



San Francisco Department of Public Health

Dr. Grant Colfax
Director of Health

City and County of San Francisco
London N. Breed
Mayor

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

MINUTES
November 13, 2019
10:00 AM

25 Van Ness Avenue, suite 650 conference room, San Francisco, CA 94102

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

Order of Business:

1) Call to Order / Roll Call

Present Members by Phone: Joi Jackson-Morgan, Irene Hilton
Present Members: Jonathan Butler, Saeeda Hafiz,
Public: Rita Nguyen (by phone), Michelle Kim, Kym Dorman, Paige Kruza
Staff: Marianne Szeto, Michelle Kirian, Melinda Martin
Absent: Roberto Vargas
Jonathan called meeting to order at 10:10am

2) Approval of October Meeting Minutes - [discussion and action]

Rita clarified her data/evidence membership, as she is an unofficial member of the subcommittee. Identify distinction of official and unofficial members present/absent in October meeting minutes. Irene moved to approve October minutes with amendment. Joi seconds. Vote to approve.

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

Irene moved to approve agenda. Joi seconded the motion. Unanimously vote to approve the agenda.

4) General Public Comment- [discussion]

No public comment

5) Housekeeping [discussion and possible action]

- a) SDDTAC Full Committee Meeting is November 20 at 25 Van Ness, Suite 610
- b) Update on meeting with Mayor's Office to discuss collaboration on PR campaign – no update; Jonathan reached out to Andrea recently but no response. He will connect with Andrea this week and send 3 proposed dates and will send to SDDTAC members with proposed times/dates. Member added that the Mayor's Office has a new health policy aide, Shalini Iyer, previously from Metta Fund.



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c) Subcommittee Updates

i) Media – Marianne provided updates from SDDTAC survey for identification of programs, sites and site contacts – SFUSD (to feature as many funded programs as possible, including: sealant program, hydration stations, kitchen rebuild), healthy eating (to feature Healthy Retail and Eat SF programs) and Recreation and Park (to feature Peace Parks), for the media campaign materials. Marianne provided update on the scheduling of photo shoots at Amigos Market in the TL and Heart of the City Farmer’s Market that will feature intergenerational community members and Food Justice Leaders. Photoshoots will take place next week and first week of December. We hope to have initial collateral material by the end of the year, in time for a soft launch at community meetings and pop up events this winter.

Marianne shared that they are working with Lauren Heumann to identify a SFUSD site. It may be difficult to find a school to feature with a sealant program. Currently, there is a dental chair at Gordon Lau school, however it would be difficult to get a photograph with child getting sealant and hydration station in the background. Marianne responded they would like to capture as many programs as possible, and not all programs need to be featured one frame, there can be different iterations. Member suggested to concentrate on the sealant program and hydration station. Marianne shared that she is still open to accepting feedback from Rec & Park and SFUSD for additional programs/sites to be featured.

ii) Infrastructure - Michelle Kim shared that at the last strategic planning subcommittee meeting they discussed the updates from the Office of the Controller’s tagging of SDDT funds. She clarified that there was a discrepancy of tagging that should have been tagged for DPH but was tagged to DCYF for Rec and Park. Michelle noted that DCYF created a work order for Rec & Park. Linda Barnard is following up on her end. She also mentioned that the Office of the Controller is not required to tag any SDDT funds due it being general fund but due to DPH’s request they tagged the budget as a courtesy for SDDTAC. Michelle noted that a bulk of their meeting focused on SDDTAC strategic planning with Raimi & Associates.

iii) Community Input - no update, subcommittee will be meeting the latter part of the day.

6) Strategic Planning – Raimi & Associates [discussion and possible action]

a) Preliminary Strategic Plan based on SDDDT documents

Kym Dorman and Paige Kruza from Raimi & Associates present timeline process of SDDTAC strategic planning. Kym states that they have reviewed all SDDTAC documents and the process is iterative, and they will be building upon the process.

Kym presented the key elements of the SDDTAC strategic plan: Vision, Mission, Strategies, Outcomes, Impacts, Values and Goals. She presented the draft vision with feedback integrated from the infrastructure subcommittee and would like to gather additional feedback from the data and evidence subcommittee. She noted that she initially would like to gather feedback that gets to the essence of a vision and will spruce it up further with inspirational tones. Members shared their



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feedback and felt that the draft vision lacked an inspirational tone and felt too negative and should delete the word nutritional.

