

Sugary Drink Distributor Tax Focus Group Results

August 2018

SF Department of Public Health
Population Health Division
Community Health Equity and Promotion Branch



Focus Group Report
Sugary Drinks Distributor Tax Revenue

This report was produced from a series of focus groups conducted by Tonya Williams, MPA and her team. Thank you to Ms. Williams for her commitment, energy and passion to ensure the voice of the community is included in this important work.

The focus groups could not have been conducted without community based organizations that hosted and conducted outreach for the focus groups and the small community organizations that contributed to the final focus group. Thank you to these organizations:

Sunnydale Tenant's Association
Collective Impact (MoMagic)
Mission Neighborhood Health Centers – Excelsior and Shotwell sites
Youth Leadership Institute
Boys & Girls Club-Tenderloin
APA Family Support Services
Samoan Community Development Center
Native American Health Center
Asociacion Mayab
Cornerstone Baptist Church
St. Paul of the Shipwreck
Double Rock Baptist

I. Introduction

Studies show that diseases connected to sugary beverage consumption disproportionately impact minorities and low-income communities. Proposition V, passed in November of 2016, imposes a one cent per fluid ounce tax on the initial distribution within the City and County of San Francisco of sugar-sweetened beverages, syrups, and powders. The legislation is intended to discourage the distribution and consumption of sugar-sweetened beverages (SSB) in San Francisco by taxing their distribution.

The passage of *Proposition V* established the Sugary Drink Distributor Tax Advisory Committee (SDDTAC). The SDDTAC's purpose is to present expenditure recommendations to the Mayor and the Board of Supervisors and report on the effectiveness of the distributor tax. In March 2018, the SDDTAC released its first [report and recommendations](#), including that SF Department of Public Health (SFDPH) be responsible for grant making SDDT funds to community based groups and organizations. The Mayor closely followed the SDDTAC recommendations and SFDPH is now charged with ensuring that SDDT funding goes to community based groups serving populations most impacted by sugary drinks.

As a first course of action, SFDPH determined that it needed additional community input from populations most impacted by sugary drinks to understand what resources/supports they need to make Healthy Eating/Active Living and decreasing sugary drink and increasing water consumption possible. Thus, SFDPH contracted with Tonya Williams, MPA, and former executive director of Girls After-School Academy in SF's Sunnydale public housing development to conduct the focus groups.

In addition to informing DPH's community-based RFP process, the findings can also shape the SDDTAC's next set of recommendations. SFDPH will share the findings of these focus groups in a series of town halls in late summer, early fall 2018. Results are offered in context of programs and services needed. Results from focus groups will also be shared with SDDTAC, health equity coalitions, and the Shape Up SF Coalition to identify potential policy/systems/environmental responses.

A rich set of input was collected from over 100 community members from the following communities most impacted by the consumption of sugary drinks:

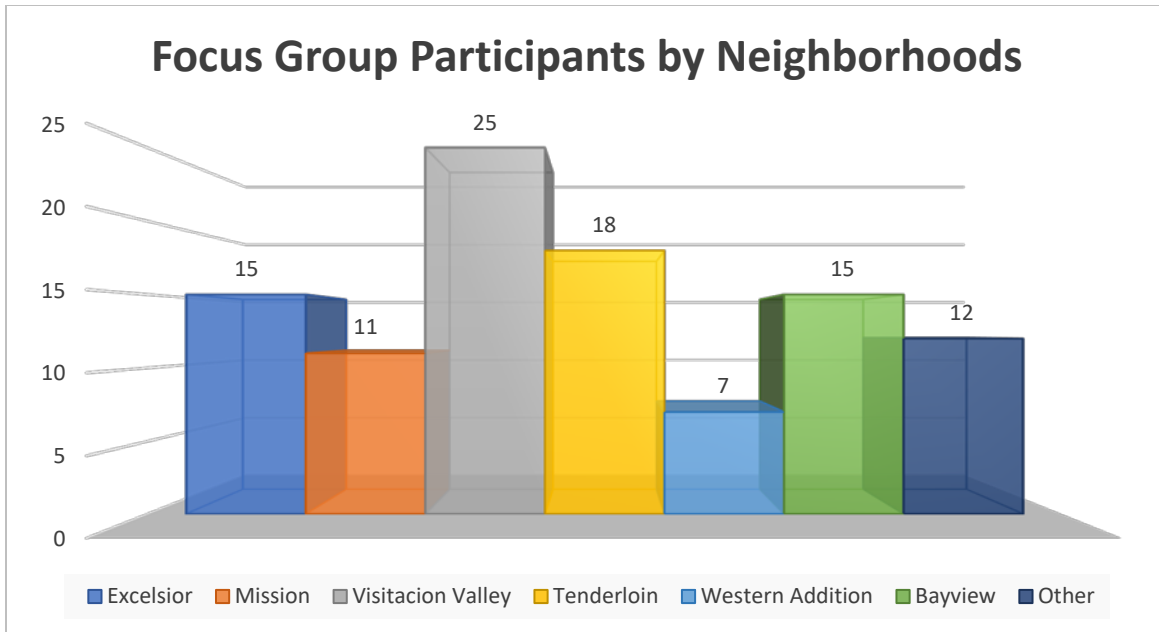
- African American Adults -Bayview District including the Visitacion Valley and Western Addition (2 groups)
- Latino Adults - Mission, Tenderloin and Excelsior District (2 groups)
- Youth-Transitional Age (14 – 24 years old), citywide, mixed raced (2 groups)
- Asian Adults-Chinese (1 group)
- Samoan Adults (1 group)
- Native American/American Indian Adults (1 group)
- Small organizations focus group, to understand their needs to apply for and successfully implement grants that promote healthy eating and active living.

II. Demographics

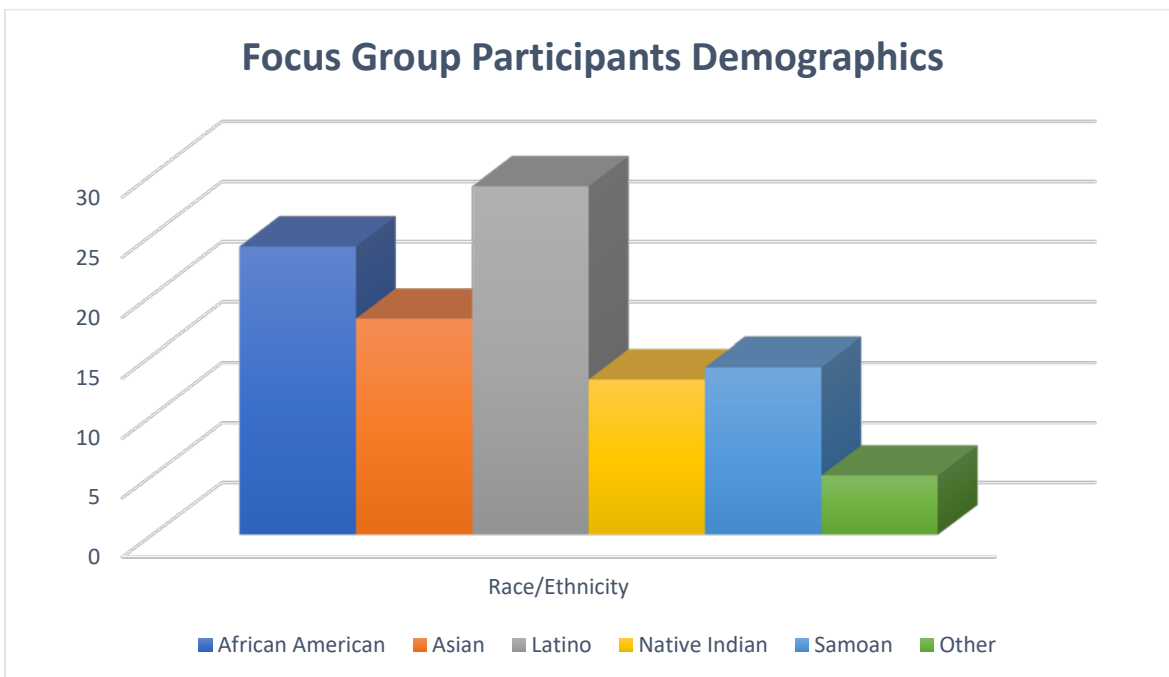
A series of 10 focus groups were conducted over five weeks beginning on May 21, 2018 and ending June 29, 2018. In total, 103 unduplicated community members/representatives from SF-based organizations participated, providing input on how they could make healthy eating and active living a possibility while reducing the consumption of sugary drinks.

