



MEMO

To: SDDTAC and SFDPH
From: Civic Edge Consulting
Date: August 1, 2019
RE: **Draft Public Health Campaign Kickoff Minutes**



Attendees

- Marianne Szeto, SFDPH
- Christina Goette, SFDPH
- Patricia Erwin, SFDPH (by phone)
- Linda Barnard, Rec Park, SDDTAC
- John Maa, Health Equity:
Asian/Pacific Islander, SDDTAC
- Saeeda Hafiz, SFUSD, SDDTAC
- Derik Aoki, Children 0-5-year-old,
SDDTAC
- Alia Al-Sharif, Civic Edge Consulting
- Peter Lauterborn, Civic Edge
Consulting
- Paisley Strellis, Civic Edge Consulting
- Nguyen Pham, Circlepoint
- David Schellinger, lowercase
productions (by phone)

1. Background and Context - Department of Public Health

- In November of 2016, the voters of San Francisco approved the passage of Proposition V. Proposition V established a 1 cent per ounce fee on the initial distribution of a bottled sugar-sweetened beverage, syrup, or powder, within the City and County of San Francisco. The passage of Proposition V established the Sugary Drink Distributor Tax Advisory Committee (SDDTAC), which was seated in December 2017. SFDPH took over management of the SDDTAC in May 2018
- In 2018, the work in terms of a "campaign" focused on supporting merchants
- The goal of the tax is to mitigate the health harms of sugary drinks
- Would like to develop a campaign that is compelling to show the positive impacts
- Also want to demonstrate that local government can be trusted to implement a tax and produce meaningful, impactful benefits in the community
- There's currently a moratorium on local taxes, but cities that already passed a soda tax (SF, Berkeley, Oakland, Albany) got around that
- There is a lot of research and expertise out there that we need to leverage
- Marianne and Christina have been working in sugary drinks for over a decade
- The tax is impacting regular people in positive ways and it's working!
- We want to connect with voters, impacted communities, and elected officials to say we said we were going to do X,Y, and Z and we are making good on that promise
- There are already great stories to tell related to the benefits of the tax

2. Scope of Work and Timeline – Civic Edge Consulting

Logistics

- Email the entire consultant team at publichealth@thecivicedge.com
- Shared a list of deliverables and a draft schedule through September 2019
- SFDPH staff will weigh in on every piece
- SDDTAC members will be given 72-hours to review all public facing materials and key strategy documents
- A collaborative design workshop will be held at the Community Input Subcommittee Meeting on Wednesday, August 14 from 5-7 PM – all SDDTAC members are invited to attend

Scope of Work and Timeline

- DPH and partners worked on the Open Truth Campaign in 2015 and at the time there were not resources available for focus groups; felt like a missed opportunity to ensure messaging resonated with target populations
- From conversations with NYC, they have experience executing a lot of campaigns around the sugary drinks tax and they always focus test
- Consultants directed to incorporate focus group testing based on the audiences we decide are who we would like to reach.
- It will be important to go out to the more general population (non-committee members) to see what shapes their decision-making. What resonates with them?

Potential Questions for Campaign Teams in Other Cities

- What has supported your success? What has made education campaigns post tax implementation challenging?
- What messaging has been the most resonant and impactful for you? How have you balanced the message of talking about the benefits vs. the tax itself?
- What statements have you used to remind the public what has been done?
- Think about how we can share the successes of all nearby communities. Is there a way to unify messaging with Berkeley, Oakland and Albany, so that it feels like a movement that is Bay Area focused?
- How have you collaborated with others? Tell us about any innovative partnerships.
- Tell us about communications to the people who are being most impacted by the tax. How do you describe what is happening? How often is that communication taking place?
- What community programs are working to curb sugary beverage consumption in your communities? How are you telling those stories?
- How do you define success with your campaigns / community engagement?

3. Public Outreach and Engagement – Civic Edge Consulting

- Are there lessons to be learned from areas that have overturned the tax?