Kym presented the draft Mission statement and added that it is grounded by the DPH logic model. Members questioned the inclusion of evaluation as part of the mission. Kym responded that it was included per feedback from the previous infrastructure subcommittee feedback. Another member noted that recommendations is based on evaluation and it can be presumed, while another member felt that evaluation could be considered as part of SDDTAC values. Members also noted that it should have a clearer message that is easily conveyed. Members felt that current draft mission seems to be heavy/passive. Members agreed to include specific language such as data driven, impact driven and results oriented.

Kym moved on to present Values. She shared that after review of the SDDTAC Principles and Strategies, they decided to categorize them as principles, values and some into strategies. As the values and strategies would support SDDTAC's core beliefs to help SDDTAC make decisions/recommendations. To date, Raimi & Associates has not seen other SDDTACs with a vision, mission, etc. Member agreed that values should be impact/results driven. Member added to be more specific on value of partnering with other SSB tax jurisdictions, indicating we are stronger together than we are individually. Members also agreed that the value of community led and culturally relevant work, should have more detail as to SDDTAC making recommendations to support efforts that are community led and culturally relevant. Members agreed to keep the value of addressing structural inequities.

Next steps for Raimi & Associates is to present the most current version (with data/evidence feedback) and share with the community input subcommittee. Kym will be sending another draft to staff on Friday or Monday so that members have the opportunity to view and provide feedback before the November SDDTAC meeting with the intent to vote on a draft SDDTAC vote on mission and values.

7) **Evaluation** – [discussion and possible action]

a) Review of evaluation report from Harder & Company

Michelle presented the evaluation report from Harder & Company. She shared that the report did not include a summary analysis. Member asked if Harder & Company was provided an outline for what was to be reported, there was not outline provided. Michelle shared that Harder & Company is continuing to reach out to city agencies to review their statements that were included in the evaluation report and for city agencies to provide comments and questions by next week. Member expressed that Harder & Company's evaluation report should be at the same standards of a manuscript. Michelle added that they will be speaking with Harder & Company to identify specific final deliverables and stopping all other activities before ceasing contract with Harder & Company. DPH will look for a vendor to replace the evaluation vendor.



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Michelle presented her work on the SDDT evaluation. She presented an umbrella evaluation she created for the SDDT funding initiatives/programs. Michelle shared the various documents created for grantee reporting and the most current draft grantee interview findings. She noted that they will be meeting one on one with grantees on evaluation integration.

Michelle added that there will be pre/post surveys for grantees to illustrate impact based on the DPH SDDT logic model, the surveys designed for adults and not for children. She has looked into other questions to ensure validity, specifically on food security, etc. Surveys are not meant for one time exchanges with clients and includes a general health question – what do you consider your health now? It will provide more qualitative data for the one time reach to grantee clients. The next steps are to finalize the questions on the survey, Qualtrix will be used and DPH will provide grantees with tablets for data entry.

In addition, Michelle shared that Healthy Community grantees will receive an additional \$10K. The first year will consist of developing an evaluation plan and year 2 and 3 will focus on evaluation implementation.

City agencies will not receive additional funds to do evaluation just the community based organizations. Jonathan encouraged other committee members to review the Harder & Company evaluation report and provide Michelle Kirian with comments by next week.

- 8) **Review of SDDT FY 19-20 budget recommendations** [discussion]
 - a) Consider next budget cycle FY 20-21 and FY 21-22 budget recommendations

Staff presented the proposed SDDT timeline review of budget recommendations. In an effort to be better prepared and eliminate additional meetings during the budget recommendations months, staff created the timeline. Member asked when reviewing budget considerations, should the lens be from data and evidence or the seat they represent on the SDDTAC. Another member responded that that it should be viewed from both perspectives and that all SDDTAC seats have the responsibility to reach out to their community to ensure that can be at those meetings to provide comments. Member recommends that all data and evidence members review their specific domains to identify if there is recent data that can support in helping to make their budget recommendations. Staff will send out reminders to members to review their domains and to come prepared to be discussed at the next meeting with the intent to share with the other SDDT subcommittees in January.

Member raised the issue of being more detailed in the SDDTAC monthly meeting agendas and sharing what will be specifically shared and reported out by each subcommittee at the SDDTAC monthly meetings so that communities are aware of what will be discussed and voted on, if any.

- 9) **Data and Evidence Subcommittee Presentation: Community-Based Participatory Research** [Discussion] – tabled to December meeting.



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10) Agenda items for December 11 D/E Meeting [Discussion and action]

- Review of research domains
- Presentation on Community Based Participatory Research
- Presentation on Policy, Systems and Environment
- Reminder that Fall 2019 data report will be voted on at full SDDTAC in December

11) Adjournment

Saeeda motioned to adjourn the meeting. Joi seconded the motion. The meeting was adjourned at 12:00pm.