In total 103 community members/representatives participated in ten focus groups

- Sunnydale Tenant's Association had nine (9) community members: four males and five females with 262 cumulative total years as residents in the Sunnydale community.
- Collective Impact/Mo' MAGIC had ten (10) community members: one male and nine females 355 cumulative total years working and/or residing in the Western Addition community.
- Mission Neighborhood Health Center-Shotwell Clinic had twelve (12) community members: two males and ten females with 245 cumulative total years as residents and/or working in the Mission District community. This focus group was conducted in Spanish.
- Mission Neighborhood Health Center-Excelsior Clinic had eight (8) community members: two males and six females with 204 cumulative total years as residents in the Excelsior District community. This focus group was conducted in Spanish.
- Youth Leadership Institute held had (10) community members: one male and nine females with 115 cumulative total years as residents and/or students throughout San Francisco.
- Boys and Girls Club of SF – Tenderloin had twelve (12) community members: two males and ten females with 174 cumulative total years as residents of the Tenderloin District community.
- APA Family Support Services had seven community members: seven (7) females with 83 cumulative total years as residents of the Bayview and Visitacion Valley communities. This focus group was conducted in Cantonese.
- Samoan Community Development Center had thirteen (13) community members: three males and ten females with 182 cumulative total years in the Bayview and Sunnydale communities.
- Native American Health Center had thirteen (13) community members: two males and eleven females with 465 cumulative total years as residents throughout San Francisco.
- Small Organizations focus group had ten (10) organizations representatives: nine males and one female with 271 cumulative total years as residents of San Francisco. Of those numbers there were six (6) African Americans, one (1) Latino, one (1) Native American, one (1) Asian and one (1) Samoan. As providers working in low income, vulnerable, and isolated communities throughout San Francisco their years ranged from 2- 34 years. The chart below illustrates the neighborhoods where the focus groups participants gather as a community throughout San Francisco.

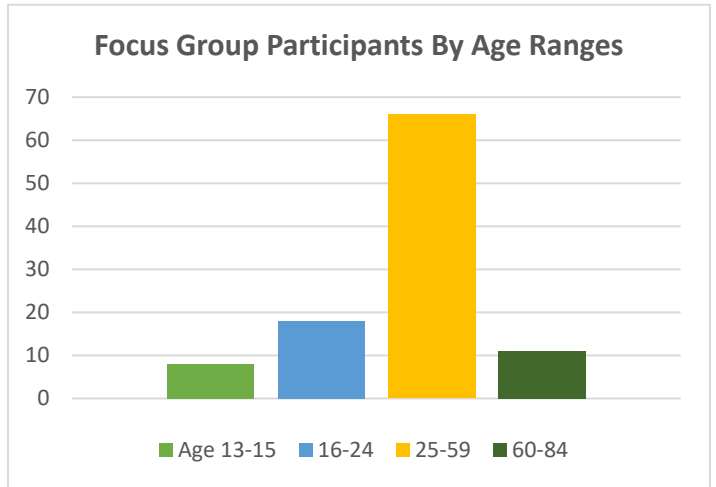
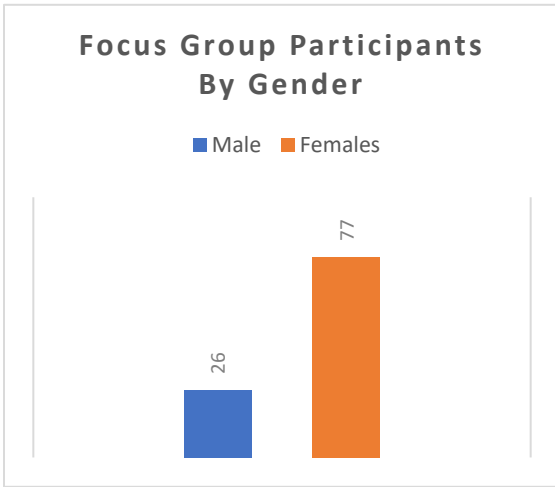


As reflected in the chart below the focus groups participants demographics of race and ethnicity are as following: 24 African Americans; 29 Latinos; 18 Asians; 14 Pacific Islanders; 13 Native Indians (Americans) and five (5) "Other."



The following charts illustrate age and gender profiles. By gender, 77 females and 26 males participated. By age, eight (8) were between the ages of 13-15 years old, 18 were between the ages of 16-24 years old, 66 were between the ages of 25-59 years old and 11 were between the ages of 60-84 years old.

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III. Focus Group Key Findings

This report illustrates the feelings of frustrations, pride and hope from neighborhoods and communities that have been targeted by the sugar industry, an industry that appears more concerned about the profit versus people's health. In addition to describing a wide range of preferences for services or programs, the focus group participants also clearly indicated that the residents of San Francisco want more involvement in the policies that impact the quality of their lives. They want to be involved in public policy initiatives to reduce the consumption of sugary drinks. This report reflects a sense of empowerment where people want the education, demonstrations and tools to take control of their health and seek better outcomes. A great deal of enthusiasm was expressed around participating in the upcoming Town Hall meetings where their input would be revealed, and their voices validated.

The findings are structured into these response categories:

HEALTH EDUCATION

- nutrition/healthy foods
- physical activity
- water/water access

PHYSICAL ACTIVITY

- Community events and group activities
- Free/affordable exercise programs
- Safe and accessible places for physical activity

HEALTHY FOOD

- Make healthy food more accessible
- Offer more education and programs to support healthy eating

MEDIA/AWARENESS CAMPAIGNS

SMALL ORGANIZATIONS RESPONSES

HEALTH EDUCATION

When responding to questions about health education needs for nutrition (including water or sugary drinks) and physical activity, participants offered a wide range of very specific ideas for programs. Amidst the specificity, it is important to note a singular request: the participants indicated strong desires **more opportunities for education around nutrition and physical activity**. Based on the responses from focus group participants, the following recommendations are suggested with regard to funding priorities.

HEALTH EDUCATION – *Nutrition/Healthy Foods*

- a. **Nutrition education** that includes time management of meal preparation, portion size, reading nutrition labels, healthy cultural foods, cooking and small class demonstrations, peers as teachers.
 - Role Models and testimonies from those who are recovering from sugar addictions.
- b. **School based nutrition education**
 - Teach children through schools such as providing nutritional free lunches and conducting campaigns around healthy eating as they do with bullying and recycle programs.
 - Schools should also add cooking classes as part of the curriculum and teach about over consumption.
- c. Provide **better access and distribution** to quality foods throughout San Francisco.
 - Better access to healthy foods that are affordable/subsidized for low income households.
 - More community garden programs.
 - More Farmers' Markets throughout the City.
 - Educate local retailers around healthy retail in order for them to provide the access to healthy foods and decrease food deserts/storms in low income communities.
- d. Education on the **sugar industry** and how it targets certain neighborhoods

HEALTH EDUCATION - *Physical Activity*

- a. **Market** available physical activity programs services
 - Provide materials in multi languages and that are culturally sensitive.
 - Distribute community calendars of events that are free/affordable
 - Train community-based organizations how to market exercise classes.
 - Get celebrities to endorse physical activities
- b. Education on **benefits of physical activities** and how **physical exercise promotes good Mental Health**.
 - Education on how daily activities can be translated into exercise, i.e., taking stairs vs. the elevators, getting off the bus a few stops earlier, parking at the farthest end, gardening.
- c. Teaching youth through schools, **implementing Physical Education**. This will begin habit development and reinforce the benefit of exercise.

HEALTH EDUCATION - *water*

- a. Educate people about the safety of tap water and the negative effects of bottled water due to recycling.
- b. Educate people on the benefits of drinking water and the consequences of not drinking water, i.e. skin improvement/ache.
- c. Provide water bottles with filters and replace, fix and maintain water stations throughout the city.
- d. Host more events with water as the only option.
- e. Educate people on alternative ways to making water taste better, i.e., infused with fruits, seltzer.
- f. Education of health impact of drinking sugary drinks versus water utilizing the following strategies:
 - o Visuals through billboards, social media platforms, flyers of how much sugar is in each drink.
 - o Place Warning labels on sugary drinks.
- g. Hosting campaigns for “Soda Free Summer.”
- h. Making water cheaper/affordable than sugary drinks.
- i. Work with the PUC to encourage water consumption, they should distribute water filtered bottles.

PHYSICAL ACTIVITY

What will help people get more Physical Activity in your community?

Respondents offered a wide array of ideas – many listed below and in detailed notes from each session. Key ideas running throughout the responses center on **affordability, safe/usable spaces and places, and group/community opportunities.**

- a. **Provide more access to free/affordable exercise programs** such as exercise classes, exercise equipment, personal trainers/coaches, gym memberships, camps and sport team activities, dance classes, salsa classes, Zumba and ensure that they are culturally appropriate.
 - o Offer free/affordable gyms, gym membership
 - o Offer free Zumba classes throughout the day and provide childcare.
 - o Free and affordable transportation to classes.
 - o Park and Recreation should provide more classes with increases slots throughout the day.
 - o Promote physical activities as a form of transportation.
 - o Provide limited mobility exercises to seniors and disabled individuals.
- b. **Provide more access to safe and accessible places for physical activity**
 - o Close off streets for physical activities, i.e. block parties
 - o Provide more safe spaces to encourage physical activity. Remove activities of drug, alcohol and homelessness which creates barriers.
 - o Encourage faith-based leaders to promote movement.

- Funding to improve, repair and replace exercise equipment in parks. Create a borrowing system for exercise equipment, i.e., bike share.
- c. **Community events and group activities** that encourage movements that are age appropriate, culturally sensitive, inter-generational family-oriented and fun.
 - Hosting community events that encourage movement such as walk-a-thons
 - Organize group clubs for physical activities, i.e., bicycling, walking, dance.
 - Community challenges, i.e., weight loss, walking, bicycling, etc.
 - Provide more culturally-centered sports.
 - Create competitive events that motivate such as sports, dance walk-a-thons, bicycling and incentivize with healthy foods, tracking devices, subsidized food vouchers, etc.

HEALTHY FOOD

What supports would help your community eat more healthy foods regularly?

Participants overwhelmingly want **increased access to healthy foods** at food banks, farmers markets, community gardens, healthy food trucks, healthy food vouchers, healthy retail as well as **increased educational and culturally appropriate activities** in schools and for families to support healthy habits.

