT budget domains: oral health, infrastructure, community-based grants, nutrition security, healthy food/retail, recreation and community building. Members who are not present will be valued at "no vote".

Public Comment:



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Marcos Cruz Carpio: Oral health task forces are in the oral health budget domain and not part of the community-based grants, similar in being a CBO, encourage to fund and prioritize oral health task forces.

Marcos Cruz Carpio: In regard to healthy food, oral health can still lead to cavities by eating healthy food, the need for oral health education and resources is still necessary.

Maros Cruz Carpio: oral health/recreation & community building – oral health depends on the funding we have, glad to have support for recreation and community building.

Members prioritized SDDT budget domains: Community Based Grants -0.468 = 47%Nutrition Security -0.226 = 23%Healthy Food/Retail -0.128 = 13%Oral Health -0.096 = 9%Recreation & Community Building -0.050 = 5%Infrastructure -0.031 = 3%

Inconsistency Ratio – 0.13, with 13 members voting.

Abby reminds members that priority domains are not be equated with budget recommendation allocations. Marna thanks all members for their time and important that the Mayor's Office is aware of what is being done to ensure that budget recommendations are submitted.

Diana Lau thanks Saeeda for bringing tool to the SDDTAC budget recommendation process.

Public Comment:

Mylene – thanks SDDTAC for putting efforts with the use of the AliahThink tool.

Staff will share all AliahThink tool SDDT budget prioritizations at the January subcommittee meeting and SDDTAC meeting.

- 10. Community Check In [Discussion and Possible Action] 5 minutes No community updates
- 11. Subcommittee Updates [Discussion and Possible Action] 15 minutes
 - a. Co-Chair Update Co-chairs will meeting with Supervisor Mandelman's staff to share work of SDDTAC on January 9, 2022, will share outcomes at January SDDTAC meeting
 - b. Infrastructure Update Larry shared that subcommittee did not discuss budget recommendations, waiting for accurate amount from Mayor's Office; discussed promotion and recruitment for SDDTAC upcoming vacant seats
 - c. Community Input Update did not meet due to not meeting quorum; Kiana and staff to meet with Youth Commission on 12/19/2022
 - Data and Evidence Update subcommittee heard presentations from Alexandra Emmott on updates from SFUSD Student Nutrition Services and SDDT evaluation from Raimi & Associates



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- 12. Committee Member Proposed Future Agenda Items [Discussion and Possible Action] 5 minutes
 - SDDTAC Budget Recommendations
 - Follow Up with SPUR efforts
 - High level Overview of AliahThink Tool SDDTAC Prioritizations
 - Evaluation Water Access/Stations
- 13. Announcements [Discussion and Possible Action] 5 minutes
 - Thanks to backbone staff for work on AliahThink tool
- 14. Adjournment [Action]

Marna motions to adjourn meeting. Michelle seconds. Meeting is adjourned at 8:09pm.

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.

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.

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San Francisco, CA 94102-4683

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Director of Health

	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	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		
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	



Director of Health

REQUITY: Outreach, Scholarships, Equity in Recreation		\$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-RASED GRANTS City Departments should contract directly with CBOs through an RFP process managed through					
COMMUNITY-BASED GRANTS	the Community Health Equity and Promotion (CHEP) Branch of the Department of Public Health.				
Health education, food security, physical activity	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 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				
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 should 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.				



Director of Health

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.
College Scholarships for Priority Populations	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. 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 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
School-based education and case management	staffing.
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.



Director of Health

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Infrastructure (Staffing/Research Support)	A. Personnel 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 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. 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 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 attorney to provide ongoing technical consultation; iv) project management agency to offset fiscal intermediary costs. C. Materials/Supplies for meetings and printing costs D. Training to support staff development E. Data for collection (pricing), analysis (Nielsen) and purchase (IRI)
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.



Dr. Grant Colfax Director of Health

City and County of San Francisco London N. Breed Mayor

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 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 ADDBACKS FROM FY 2017-2018

PROGRAM	DEPARTMENT	DESCRIPTION	
Food Security – Healthy	DPH	Maintain current service levels: Vouchers and education to	50,000
Food Purchasing		increase consumption and access to nutritious foods by increasing	
Supplement		the ability of low income residents to purchase fruits and	
		vegetables at neighborhood vendors and farmers' markets in	
		collaboration with DPH Healthy Retail Program.	
Healthy Corner Store	ECN	Promoting corner stores and markets to sell healthy products as	60,000
Retail		opposed to sugary beverages, etc.	
Food Security – Home	HSA	Address current waitlist: Delivery of nutritious meals, a daily-	477,000
Delivered Meals (HDM)		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.	
Food Security –	HSA	Address current waitlist: Daily, hot, nutritious meals for	220,000
Congregate Lunch Meals		seniors/adults with disabilities	
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.