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

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

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

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Comparison between SDDTAC Recommendations and Mayor's Allocations FY19-20



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Item	SDDTAC Rx Amount	SDDTAC Rx %	SDDTAC Rx Agency	Mayor's Budget	% of Mayor's Budget	Mayor's Proposed Agency	Variance
Community-Based Grants	\$4,290,000	41.25%	DPH/CHEP	\$2,995,000	26.76%	DPH	
				\$300,000	2.68%	SFUSD via DCYF	
			Comm Engag	\$50,000	.45%	Total	-\$345,000
School Food, Nutrition Education, Student Led Action	\$1,000,000	14.42%	SFUSD	\$1,500,000	14%	SFUSD via DCYF	\$0
	\$500,000		SFUSD	\$500,000		SFUSD via DCYF	
Food Access	\$1,000,000	9.62%	DPH	\$1,000,000	10%	DPH	\$35,000
Healthy Retail SF	\$150,000	1.44%	OEWD	\$150,000	1%	OEWD	\$0
Oral Health	\$1,000,000	9.62%	DPH – Task Force	\$450,000	4.02%	SFUSD via DCYF	
			Sealant Pgm	\$450,000	3.13%	DPH	
			Edu/Case Mg	\$200,000	1.79%	Total	\$0
Infrastructure	\$1,000,000	11.92%	DPH/CHEP	\$1,000,000	8%	DPH	-\$240,000
Water Access - SFUSD	\$0	2.88%	SFUSD	\$0	0%	SFUSD via DCYF	\$0
Water Access - Public Spaces	\$300,000		PUC/DPH	\$300,000	2.68%		
SF Recreation & Parks	\$520,000	5%	RPD	\$2,895,000	5%		\$2,375,000
HOPE SF Peer Enhancements	\$400,000	3.85%	N/A	\$400,000	0%	DPH	\$400,000
Total	\$10,400,000	100.0%		\$11,190,000	100%		

Description of intended purpose from Mayor's Budget

Community-Based Grants: Funding to issue grants to CBOs for programs and services in the following areas (1) Health Education, (2) Physical Activity, (3) Food Access, and (4) a Media/Awareness Campaign.

School Food, Nutrition Education, student-led action: Funding to (1) improve the quality of school meals, (2) support nutrition education, and (3) support student-led efforts to decrease consumption of SSBs and increase awareness around students.

Food Access: Healthy Food Purchasing Supplement

Healthy Retail: Will provide Healthy Store makeovers to 2 additional stores and continue ongoing providing support to 10 stores.



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Oral Health school-based: Funding to support oral health in schools, including the cost of sealants.

Oral Health: Funding for Community Task Forces

Infrastructure: To fund a contract through DPH for facilitation and strategic support for the SDDTAC. Will also support research needs, including purchasing of data, and costs at DPH related to the administration of CBO grant program.

Water Access: One-time for the installation of water refilling stations in schools. Also can be used to purchase refillable water bottles for students.

SFRPD: Funding to Rec Park to provide continued support of the Peace Parks program.

Hope SF Peer Enhancements: Fund training and peer wage increases.

SDDTAC Recommendations FY19-20 and 20-21

	FY19-20	FY20-21	%	Department
COMMUNITY-BASED GRANTS				
Health education, food security, physical activity	\$3,260,000	\$3,260,000		DPH/CHEP
CBOs working with SFUSD	\$300,000	\$300,000		DPH/CHEP
Media	\$680,000	\$680,000		DPH/CHEP
Community engagement	\$50,000	\$50,000		DPH/CHEP
TOTAL COMMUNITY BASED GRANTS	\$4,290,000	\$4,290,000	41%	
SFUSD				
School Food, Nutrition Ed	\$1,000,000	\$1,000,000		SFUSD via DCYF
Student Led Action	\$500,000	\$500,000		SFUSD via DCYF
TOTAL SFUSD	\$1,500,000	\$1,500,000	14%	
FOOD ACCESS				
Healthy Food Purchasing Supplement	\$1,000,000	\$1,000,000		DPH/CHEP
Healthy Retail	\$150,000	\$150,000		OEWD
TOTAL FOOD ACCESS	\$1,150,000	\$1,150,000	11%	
ORAL HEALTH				
Community task forces	\$450,000	\$450,000		DPH/MCAH
School-based sealant application	\$350,000	\$350,000		DPH/SF Health Network
School-based education and case management	\$200,000	\$200,000		SFUSD via DCYF
TOTAL ORAL HEALTH	\$1,000,000	\$1,000,000	10%	
INFRASTRUCTURE				
DPH Infrastructure	\$1,000,000	\$1,000,000		DPH/CHEP
Strategic planning	\$40,000	\$ -		DPH/CHEP