- a. **Make healthy food more accessible**
 - Farmers Markets
 - Food access vouchers
 - Provide food boxed healthy meals with portion size to teach time management, food preparation, quality foods, i.e., Blue Apron
 - Healthy retail consistently throughout the City.
 - Improve transportation to access services
 - Community gardens
 - Free summer schools with nutritional free lunches.
 - Food pantries, especially in neighborhoods that are food deserts and food storms.
 - Develop relationships with local restaurants where they display healthy options and a guide of restaurants with those healthy food options.
 - Food Banks with more fresh vegetables and fruits
- b. **Offer more education and programs to support healthy eating**
 - Develop efficient and timely nutritional services
 - Develop more culturally appropriate information
 - Community education on nutrition inclusive of demonstrations.
 - Create a 1-800 assistance number or on call sponsor for support, could be added to the Helplink 211 system.
 - Community calendars of services
 - Provide nutritional coaches Provide healthy food trucks
 - Adequate funding to implement services consistently
 - Cooking and nutrition classes on a consistent basis.
 - More information in schools on nutrition and physical education.

- Educate youth on healthy eating, physical activities and developing healthy habits around these areas.
- Behavioral and habit training for the entire family around eating healthy foods and physical activities.
- Teaching the family about eating healthy foods and physical activities, breaking cultural traditions through demonstrations on a consistent basis.
- Hosting Healthy Food Fairs.
- Education on the food industry and their tactics to target specified populations.
- Develop emotional support groups in neighborhoods that the sugar industry target.

MEDIA/AWARENESS CAMPAIGNS

What are the most effective ways of getting information out about sugary drinks and how they affect our health? Respondents listed numerous ways to raise awareness about sugary drinks, physical activity, water, healthy eating. Their bottom line: awareness and education can and should take place in many forms and venues; and focus group participants provided many examples:

- Public Service Announcements about the dangers of sugary drinks via, television, radio, ads, newspapers, bus stops, social media platforms. This must be in multi-languages and culturally appropriate.
- Utilize social media platforms to promote healthy living, eating, drinking water and reducing sugary drink consumption.
- Visual outcomes of unhealthy practices, posted on billboards, buses, bus stops-in multi-languages. Also use testimonies depicting cultural appropriateness to represent the diversity of San Francisco residents.
- Commercials and ads on sugar reduction and over consumption.
- Endorsements by popular celebrities for health campaigns as well as at sporting events.
- Develop apps that encourage healthy eating and physical activities, utilizing fun facts.
- Faith-based promotion of healthy eating and physical activity practices.
- Work with large companies and corporations to promote healthy eating, drinking water and physical activity practices, such as Google, to utilize pop-ups reminding people to stand, breathe, relax, drink water, move, etc.
- Exposing various tactics used by the sugar industry to promote addiction. This exposure could be via poetry slams, school wellness conferences, new mediums, cooking classes, etc.
- Advertisement on the fact that there is no “quick fix” toward becoming healthy. Debunk diet pills and other methods that imply simple efforts.
- Bring water to eye level in stores, better packaging such color bottles, make it more appealing to the eye.

- Use youth to “swag” out messages around healthy eating, drinking water and physical activities. Depict youth as modeling health practices.
- Issue a report on health disparities and its impact on communities, advertising better realistic options for healthy living. This report should not be something that people have to research, it could be posted at bus stops, MUNI, etc.
- Make health a political issue, it should be incorporated in every elected public office campaign.

REDUCING SUGARY DRINK CONSUMPTION

When asked what strategies worked to reduce sugary drink consumption, focus group participants acknowledged that while education and services are important, changing the environments through policies is an important approach as well – particularly when the community participates in developing those policies.

a. Adopt Community Vetted Policies

- A seat at the table and more community input in developing local health strategies
- Make sugary drinks more expensive-more taxes and lower the price of water
- Place WARNING labels on sugary drinks stating that over consumptions will lead to obesity, heart disease and death
- Restrict access to sugary drinks in school vending machines
- Replace, repair and increase water stations throughout the City
- Remove barriers, i.e., remove/reduce the cost of permits for community events

b. Increase Opportunities for Education

- Knowledge and education on nutrition which includes but limited to cooking classes demonstrating consumerism, preparation, time management, healthy options, etc. These classes could offer opportunities for community building and reduce isolation.
- Education on tap water and recipes on making tap water taste better
- Provide and promote free reusable water bottles
- Focus on early education (beginning in Pre- K)
- Re-educating the family and children on healthy foods, physical activities and drinking water, to develop healthy habit development
- Education on reading nutrition labels
- Ads and Public Service Announcements of a healthy body versus an unhealthy body

Any other strategies not discussed, but you feel are important to include? This final question elicited recommendations that focus on addressing some of the social determinants of health that shape our health, including racism, workforce development/jobs, mental health, and environmental justice. Elements of these perspectives are mirrored in the SDDTACs recommendations as well.

- Environmental justice = Social justice
- Increase wages of community health workers
- Policy development to ban refills of sugary drinks

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- Concentrate on raising awareness on Mental Health- “Feel Good = Be Better”
- Cultural humility and language comprehension speak in languages that the community can understand
- Hold grantees accountable for providing services
- Social marketing with slogans like “Water is Life”
- Show the connection between pollution and plastic bottles
- Make health a political issue!

SMALL ORGANIZATIONS

The following recommendations were generated from responses from small organizations/providers who were asked to respond to a different set of questions, in an effort to understand what needs there are among smaller, or more newly established grassroots organizations.

- 1. When you start writing a grant, do you start as soon as the application is released or does workload prevent you from starting until a few days in advance?**
 - a. It is essential for funders to understand the *workload of small organizations with competing organizational and community needs*, i.e., personal time off, time management, addressing situations that occur throughout vulnerable communities, such as violence, poverty, limited staffing, safety issues, etc.
 - b. *Strong recommendation for the issuance of quarterly RFP's*. This recommendation would allow the Department of Public Health not be tied to organizations that have the capacity to respond to the RFP process versus those that have the capacity to make the greatest impact and accomplish the changes that are needed within communities.
 - c. 5-year grant cycle is better than 1 year, for sustainability.

- 2. What funding would your organization want to apply for and can handle?**
 - a. \$300,000 - \$3 Million
 - b. Incremental funding which builds on organizational capacity.
 - c. Need based on scope of what funders would like to be achieved should be realistic.
 - d. Long term budget – funding repeats three - five years for sustainability for populations with highest health disparities.

- 3. What do you think you most need help with in writing successful grants?**
 - a. Department of Public Health create relevant or interest-based support for grant writing (deadlines/time management).
 - b. Trainings/workshops/technical assistance to improve writing
 - c. Online Application submission
 - d. Data that shows community demographics for specific area (easier access).
Place statistical data in grant application.
 - e. Budget development support for grants

- 4. What do you think you most need help with in implementing successful grants?**
 - a. Flexibility within the grant guidelines
 - b. Organizational infrastructure support
 - c. Staffing Support – Staff paid living equitable wages (being able to support more fulltime positions)
 - d. Supportive partnerships and collaborations

- e. Advocacy from City departments/support remove barriers, i.e., remove/reduce the cost of permits for community events.
- 5. Before applying, does your organization need assistance with HEAL subject matter?**
- a. YES- updated research and actual concepts provided in the grant application
 - b. Training in objectives and application verbiage understanding
 - c. Education
 - d. Interpretation
 - e. Best Practices (connection to best practices for our community)

IV. APPENDIX: Focus Group Notes

The first **BLACK/AFRICAN AMERICAN** focus group was conducted on **21 May 2018** at the **Sunnydale Housing Tenant's Association** at 1953 Sunnydale Avenue, located in the Visitacion Valley in the heart of San Francisco's largest public housing development-Sunnydale. Responses revealed the following:

1. What **Health Education** activities are most needed in your community in order to do the following:
 - a. **Help People Eat Healthy Foods**
 - Small food demonstrations (various demonstrations, at food banks, balanced and healthy foods)
 - How to read labels
 - Better quality foods,
 - Better budget for food bank
 - Better distribution
 - Use peer counselors (pamphlets, door to door, and other outreach techniques)
 - Fitness Health Coordinator
 - Free lunch and snack programs
 - Liquor store quality control and enforcement of foods being sold (often fresh food is not of good quality at corner/liquor stores)
 - Diversity in liquor/corner store fresh produce
 - b. **Help people move their bodies and get more exercise**
 - More events to get people out of house
 - Transparency around existing programs
 - Competition events to motivate people
 - Host Survey
 - Support Adult education / literacy
 - Outreach workers / senior specialist
 - Get resident buy in
 - Be consistent
 - Moral is down due to isolation
 - Coordinated team efforts of different agencies in Sunnydale
 - Updated monthly calendar of events in community for all agencies providing services
 - c. **Help people drink more water**
 - Teach kids about tap water
 - Education about water and chemicals like fluoride
 - Demonstrations on the benefit of water for the body
 - Education on electrolytes
 - More events with water as option
 - Education on organic juice options with evaluation of quality and expense

- Don't buy = no access
 - Understanding the habit of drinking sugary drinks + Price paid in long run
 - Education on diabetes type I and type II
 - Education on individual needs or quantities recommended for different individuals
- 2. Please tell us what will help people get more physical activity in your community**
- Walking groups and incentives for participation in these type of programs
 - Competition with prizes
 - Community wide challenges (i.e. who can drink 8 glasses of water a day for 2 weeks)
 - Encouragement from EVERYONE
 - Incentives
Distribute information better to get people out of their homes
 - Dedication
 - Weight loss challenges
 - Make efforts fun and appealing
 - Teaching limited mobility exercises or senior friendly so everyone can have access to techniques
- 3. What services/programs/ activities would help your community eat more healthy foods on a regular basis?**
- Curriculum or calendar
 - Tenant association updates
 - DPH sponsored nutrition program designed to get residents involved
 - Food access vouchers
 - Community Action Committee or quality control officer to ensure programs / activities are happening in the manner anticipated by funders
 - Provide actual services
 - Show what measurements look like, concrete examples (i.e. what 4gs of sugar look like)
 - Special interest groups back p with truthful information
 - Politicians stop spreading false information, makes people less likely to buy in due to diminished trust between community and government institutions
- 4. Media/Awareness Campaigns: In your opinion what are the most effective ways of getting out information about drinks and how they affect our health?**
- Positive publicity around efforts in the community (News outlets etc.)
 - Propaganda
 - Social media use government access/ resources
 - Visual outcomes / real examples of the reality of the severity of the matter
 - Bring consultants into the community
 - Education on what grams, ounces, etc. are
 - Parameters are not strict enough on RFP

- Community Action Committee to hold agencies accountable and set expectations

5. What do you think would be the most effective in getting people to drink less sugary drinks in your community?

- Meet with community
- Make better sugary products
- Better quality sugar (granulated sugar)
- More regulations Food and Drug Administration
- Teach about alternatives (honey, maple sugar) (white = bad, sign of processing)
- Knowledge / Education / Information
- Healthy stores and more regulations
- We want a seat at the table when decisions and policies are being made and implemented
- Decision makers / representatives from community apart of government outlets
- Health retail

6. How would you rank those strategies? What are most important? Which are helpful but not as important?

1. Seat at the table
2. Knowledge / Education
3. Teach about alternatives

Did not rank as they felt all are equally important

- Good strategies because residents are not being included and no leadership
- Stepped over, F'd , Isolated
- Lack of trust because of exclusion
- Lack of honest information/proper education
- Politicians coming wrong – they need to come with the community in mind and know how to view the situation as resident's verses outsider's opinions

7. Any other strategies we have not discussed, but you feel are important to include?

- Environmental Justice = Social justice
- Allow community to make decisions
- Enrich existing programs / pay equitable wages to employees doing the health work in the community (i.e. peer leaders)

The **PACIFIC ISLANDER** focus group was conducted on **22 May 2018** at the **Samoan Community Development Center** at 2055 Sunnydale Avenue, located in the Visitacion Valley in the heart of San Francisco largest public housing development-Sunnydale. Participants responded to the following questions:

1. What **Health Education** activities are most needed in your community in order to do the following:

- a. **Help people eat healthy foods**

- Access
- Posters
- Social Media
- Churches / Worship groups
- Workshops and Programs that promote healthy eating
- Providing healthy foods
- Display how cultural foods can be healthy
- Be proactive and demonstrate what it looks like (role models)
- Marketing, Social Marketing and community brand
- Outreach health at grocery outlet (partnering with stores targeting low income communities)
- Pacific Islander Health Fair – invite other P.I.'s to come in
- Have competition (health themed / oriented i.e. spoken word) **Repetition**
- Collect information on health / survey to determine where issues are and more from there
- Making healthy food more affordable
- Helping with cooking class, how to cook and proper proportions
- Gardening program /local garden

- b. **Help to get people to move their bodies and get more exercise?**

- Aerobics and Advertisement encouraging aerobics
- Go live on FB while doing physical activity
- More access to free exercise programs
- Encourage walking
- Teaching youth education around exercise and importance
- Incentives for participation I classes that promotes health offered by city and county (i.e. juice bar incentives)
- Family Activity Day
- Make competition
- Outlining how much physical activity burns how many calories per day and number of minutes recommended per day, and how many days per week
- Education on diabetes / obesity
- Outlining what movements target what body parts
- Materials in multi languages around health (i.e. Samoan)

- c. **Help people to drink more water**

- Benefits of water- proportions (cups/ day)

- Visual of how much sugar is in each drink
 - Comparing facts between different drinks / sugar sources in those drinks
 - Making water cheaper than soda / making water affordable
 - Be transparent about what's in water
 - Change the taste of tap water
 - Water bottles with filters
 - Encourage kids / schools to use new water dispensers (teaches recycling)
 - Partnership with water department, water company should mail incentives like filters
 - Drink rain water / education on different water sources and what is not a healthy water sources or natural chemical in some water
 - Educate parents to replace juice in lunches / with meals
 - Water down sugary drinks (parents/ family)
- 2. Please tell us what will help your community get more physical activity?**
- More media with our faces on television (Polynesian representation)
 - Games
 - Provide more programs with incentives (healthy incentives, gym memberships, and farmers market)
 - Sport competitions (kickball and softball)
 - Gym Nights
 - Having faith leaders encourage movement
 - Dancing / Dance off challenges
- 3. What services /programs / activities would help your community eat more healthy food on a regular basis?**
- Services**
- Farmers Market
 - Produce market
 - View what services other communities use and are effective (Marin)
 - Regulation on EBT purchases
 - Rewards for consuming more healthy options / produce
- Programs**
- Nutrition programs
 - Educate youth on ways to modify eating habits for health
- Activities**
- Youth cooking activities
 - Utilizing parks
 - Looking at diet as a whole / people and provide substitution recommendations
 - Analyzing the current average Pacific Islander home pantry and make suggestions
 - Teaching moderation
 - Youth led urban community gardening (teaching them to fish)

4. Media/Awareness Campaigns: In your opinion what are the most effective ways of getting information out about sugary drinks and how they affect our health?

- Utilizing Social Media
- Showing pictures (healthy body vs. non-healthy body)
- Ad Campaigns (on buses, MUNI and bus/MUNI stops)
- Advertisement during Parades / Marches to raise awareness
- Commercials for soda and sugar reduction
- Endorsements by popular celebrities (The Rock) and people in the community who have adopted workout plans
- Healthy fun facts (develop app for phone, computer, tablet pop ups)
- Apps targeting youth
- Utilizing actual Pacific Islanders for the campaign (cultural sensitivity)
- Include churches in the campaign that promote water and healthy eating
- Partnership with big companies with browsers (i.e. google)
- Develop Public Service Ad's around importance of reducing sugary drink consumption, need for more physical activities and healthy eating.

5. What do you think would be most effective in getting people to drink less sugary drinks in your community?

- Limitations of quantity purchased
- Restrict Access in schools vending machines
- Make sugary drinks more expensive
- Re- educating the entire family
- Focusing on early education (pre-k)
- Highlighting the scientific proof associated with disease and health deficiencies (dramatic / extreme)
- Having famous people endorse water (through commercials, bill boards, apps)

6. How would you rank those strategies? Which are most important? Which are helpful, but not as important?

- 1 Focusing on early education (pre-k)
1. Re- educating the family and children
- 2 Make sugary drinks more expensive
- 3 Limitations of quantity purchased
- 4 Restricted Access in schools vending machines
- 5 Highlighting the scientific proof associated with disease and health deficiencies (dramatic / extreme)
- 6 Having famous people endorse water (commercials)

7. Any other strategies we have not discussed, but you feel is important to include?

- Policy to restrict refills at fast food restaurants (prices are very low for soda at these places and most offer free refills)
- Collection of data with health disparities to back data and support need for change
- Teaching youth needs vs. wants and over consumption

Focus Group Report Appendix: Focus Group Notes
Sugary Drinks Distributer Tax Revenue

Pacific Islander/Samoan Focus Group

- Present/educate community on other options such as, sparkling water, and zero sugar packets
- Educate community by going back to basics, or cultural roots prior to American corporate over consumption cultural adaptation
- Target parents
- Start at individual level

The first LATINX focus group was conducted in Spanish on **30 May 2018** at the **Mission Neighborhood Health Center-Shotwell Clinic** at 240 Shotwell Street, in the heart of the Mission district. Responses revealed the following:

1. What **Health Education** activities are most needed in your community in order to do the following:
 - a. **Help people eat healthy foods**
 - Make healthy foods more affordable (healthy foods are too expensive)
 - Organic foods are too expensive
 - Learn how to eat healthy foods and prepare
 - Help develop a regular schedule or routine around eating healthy (unhealthy things are easily accessible)
 - Need more information on how to make quick healthy meals (Sometimes there is no time to make healthy food)
 - Make salad more affordable at fast-food restaurants
 - Need more healthy food choices / know which fast-foods have better options
 - Need more education on how to shop at large markets
 - More information on how to eat healthy (can be too much work / difficult concept to break down)
 - How to maintain healthy foods / keep them fresh
 - Make healthy food accessible
 - More education on time management
 - Access to healthy recipes
 - Access to fresh food for free/affordable (ingredients / recipes to make healthy meals)
 - b. **Help people to move their bodies and get more exercise**
 - Motivation and Education
 - Access to free exercise materials/equipment in parks (many parks have rusted equipment)
 - Give them exercise equipment
 - Offer free Aerobics and Zumba classes
 - Offer free classes outside or in open space
 - Access to affordable classes within their community
 - Provide a map / calendar of classes in the area
 - Education on exercise and the benefits
 - Provide flyers with information
 - Park and Recreation needs offer more classes and slots
 - Provide one on one counseling or personal trainers
 - c. **Help people to drink more water**
 - Tell people how bad soda is
 - Give information on the consequences for not drinking water
 - Make larger/more understandable nutrition labels on soda