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Evaluation	\$200,000	\$200,000		DPH/CHEP
TOTAL INFRASTRUCTURE	\$1,240,000	\$1,200,000	12%	
WATER ACCESS				
Water Access - SFUSD	\$ -	\$340,000		PUC via RPD/DPW?
Water Access - Public Spaces	\$300,000	\$ -		PUC via RPD
TOTAL WATER ACCESS	\$300,000	\$340,000	3%	
SF Recreation & Parks	\$520,000	\$520,000	5%	RPD
HOPE SF Chronic Disease Equity	\$400,000	\$400,000	4%	DPH/Behavioral Health
Total Proposed	\$10,400,000	\$10,400,000	100%	

	Budget Descriptions
COMMUNITY-BASED GRANTS	<p>City Departments should contract directly with CBOs through an RFP process managed through the Community Health Equity and Promotion (CHEP) Branch of the Department of Public Health. CBG should support community-based programs and services that address the health inequities of those most targeted by the beverage industry. Funding should go to Community Based Organizations (CBOs) and Faith Based Organizations (FBOs) for the following strategies:</p> <ol style="list-style-type: none"> 1. Health Education activities including, chronic disease prevention, healthy eating and active living, tap water promotion, oral/dental health 2. Physical Activity opportunities, including: a) Dance and movement, sports, yoga, walking groups, biking, etc.; b) Efforts to influence changes to the built environment (ie sidewalks, streets, parks, buildings, etc) or safety of the built environment that facilitates increased physical activity and walking and biking for utilitarian trips, sometimes referred to as active transportation); and c) pursuit of institutional or local policies that facilitate physical activity and active transportation (such as adequate PE time and instructors, commuter benefits for active transportation, etc) 3. Healthy Eating/Food Security*, including: a) Community-based pantries, community-based hot meals, community kitchens and community home delivery services; b) Increased financial resources (i.e. wages, income, government nutrition supplements, vouchers, etc.); c) Changes to the built environment that facilitate food security; and d) Pursuit of institutional or local policies that facilitate food security. 4. Water Promotion, such as support for Spa Water Supplies, station maintenance/beautification, refillable water bottles to distribute to communities, water testing 5. Community Based Participatory Research
Health education, food security, physical activity	
CBOs working with SFUSD	7% of all CBO funding (eg 7% of approximately \$4.3 million) should go towards CBOs implementing programs/initiatives that take place in school settings. Funding to issue grants to CBOS should follow the guidelines above.



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Media	To develop and implement a media campaign focused on the impact of the SDDT with an emphasis on grassroots, community-led storytelling. Community Based Participatory Principles will be utilized in the development of the storytelling campaign, with CBOs funded to co-develop the campaign with a contracted media agency. The funds should support both a local and regional media campaigns. The regional campaign should be in coordination with other jurisdictions with similar sugary beverage taxes to leverage resources and augment the intended goals of the SDDTAC. A portion of the local media campaigns must include a merchant education component. A smaller proportion of the funds (to be determined by the Department of Public Health and any contracted entities) may support media/communications campaigns that highlight the health harms of sugary beverage intake and encourage tap water consumption. A portion of the funds must include merchant education. The local campaign must include merchant education component. DPH/CHEP will contract with media agency, and oversee the campaign progress, with guidance from the Community Input Subcommittee on the local and regional community-led story telling campaigns and guidance from the Infrastructure Subcommittee on the merchant focused campaign.
Community engagement	Community engagement activities (ex. community conveners, focus groups, town halls, attending existing community meetings, etc.) to ensure that meaningful community engagement opportunities are fully integrated throughout the work of the SDDTAC, so that impacted populations can inform the decisions of the full committee.
SFUSD	
School Food, Nutrition Ed	To improve the quality and appeal of school meals and support nutrition education to increase participation in school meal programs (for example: cooking and serving equipment, staff professional development, and innovative procurement and menu strategies to increase freshly prepared food). Funding will target schools with the largest populations of high-risk students that are disproportionately targeted by the sugary drinks industry.
Student Led Action	Support student led efforts to decrease consumption of sugary drinks and increase awareness of sugary drinks consumption among students, with focus on schools with the largest populations of high-risk students that are disproportionately targeted by the sugary drinks industry. SFUSD should provide to SDDTAC a proposal of how funding will be spent through student led action.
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 is meant to support both the communities most impacted by the health consequences of sugary beverage consumption and to support the local economy including local merchants. These funds should be RFPed out to CBOs and FBOs according to the Community Based Grants guidelines.
Healthy Retail	Supporting small business to increase healthy food access in high risk and impacted communities and neighborhoods by: 1) supporting business operations; 2) promoting community engagement; and 3) improving the retail environment.
ORAL HEALTH	
Community task forces	Support development of community infrastructure such as oral health community task forces that incorporate diverse stakeholders for outreach, education, and interventions to address the oral health needs of children in high risk populations.