- Make measurement breakdown more understandable (grams vs. teaspoons vs. oz)
 - Make a universal breakdown (grams not easily to convert or translate to familiar proportion)
 - More information on how to drink water
 - Make water more affordable
 - Improve taste of tap water (taste like chloride)
 - Information on the benefits of filters
 - Provide access to filtered water stations around the city
 - Provide information on how sugary drinks make you more thirsty
 - Free quality water
- 2. Please tell us what will help people get more physical activity in your community?**
- Free Zumba classes offered to low income communities
 - Classes offered from morning and throughout the day
 - Free childcare offered at the classes for all ages
 - Distribute information and flyers of activities that are free
 - Safe spaces/parks with exercise classes
 - More physical activity classes offered for the family
 - Better advertisement for different classes such as hiking, walking, and running
 - Free and/or affordable transportation to classes
 - 1-2 time / year free transportation
 - Free transportation on the weekends to the classes
 - Free/affordable gym membership 1-2 times/ week
 - Offer personal trainers to help use the machines
- 3. What services/programs/activities would help your community eat more healthy food on a regular basis?**
- Services**
- Nutrition Education
 - Affordable foods
 - Access to Free 1-800-Nutrition Number for advice
 - Pre-Diabetes education
 - Preventative education for all risk associated with bad nutrition
 - More effective providers/services for youth and adult nutritionist (long appointment waits)
 - More cultural appropriate information
 - Transportation for access to facilities
- Programs**
- Where to buy healthier food programs and provide direction of ways to prepare meals
 - More nutrition services to reach more people
 - Access to peer education to bring information into community (presentations and offer materials)

- More information in the schools focused on youth eating healthier
- Free summer schools to keep them healthy and active

Activities

- Behavior training on eating healthy foods

4. Media/Awareness Campaigns: What are the most effective ways of getting information out about sugary drinks /how thy effect our health?

- Emails
- More information on the news about the dangers of sugary drinks
- Radio
- Television/Popular shows
- Bus Advertisements and at Bus stops
- Text and Voicemails
- Instagram, Twitter, Facebook, Snapchat, Myspace, YouTube (advertisement), google
- Online advertisement
- App advertisements (pop up when you open)
- Multilingual Advertisements

5. What are the most effective ways to get people to drink less sugary drinks in your community?

- Take away from public by making sugary drinks more expensive
- Water should be free not purchased
- Recipes on how to make water taste better (flavored water)
- Techniques on how to make drinking soda less popular
- More Seltzer water/mineral water available and advertised
- Education on oral health and tap water

6. How would you rank those strategies? What's most important? Which are helpful but not as important?

1. Water should be free not purchased
2. Education on oral health and tap water
3. Recipes on how to make water taste better (flavored water)
4. Take away from public by making sugary drinks more expensive
5. Techniques on how to make drinking soda less popular
6. More Seltzer water/mineral water available and advertised

7. Any other strategies we have not discussed, but you feel are important to include?

- More information on how to make natural juice
- Make people more conscious of the consequences
- More spaces for community groups
- Free and safe spaces to walk
- Cleaner portable and filtered water stations around city
- More support groups that encourage physical activity
- Space/parks not filled with homeless, drugs, addicts, alcoholics (these things are discouraging)

Focus Group Report Appendix: Focus Group Notes
Sugary Drinks Distributer Tax Revenue

Latinx Focus Group1

- Park & Receptions should have activities offered in morning
- More affordable transportation

The first **YOUTH** focus group was conducted on **30 May 2018** at the **Youth Leadership Institute** at 209 9th Street, located in the SOMA District. Responses revealed the following:

1. What **Health Education** activities are most needed in your community in order to do the following:

a. Help people eat healthy foods

- General understanding of nutrition (sugar, carbs, fats) basic breakdown
- Learn how to read labels
- Educate on the dangers of bad eating (why not eating processed foods is good)
- Learn about food deserts and food storms (intentionally designed by sugar industry)
- Learn how to grow our own foods
- Exposure/Education on eating healthy and how to make food taste good
- Learning how to cook
- Make economic choices one bag of chips vs. two bananas
- Health demonstrations – learning healthy eating habits
- Bring healthy eating to schools
- Access to nutritional coaches

b. Help people to move and get more exercise

- People understanding moderate exercise can help get people out of hypertension
- Promote physical activity targeting youth
- Introducing people to various sports
- Starting dance groups with competition and fun
- Forming community leagues – access & information
- Physical education = education on the importance of exercise
- Engaging/changing routine with family – incorporate exercise into family setting
- Learn how physical activity promotes good mental health
- Add physical activity to watching television (examples of exercises)
- Giving youth exercise equipment to encourage activity at home (ropes, yoga balls, etc.)
- Giving youth a goal journal centered on activity
- App for youth to promote/track activity

c. Help people to drink more water

- Access to water around the city
- Water dispensary machines
- Schools can give youth water bottles with filters
- Talk about health risk associated with not drinking water
- Make water cool/appealing
- Get youth to endorse water
- Education on how to make water tasteful (spa water with mint leaves)
- Habit development education

- Talk about negative associations to sugary drink
 - Help people understand the quantity of water one should drink
- 2. Please tell us what will help people get more physical activity in your community?**
- Providing/having more time to be active
 - Access to safe space that promote exercise
 - Need access to free gyms
 - Money for equipment
 - Affordable gyms
 - Putting a variety of exercise equipment in parks
 - More spaces and days for communities that promote activity for people who have historically occupied these communities (Respect for culture)
 - More culturally centered sports
 - Borrowing system for exercise equipment
 - Access to personal trainer for an affordable price/free
- 3. What services/programs/activities would help your community eat more healthy food on a regular basis?**
- Services**
- Food boxes with healthy options/portions
 - Community gardens
 - Places that are accessible with healthy food
 - Food alternatives that promote healthy options like usage of spices (new options brought to community)
- Programs**
- Programs to reach out to youth to provide/promote physical activity (Boys & Girls Club & YMCA)
 - Farmers Market in more neighborhoods (underserved communities/food deserts)
 - Community gardens that can generate sales within the community
- Activities**
- Family nutrition night that teaches healthy cooking
 - Healthy food fairs
- 4. Media/Awareness Campaigns: What are the most effective ways of getting information out about sugary drinks /how thy effect our health?**
- Scare people with the negative associations to poor eating
 - Health demonstrations (tooth in coke effects experiment)
 - Anatomy causes of sugar (visuals of inside)
 - Use existing classes (sex education) to teach about eating
 - Connecting the big picture of ways sugar is pushed into our communities (sweet flavored tobacco)
 - Understanding sugar as an addictive product that leads to addition (teach people to cut back)
 - Information on how to transition from sugary products

- Contest/Public Service Announcements/Poetry Slams
- Social media campaigns
- Get famous people to endorse movement
- Campaigns against shortcuts/counteract waist trainers & flat tummy tea's
- Use regular community members to endorse
- Classroom outreach
- Use billboards that are aggressive and aesthetically pleasing

5. What are the most effective ways to get people to drink less sugary drinks in your community?

- Free water
- Ratio requirements = eliminate disparities
- Remove it from schools – early years (organic juice & Powerade)
- Providing equipment for exercise
- Free reusable water bottles
- Adding natural flavors to water
- Add Tax + higher price for sugary drinks
- Warning labels on sugary drinks (obesity and heart disease)

6. How would you rank those strategies? What's most important? Which are helpful but not as important?

1. Free water
2. Provide and promote free reusable water bottles
3. Providing equipment for exercise
4. Warning labels on sugary drinks (stating it leads to obesity and heart disease)
5. Provide information of ratio requirements of amounts necessary for individuals to eliminate health disparities
6. Adding natural flavors to water
7. Remove it from schools – early years (organic juice & Powerade)
8. Add Taxes and higher prices for sugary drinks

7. Any other strategies we have not discussed, but you feel are important to include?

- Understanding access to certain food is environmental justice/social justice
- Concentrated awareness on Mental Health= Feel Good = Be Good
- Schools are not doing a good job with physical activity, food and sugary drinks education
- Encouraging family planning
- Implementing education in communities focusing on benefits of healthy eating and drinking water (not negative)
- Education on health disparities being death sentences and encouraging positive eating habits that can reverse negative diseases
- Youth health advocates
- Cultural/family traditions
- Access to affordable health care

- Understanding portion control with body measurements (how to make a plate using fist for portion size guide)
- Easy learning about nutrition
- Reestablishing poverty line
- Apps. =access
- Cultural humility and language comprehensive (speak in languages that communities can understand)
- Education on cultural foods

The **second YOUTH** focus group was conducted on **13 June 2018** in collaboration with **San Francisco Boys & Girls Club-Tenderloin Club**. The focus group was held at 209 Jones Street in the heart of the Tenderloin District. Responses revealed the following:

1. What **Health Education** activities are most needed in your community in order to do the following:
 - a. **Help people eat healthy foods**
 - Awareness
 - Effects (benefits)
 - What type of ingredients are dangerous
 - Make healthy foods less expensive
 - Make healthy foods taste better
 - Separate the Junk food (together in stores)
 - Teach how to make your own food? How to cook healthy
 - Education on Nutrition (define carbohydrates, calories, fat, sugar, nutrient, etc.)
 - How to choose healthy options at the store
 - Measurements & portion sizes
 - b. **Help people move their bodies and get more exercise**
 - Open free gyms (duplicate models like Los Angeles YMCA)
 - Promote benefits of exercise
 - Incorporate fun exercise into daily activities
 - Create and establish age appropriate gyms/spaces
 - Learn how to make workout plans (plan details and length of performing exercise i.e. reps.)
 - Do activities with friends
 - Events that promote physical activity
 - Motivational Guides (finding what motivates individuals)
 - Outreach to youth at schools (classroom presentations)
 - Peer Encouragement (youth officers/class leaders)
 - c. **Help people drink more water**
 - To know benefits of drinking water
 - Educate on infused with fruits
 - Information on Hydration and Dehydration
 - Knowing source of tap water
 - Provide water dispensers with cold water
 - Price of water is too high (compared with price of sugary drinks)
 - Distribute Free water bottles
 - Better water stations around the city (the ones in schools are not appealing, their dirty and broken)
 - Fix current water system dispensing dirty water
2. **Help people to get more physical activities in your community?**
 - Volunteer at food banks
 - Start club for community that encourages and recruits' members

- More outdoor activities (tournaments at parks)
 - Self-defense activities at parks
 - Street fairs that educate people with demonstrations
 - Incentivized activities
 - Create a new / popular physical activity that appeals to both male and female audiences
 - Make new fun activities affordable
 - Choreographer and Dance routine classes
 - Knowing the benefits from activity
 - Clean environment no smoking (parks)
- 3. What services/programs/activities would help your community eat more healthy foods on a regular basis?**
- Services**
- More stores that offer healthy affordable options
 - Better variety of food offered through the free lunch program (offer fresh fruit and not packaged)
 - Access to new healthy foods for families
 - Youth food demonstrations for kids and then they educate parents
- Activities**
- Variety of activities
 - Introduce new activities like scavenger hunts
 - Cooking classes
- 4. Media/Awareness Campaigns: What are the most effective ways of getting out information about sugary drinks and how they affect our health?**
- Ads on social media for the benefits of water
 - Social Media testimonies
 - Poster on the amount of sugar in drinks (actual depiction)
 - Bus stops
 - Age progression ads (water vs. sugar outcomes)
 - Twitter hashtag movement
 - Bring water up to eyelevel in stores
 - Better packaging (color bottles like soda bottles)
 - Celebrity endorsements for water
 - Spreading information on sparkling water
 - Free samples to change habits
 - Vending machines water is the same as sodas (make cheaper)
- 5. What would be most effective in getting people to drink less sugary drinks in your community?**
- Knowing the amount of sugar in a drink (reading and understanding the labels)
 - Knowing the dangers associated with sugary drinks
 - Knowing the effects of drinking sugary drinks

- Water dispensers in schools and other public places
- Show where money is going (show effects of sugar)
- Show effects/ sicknesses from sugary drinks
- Show the difference between healthy body and unhealthy body (kidney)
- Host (public) debate on why it's necessary to stop consumption of sugary drinks
- Testimonials on healthy and unhealthy journeys

6. How would you rank these strategies? important to less important

1. Water dispensers in schools and other public places
2. Show effects/sicknesses from sugary drinks
3. Knowing the effects of drinking sugary drinks
Knowing the dangers associated with sugary drinks
4. Knowing the amount of sugar in a drink (reading and understanding the labels)
5. Show the difference between healthy body and unhealthy body (kidney)
6. Testimonials on healthy and unhealthy journeys
7. Host (public) debate on why it's necessary to stop consumption of sugary drinks

7. Any other strategies we have not discussed, but you feel are important to include?

- Dedicate a day per month to inform students about water and healthy foods
- Nontraditional teachings about sugary drinks
- Show people alternatives
- Well maintained water stations throughout city
- More education in more languages (variety beyond Spanish and Chinese)
- More education to spread to parents, for parents

The second **BLACK/AFRICAN AMERICAN** focus group was conducted on **13 June 2018** in collaboration with **Collective Impact** at Ella Hill Hutch Community Center, located 1050 McAllister in the heart of the Western Addition District. Responses revealed the following:

1. What **Health Education** activities are most needed in your community in order to do the following:
 - a. **Help people eat healthy foods**
 - Education on Nutrition
 - Education on History
 - What's healthy, what's not? (cultural myths)
 - How to balance
 - Access to healthy foods
 - Education on health vs. medications options (changing diet / lifestyle)
 - Gym memberships with health insurance, replacing pharmaceutical industry
 - Education on how to grow food from the ground up
 - Education on how to feed the different cells in our bodies (information on foods that stimulate the brain)
 - How to read nutrition labels
 - How to shop
 - Use social media to post meals, meal prep information, food plans etc.
 - Demonstrations for youth healthy cooking classes with hands on food preparation
 - Healthy Recipes
 - Information on where to shop
 - Teaching/Education on self-control and habit control
 - Education on the benefits of vitamins/nutrients in each food (how color can be indicator to specific nutrients)
 - Teach people how to recognize thirst verses hunger
 - Why are there a recommended 8 glasses of water per day
 - Why drinking water before a meal is good
 - b. **Help people to move their bodies and get more exercise**
 - Teach people how to move while doing mundane activities
 - Tell people sitting is the new smoking
 - Use everyday things to promote workout (cleaning house)
 - Encourage people to take the stairs vs elevator / escalator
 - Encourage people to walk/bike further
 - Go to parks
 - Teach people to monitor the amount of time sitting and try and break it up
 - Offer free exercise classes, i.e., Zumba
 - Teach people to use the resources at hand (phone) to track activity (apps)
 - Encourage intergenerational, family play/activity
 - Exposure to new activity outside of normal sports like basketball and introduce to sports like tennis

- Provide equipment that encourages exercise (skates)
 - Teach people benefits of exercise (not just physical aspect but overall health or feeling good)
- c. Help people drink more water**
- Teach people how to prep water to make it more enjoyable (Spa water or cold)
 - Teach people how to say no to kids (no soda)
 - Create a campaign for Soda Free Summer
 - Teach people the benefits of drinking water (skin improvement)
 - Teach people the consequences of not drinking water (teeth)
 - Demonstration of how much sugar is in soda vs. water
 - Provide filters (Brita)
 - Educate people on the habit because of access
 - Break the effects of drinking soda because it makes you thirsty
 - Ask people to do an experiment and remove from diet
 - Provide/build filtered water stations around the city
 - Annual water bottles provided to all SF households
- 2. Help people get more physical activity in your community?**
- Work with CBO's to get people involved and support the classes offered by these organizations
 - Community leaders promote/market physical activity
 - Train CBO's on how to market exercise
 - Offer incentives
 - Provide fun dance classes (make it exciting)
 - Go into low income communities and make larger efforts
 - Show people personal/family history from their communities
 - Inform people about facts
 - Testimonials (relatable individuals)
 - Make information specific to disease (diabetes)
 - Educate people on processed food and bad eating and how more exercise is needed to burn processed food or bad food vs organic healthy calories
- 3. What Services/Programs/Activities would help people in your community eat more healthy foods on a regular basis?**
- Services**
- Teach people to build routines
 - Provide information on consumerism
 - Life/health coach
 - Service that breaks down myths on both healthy food and junk food
 - Provide a 1-800 assistance number or on call sponsor for support
 - Healthy food vouchers
 - Teach people what is healthy
 - Healthy food trucks

Programs

- Free food/pop-up pantry cultural competence around geographical neighborhood difference (access)
- More farmers markets (more locations)
- Promotion on healthy restaurants and food stores
- Building relationships with restaurants that display healthy options

Activities

- Healthy cooking classes (how to cook it?)
- Teaching people alternatives
Food meetings – i.e. Alcoholics Anonymous
- Community Events that promote overall health (all-encompassing with exercise, food, water, prevention, etc.)

4. Media/Awareness Campaigns: What are the most effective ways of getting information out about sugary drinks/ how they affect our health?

- Utilize celebrities
- Flyer
- San Francisco Chronical/other newspapers
- Use the media to promote community events promoting health
- Use sporting events to push ads
- Use youth to SWAG out health education
- Make pages, websites, blogs that promote health ran by youth
- Get kids cooking classes put on the news
- Radio stations
- Petition news outlets making it a political issue
- Get youth to get politicians involved
- Make food that can be simple and use schools and media for exposure
- March on the government for the quality of free lunch
- Get chefs in schools AGAIN for better quality
- Public Service Announcements- stop television programming to promote health (beyond color lines)
- Raise awareness around lack of taste and waste after removed

5. What would be most effective in getting people to drink less sugary drinks in your community?

- Remove sugary drinks
- Don't buy for events and family
- Make water free and of good quality
- Provide alternative (almond milk, coconut milk, fresh squeezed juice, mineral/ sparkling water)
- Oral Health Education
- Stick to grocery list (most times people don't put soda on the list, advertisement entices them to purchase)
- Inner and Outer effects (kidney dialysis)