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School-based sealant application	Support school-based and school-linked preventive oral health programs within SFUSD schools serving high risk target populations. This should also support SFUSD dedicated oral health staffing.
School-based education and case management	
INFRASTRUCTURE	
DPH Infrastructure	<p>A. Personnel</p> <p>1) Backbone staffing to support SDDTAC a. A program manager to provide backbone staffing to the SDDTAC, including: i) Staffing full committee and 3 subcommittees in compliance with Sunshine and Brown Acts; ii) Coordinating among city agencies and funded CBOs to promote collective impact; iii) Help guide vision and strategy of SDDTAC, support aligned activities; manage SDDTAC work and timeline; and iv) Working with evaluation team to establish shared measurement practices b. As necessary, manage citywide/soda tax impact media c. Develop/Compile and Manage completion of SDDTAC Annual Report d. Manage SDDTAC biennial nominations process</p> <p>2) Staffing to support DPH SDDT implementation of community based grants a. Manage work of contractors, including: i) develop and implement CBO RFP process; ii) provide technical assistance for CBOs and merchants; iii) promote collective impact in coordination with SDDTAC backbone staff and City Agencies; and iv) work with evaluator and SDDTAC backbone staff to develop and implement evaluation plan and evaluation technical assistance.</p> <p>3) Staffing to support research and evaluation of SDDT impact, including data purchases as necessary a. At least 1.0 FTE epidemiologist; b. Support data analysis for annual report; c. Manage data purchases; d. participate in development and implementation of SDDT evaluation</p> <p>B. Professional services including: i) technical assistance for funded CBO and FBO; ii) evaluation - to implement evaluation framework and evaluate funded city agencies, CBO and FBO, and process evaluations from applicants, and provide evaluation technical assistance; iii) city attorney to provide ongoing technical consultation</p> <p>C. Materials/Supplies for meetings and printing costs</p> <p>D. Training to support staff development</p> <p>E. Data for collection (pricing), analysis (Nielsen) and purchase (IRI)</p>
Strategic planning	Strategic planning consultant to facilitate the SDDTAC in creating a strategic plan to guide the work. The development of this plan should be informed by multiple guiding principles to at least include: the 10 essential public health services, community input regarding its priorities and needs, lessons learned and best practices from other jurisdictions that have implemented similar taxes. The strategic planning process should address, among other aspects, the near and long term strategic goals of the SDDTAC; the role of CBOs, FBOs, and city agencies in achieving this vision; how the SDDTAC's goals fit within the context of city-wide coalitions with similarly aligned goals
Evaluation	Additional funds for evaluation may: <ul style="list-style-type: none"> a. support community based participatory research (ex. street intercept, merchant interview, focus groups) b. develop a system to collect data c. expand technical assistance d. conduct more qualitative evaluation that can help develop stories that describe impact of tax



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WATER ACCESS	
Water Access - SFUSD	To install hydration stations at low income schools serving students with health disparities (ex. Bayview, Chinatown, Mission), to elevate the schools to the Silver or Gold standard for hydration stations (i.e. one on each floor, centrally located, and conduct water education). Funds may support purchase of Spa Water Supplies, station maintenance and beautification, refillable water bottles to distribute to students, water testing.
Water Access - Public Spaces	To install or upgrade existing hydration station(s) in public spaces that target high-risk populations that are disproportionately targeted by the sugary drink industry (community identified public spaces). This funding should support high-quality, visually appealing, stations that can serve as a highlighted example of the potential for hydration stations. This can include beautifying and optimizing current station(s) or creating new one(s).
SF Recreation & Parks	To support staffing and supplies, including healthy food, for Peace Parks programs in target populations
HOPE SF Chronic Disease Equity	To fund services to public housing residents in the HopeSF sites. Public housing is a known risk factor for diet sensitive health disparities. The concentrated poverty and resource isolation intensifies the impact of race and poverty. This funding will be used to support resident peers, trained as community health workers, to provide health education, chronic disease self-care programs, and linkages to care. Each of the 4 sites will have two full time peer community health workers who will provide a variety of programming. The funding supports both wages and some program expenses.

* 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.