- Use real testimonials of people suffering from disease related to sugar and bad health
 - Advertise use television commercials
 - Utilize community leaders to demonstrate in ads (cultural competencies)
 - Use popular athletes/celebrities to endorse water
 - Remove sodas from local grocery stores (remove from display)
- 6. How would you rank those strategies? Which are most important? Which are helpful, but not as important?**
1. Remove sugary drinks
Remove sodas from local grocery stores (remove from displays)
 2. Don't buy for events and family
 3. Provide alternative (almond milk, coconut milk, fresh squeezed juice, mineral/sparkling water)
 4. Make water free and of good quality
 5. Oral Health Education
Inner and Outer effects (kidney dialysis)
 6. Use real testimonials of people suffering from disease related to sugar + bad health
 7. Advertise use television commercials (make it a public health issue alerting and cautioning the public
Utilize community leaders to demonstrate in ads (cultural competencies
Use popular athletes / celebrities to endorse water
 8. Stick to grocery list
- 7. Any other strategies or not discussed, but you feel are important to include?**
- Conduct stipend experiment/study before and after with journal writing
 - Awareness of importance of water and the amount of water wasted
 - Public Utilities Commission consistently work with young people and community

The second **LATINX** focus group was conducted in Spanish on **15 June 2018** in collaboration with the **Mission Neighborhood Health Center-Excelsior Clinic** at 4434 Mission Street, in the heart of the Excelsior District. Responses revealed the following:

1. What **Health Education** activities are most needed in your community in order to do the following?
 - a. **Help people eat health foods**
 - Invite people for health classes
 - Show by example (parents pass to youth)
 - Provide alternatives to healthy foods/veggies (introduce new items)
 - Provide access
 - Teach youth why you eat certain foods (nutrient breakdown and benefits)
 - Encourage people to buy food daily (portion control & eating fresh food)
 - Teach people how to track what they eat (website)
 - Improve SFUSD lunch (fresh, quality, meet expectations)
 - Use SFUSD lunch program to teach youth about food nutrients & benefits (same format as bullying and recycling programs, a part of the school identity)
 - Add cooking classes to school curriculum
 - Educate people on overconsumption (portion control education and evaluation)
 - Educate people on other countries portion servings vs. American practices (i.e. eating at a restaurant and noticing how much your served)
 - b. **Help people move their bodies / get more exercise**
 - Help people turn off the Television or find programs that promote exercise
 - Fun culturally centered classes (Salsa, Zumba, Merengue, and walking)
 - Use television, internet, more commercials to spread information
 - Advertise more
 - Educate people on how processed foods requires more energy to burn off
 - Bring real Physical Education back to San Francisco Unified School District schools (calorie burning exercise)
 - Make camps/sport teams activities affordable for family
 - Dedicate one day per year to exercise at school (other countries do)
 - City provide exercise equipment to all communities (i.e. bike share)
 - c. **Help people drink more water**
 - Make water cheaper
 - Show people water has no calories
 - Educate people on the thirst effects of sugar
 - More commercials on television (realistic for water)
 - Educate people on not buying/providing soda (habit development)
 - Educate people to infuse fruit into water
2. **What will help people get more physically active in your community?**
 - Bicycle Clubs
 - Walking Tours

- Close off streets for physical activity
- Encourage people to get off the bus a few stops before their destinations
- Advertise walking, running, and biking
- More parks (teach people to read/follow signs for exercise equipment)

3. What services/programs/activities would help your community eat more healthy foods on a regular basis?

Services

- Advertisement for cooking classes
- Marketing team dedicated to health issues and healthy food
- Resource locator (calendar for city wide programs / classes)
- Access to more farmers markets
- More food banks
- City wide facility devoted to health and fitness

Programs

- Family and community garden
- Nutrition classes (disease information)

Activities

- More cooking classes
- Get more people to volunteer at food bank and other places providing healthy food (exposure)

4. Media/Awareness Campaigns: What are the effective ways of getting information out about sugary drinks and how they affect out health?

- Advertisement
- Propaganda showing sugary drinks are bad
- Radio
- Poster
- Television Commercials
- Compare drugs to sugar (negative affects)
- Use Latinos in advertisement (cultural sensitivity)
- Make health a routine in our communities
- Free/Affordable water
- Regulate Gringo's in advertisement
- Advertise affordable resources (food and water)

5. What would be most effective in getting people to drink less sugary drinks in your community?

- Show people how to make natural drinks using honey/natural ingredients
- Raise the price of soda and lower the price of water
- City Provide filtered water stations and bottles and advertise resource on television
- Teach parents the benefits of drinking water to teach youth at home

6. How would you rank these strategies? Important -no important?

1. Raise the price of soda and lower the price of water
 Show people how to make natural drinks using honey / natural ingredients
 2. City Provide filtered water stations and bottles and advertise resource on television
 3. Teach parents the benefits of drinking water to teach youth at home
- 7. Any other strategies we have not discussed, but you feel are important to include?**
- Teach kids in school early
 - Large endorsements in schools to push water consumption and nutrition
 - Make it a political issue

The **ASIAN** focus group was conducted in Cantonese on **21 June 2018** in collaboration with **APA Family Support Services**. The focus group was held at 50 Raymond Street located in the Visitation Valley. Responses revealed the following:

1. What **Health Education** activities are most needed in your community in order to do the following:
 - a. **Help people eat healthy foods**
 - Teach people how to use less sugar when preparing food
 - Teach people to drink less sugar
 - Tech people to use less oil when cooking
 - Teach people to use less salt when cooking
 - Tech people the recommended portions of ingredients to use (sugar)
 - Teach people how to read nutrition labels
 - Education on sugar addiction
 - Education on alternatives
 - b. **Help people move their bodies and get more exercise**
 - Go Shopping
 - Education on going out with family (i.e. park with kids)
 - Benefits of walking after a meal
 - Dancing classes
 - Time Management
 - Safety (where to go)
 - Weather (how to do indoor activities)
 - Alternative exercises for home outside of cleaning home
 - c. **Help people drink more water**
 - Education on doing more to build thirst and in return drinking water
 - Encourage engagement with family and friends, talking more increases thirst
 - “Seaweed” app on iPhone (technology) reminder to drink water
 - Utilize technology in order to comprehend other languages (in return more people have access to on hand information about water consumption)
2. **Please tell us what will help people get more physical activity in your community?**
 - More access to public exercise machines and walking paths in parks
 - Provide more safety (scared of robbery)
 - Access to open spaces in residential neighborhoods
 - Safe parks/open spaces
 - Get teenagers to respect space of others
 - More Community Based Organization’s where people feel welcomed
3. **What services/programs/activities would help your community eat more healthy foods on a regular basis?**

Services

 - Food Pantries

- EBT
- Farmers Market
- More funding for services in our community

Programs

- WIC
- Community Gardens
- Food Voucher Programs for Fresh Food

Activities

- Nutrition Classes
- Cooking Classes
- Nutrition Coaches in first language (more frequent/continued/ ongoing)

- 4. Media/Awareness Campaigns: What are the most effective ways of getting information out about sugary drinks and how they affect our health?**
- More promotion everywhere
 - Social Media to billboards where everyone can see it
 - Advertisements on the negative effects of poor diet in first language
 - Go back to cultural traditions
 - More Television, radio, newspaper advertisements for water
- 5. What do you think would be most effective in getting people to drink less sugary drinks in your community?**
- More information around cooking with sugar
 - Information on how to cut back on sugar
 - Teach people to buy alternatives to sugary drinks
 - Not making sugary drinks available at holidays and special events within the families
 - Teach kids at a young age/parents to make a good example by not buying
- 6. How would you rank those strategies? Which are most important? Which are helpful, but not as important?**
1. More information around cooking with sugar
 2. Teach people to buy alternatives to sugary drinks
 3. Teach kids at a young age/parents to make a good example by not buying
 4. Information on how to cut back on sugar
 5. Not making sugary drinks available at holidays and special events within the families
- 7. Any other strategies we have not discussed, but you feel important to include?**
- Cheaper water
 - Access to fresh food demonstrations
 - Promote fresh food through classes, or Community Based Organizations

The **NATIVE INDIAN/AMERICAN** focus group was conducted on **28 June 2018** in collaboration with the **Native American Health Center** at 1089 Mission Street, considered the “inner” Mission District. Responses revealed the following:

1. What **Health Education** activities are most needed in your community in order to do the following:
 - a. **Help people eat healthy food**
 - Reading nutrition labels
 - Samples of nutritious foods
 - More opportunities to try traditional foods from other tribes
 - Time management on buying, prep, and cooking
 - Education on Cost effective healthy options/expense
 - Subsidize healthy food
 - Cheaper organic food
 - Cooking classes
 - Teaching people not to eat processed food
 - Education on how to choose healthy food in comparison to less healthy options
 - Habit education/reward system
 - Learn how to cultivate, harvest and grow food
 - Connection between benefits/effect of eating bad foods
 - Quick healthy food recipes
 - b. **Help people move their bodies and get more exercise**
 - Reasons why physical activities are beneficial
 - Teach people how to dance
 - Public exercise equipment
 - Pedometers/setting physical activity goals
 - Exercise classes/self-defense / yoga
 - Setting goals for activity/movement
 - Teaching people to motivate each other
 - Education on events that promote exercise
 - c. **Help people drink more water**
 - Billboards with information about drinking water
 - Information on San Francisco’s good tap water
 - Education on the negative effects of buying bottled water
 - Teach people to remove/don’t provide sugary drinks
 - Spa water/infused water/alternatives
 - Education on dehydration
 - Benefits of drinking water and negative outcomes of not drinking water (science)
 - Education on studies of sugar, disease and dehydration
 - Share a “Sip or Two” campaign
2. **Help people get more physical activity in your community?**
 - Open free gyms

- Provide free gym memberships
- Free Walkathon for the family
- Offer healthy foods as incentives
- Provide incentives for physical activity
- Celebrity endorsements for physical activity
- Start groups/clubs
- Provide buddy system for motivation/support
- Provide more safe spaces that are free/affordable \$1
- More scenic locations for groups to meet to promote physical activity
- Promote walking vs. transit/automobiles
- Stephen Curry and Colin Kaepernick to promote walking (celebrity endorsement)

3. What services/programs/activities would help your community eat more healthy foods on a regular basis?

Services

- Better Food Bank
- Funding for healthy foods at community groups/centers
- Larger variety of healthy options at Pow Wow's
- Voucher for food trucks with healthy food options
- Contracts to bring health education to Community Based Organization's (Weight Watchers programs)

Program

- Vouchers for healthy food based out of the Native American Health Center
- Promotion of healthy retail
- Free/reduced scholarships for weight watcher's programs
- Healthy food pantry

Activities

- Community gardening (harvest & process of cultivation)
- Cooking classes
- Education on food industry (information on targeting specific populations)
- BINGO/community events where healthy food is available
- Provide education on over all well-being (benefits on mental health and eating healthy)
- Emotional support groups (diabetes and high blood pressure)

4. Media/Awareness Campaigns: What are the most effective ways of getting information about sugary drinks and how they affect our health?

- Social Media (Facebook)
- Billboards about the negative health effects of sugary drinks
- Make youth do presentations
- Be a role model for the community
- Advertisement for cheap/reduced healthy drinks
- Advertisements to promote removing sugary drinks from home
- Ads. Showing your body on sugar (negative)

- Show the chemicals/drugs in sugary drinks
Show old/traditional ways of food production in comparison to now on foods pre-colonization
 - Show a biography/life span of the body on sugar (individual history/testimony)
 - Expose quantity of sugar in alcohol, wine, etc.
 - Picture/depiction of the drug like effects of sugary drinks (high & crash)
 - Have youth led discussions on how the body feels without sugary drinks
- 5. What are the most effective ways in getting people to drink less sugary drinks in your community?**
- No access/ban all sugar drinks from everywhere
 - Boycott
 - Enforce fines
 - Free water (even inside restaurants)
 - Provide healthy alternatives at community events/Pow Wows (infused water)
 - More information on water source (natural spring)
 - Refill stations maintained and providing quality water
 - Water deliveries to homeless/transient populations
 - More public restrooms (public access)
 - Raise taxes on soda and alcohol
 - Better quality tap water
 - Provide free filters for San Francisco residents
 - Target corporations that benefit from price of cups (when asking restaurants for water)
 - Provide free filtered water bottles (with commitment not to drink sugary drinks)
 - Make law that restaurants should provide free water to everyone
- 6. How would you rank those strategies?**
1. More information on water source (natural spring)
 2. Provide free filter for San Francisco residents
Provide free filtered water bottles (with commitment not to drink sugary drinks)
 3. Free water (even inside restaurants)
Water deliveries to homeless / transient populations
 4. No access/ban all sugar drinks from everywhere
Provide healthy alternatives at community events/Pow Wows (infused water)
Boycott
Enforce fines
 5. Refill stations maintained and providing quality water
Better quality tap water
 6. Raise taxes on soda and alcohol
Target corporations that benefit from price of cups (when asking restaurants for water)
 7. Make a law that restaurants should provide free water to everyone
 8. More public restrooms (public access)

7. Any other strategies not discussed, but you feel are important to include?

- Hold grantees accountable for providing services
- Provide education on difference between good sugar and bad sugar
- Use real Native Americans in advertisements
- Use slogans i.e. "Water is Life"
- Show pictures of nature, animals, beauty water provides
- Show the process of how soda is made (soda uses more water to produce) and how harmful plastic is to our environment
- Show the pollution of water as means to help people value it more
- More accurate information on tap water (debunk the myth around sewerage water being recycled for tap water)

The **SMALL ORGANIZATIONS** focus group was conducted on **29 June 2018** with representatives of organizations serving the most vulnerable populations targeted by the sugary drinks industry. Responses revealed the following:

- 1. Focus group participants were asked to introduce yourself and tell us, what does your organization offer that sets it up to be successful either in promoting Healthy Eating Active Living (HEAL) strategies or reaching vulnerable populations?**
 - All stated if given adequate funding and assistance their organizations and churches could offer services to successfully promote healthy eating active living strategies within their respective communities. All representatives were eager to participate in this focus group to begin the process to help HEAL.
- 2. How many of you have applied for grants?**
 - Nine (9) organizations have applied for grants in general
 - Eight (8) organization have applied for San Francisco city grants
- 3. What is your organization's process for applying for grants?**
 - One (1) Researcher, one (1) Writer, one (1) person applies, then engage entire organization. There is a limited capacity in the community to do the work, looking to build capacity.
 - Pay for grant writer (administration team does research), reach out to other organizations for support and other grants
 - Executive Director does the entire process but engages the staff to tell the story
 - Coalition to collaboratively apply together, looking at expertise to look more efficient/ professional (all organizations). May support grant for one church only.
 - Collaborative application with other Community Based Organizations (CBO)
 - Staff and grants writers
- 4. Have there been times when your group chose not to apply for a grant? What was the key factors in that decision?**
 - Organization don't meet the requirements
 - Organization don't have necessary pieces to meet requirements (city vendor/permit)
 - Not a fit for organization
 - Not a priority for organization
 - Capacity
- 5. How does your agency decide what grants to apply for?**
 - Does the grant objective align with values and can we meet the numbers? Does this fit the mission/program description?
 - If the organization has the capacity then collectively it is decided to go for it, try not to miss anything. Apply for as much as possible
 - We have five tiers, guide for our applications
 - What fits/complements current programming

- Need based
 - What's available / research / answering what's there
 - Don't like the requirements/stipulations (" All money is not good money")
 - Review restrictions and evaluate if it's a fit or flexible
 - Has to fit with faith-based mission
- 6. When you decide to apply for a grant, do you participate in the Grant information meeting or Bidders Conference, (If it is not mandatory)?**
- Three of ten organizations stated yes, they participate in the grant information meeting or bidder's conference even when it is not mandatory.
 - Of those, who did not attend bidder's conferences their reasons varied from not enough time throughout the work day to being overwhelmed with meeting the needs of the community.
- 7. When you start writing a grant, do you start as soon as the application is released or does workload prevent you from starting until a few days in advance?**
- Set deadline/create a timeframe for completion/good time management
 - Procrastinate
 - Last minute notifications of grants prompt last minute preparation
 - Workload too heavy/wasn't notified soon enough
 - Workload prevents proper preparation
 - Applying for multiple grants at one time, prioritize each, evaluate which ones there's a better chance of getting
 - Get the proper staff to apply even if it is last minute
 - Not connected to the proper source through City and County departments (prompts last minute applications)
 - Need better relationships with Department of Public Health so grants applied to are more intentional
 - Quarterly RFP's would help relieve pressure to apply as you can resubmit for those grants of you need to modify for improvement/better chance
 - 5-year cycle is better than 1 year, for sustainability
- 8. What do you think you most need help with in writing successful grants?**
- Department of Public Health create relevant or interest-based support for grant writing (deadlines/time management)
 - People being transparent and not stealing ideas
 - Learning verbiage, lingo, or keywords
 - Trainings/workshops/ground level to support and improve writing
 - Tapping into community resources/available experienced people
 - Online Application submission
 - Workshops for specific grants/unique or tailored to specific populations
 - Data that shows community demographics for specific area (easier access)
 - Budget preparation support for grants/budget matches plan

- Being able to track outcomes from grant (showing the work in relation to the grant)
- 9. What do you think you most need help with in implementing successful grants?**
- Flexibility within the grant guidelines
 - Organizational infrastructure support
 - Staffing Support – Staff paid living equitable wages (being able to support more fulltime positions)
 - Training
 - Having a grant writer on retainer
 - Supportive partnerships and collaborations
 - More faith based Samoan support from South East sector of the Bayview District (Visitacion Valley)
 - Advocacy from City departments/support remove barriers, i.e., remove/reduce the cost of permits for community events.
 - Computer literacy
 - Language capacity
- 10. How helpful is it to have specific examples in a grant application that describes what the funder is looking for?**
- Very/extremely helpful unanimously agreed
- 11. What funding ranges would your organization want to apply for?**
- \$300K- \$3 M
 - 6 + Digits
 - Make cost of living match funding needs/scale recognizing that these organizations have experience in the communities
 - Don't low ball
- 11 a. How much do you need and can handle?**
- Need based on scope of what you want (realistic)
 - Long term budget – funding repeats 3-5 years for deprogramming & reprogramming populations with highest health disparities
 - Help with management of funds
 - Quarter Million
 - Incremental funding building on organizational capacity
 - Collaborative grants with large pile to be distributed
 - \$2 Million based on family needs, \$2M to start (crumbs for entities already doing the work and recognition for the work and experience in the community)
 - As much money that will get the organization in the door
 - South East sector needs and wants the relationships with the right people
- b. Do you think funding amounts would change after a year/ two of experience?**
- Yes, every year increased
 - QUALITATIVE vs. Quantitative
- c. What is an ideal length of time for a grant?**
- Five (5) years is ideal for sustainability

12. Before applying, does your organization need assistance with HEAL subject matter?

- YES- updated research and actual concepts provided in the grant application
- Training
- Education
- Interpretation
- Best Practices
- Access to best practices (connection to best practices for our community)
- Merger (Not reinvent the wheel)
- Lingo breakdown and updates (cultural competencies)

13. If funded would your organization need assistance with HEAL subject matter?

- A unanimous YES