- The soda tax was presented to the voters as a tool to reduce diabetes and obesity. We will not have that data for a long time, but we want to create messages that really articulates that long-term goal.
- Referenced the success of the American Heart Association use a visual of a bath tub filled with soda, along with recent campaigns showing the use of soda as a systemic poison. *The consultant team would appreciate any links to this material.*
- A student who may not be voting yet, to see that the tax is going into their neighborhoods and into their communities. The soda industry is going directly to them.
- Sugary beverages links to alcoholism?

Small Tax, Big Benefits

- The idea behind it: The tax is only one cent per ounce and there will be big lifelong impacts avoided (amputation referenced)
- Noted that another perspective on the messaging is that the tax is genuinely impacting low income communities and may not feel “small” to everyone
- The Committee agreed that they are open to changing the language, particularly if it was informed by focus group testing

Outstanding Messaging Questions

- We need to define how are we talking about the successes of the tax thus far
- How do we engage in conversations around the regressive nature of the tax?

Campaign Audience and Tactics Mapping

- Children are a priority audience for the education campaign
- Juul had invested in placing ads reaching children where they are – this is an example of the relentless, insidious marketing and advertising that targets young people, low-income people, and other vulnerable people
- We aren’t going to have as much money as these big companies; how do we partner so we’re still in front of the people most impacted??
- In terms of messaging: If it’s youth friendly, it’s people friendly.
- Kids can be some of our most powerful messengers – marketing campaigns can leave life-long impressions (e.g. the gas shortage ads) and kids will carry the messages they learn home to their parents.
- We need to change the perception about sugary beverage consumption. There is a feeling that buying sugary beverages is a treat or reward for their children and something many families feel proud that they can provide.
- How do we impart the idea that this tax is the City standing up for its vulnerable residents, who are often targeted by advertisements for soda companies?
- How do we show that even though the beverage industry says this is a regressive tax, the tax is not harming you. The relentless marketing of the industry is. This tax helps level the playing field against the wealth of the industry.
- DPH is managing grants to community organizations. First round of RFPs there have been thirty applications.



- DPH leads a sugar science and industry tactics training that all grantees must go through *The consultant team would love to review any available materials from the training.*
- There will be grantee showcase for work that is funded by the tax from the community in the Spring. Look to that as a potential messaging opportunity.

Creative Development – lowercase productions

Logistics

- The August 14 meeting will be an opportunity to explore visuals and messaging
- Will involve committee members creating a magazine cover and visualizing a more active and healthier city through the tax
- Attendees will break into groups to assemble their cover and share why it's so great for the city

Initial Feedback on Mood Boards

- These concepts feel like we're advertising soda, when we're wanting to redirect them away from that.
- Civic Calories stood out, as it seemed to advertise soda less.
- Like using the label as a tool since that itself is a public health innovation and it provides a lot of space for more information.
- The downside of the nutritional label is that it feels more like it is "more head than heart."
- The City visual was compelling, spurred thinking about: If you would do one thing in SF to raise awareness what would it be?
 - Change the Coca-Cola bottle at the Giants Oracle Park. It's on a five-year renewable contract with Coca-Cola. Change to an apple or banana? Water bottle?
 - Imagine how strong a message that would send, where once there was soda now there is... (think about where soda is traditionally advertised and take it over!)
- How do we balance the promotion of drinking less sugary beverages while also promoting the benefits which are funded by consumption? Noting that many of the benefits are funded from other sources, as well.
- Discussion of a 2020 tax being led by the soda industry which charges a penny per gallon. We don't want any of the message to be perceived as being in support of the penny per gallon tax.
- We'd like to develop materials that can be adapted, maybe even for other cities?
- We should focus on telling SF's story.

Overall Takeaways About the Direction of The Campaign

1. Informative
2. Playful / accessible to audiences of all ages
3. Heartfelt (city taking care of you)

4. Advertising – Circlepoint

- Would like to reach the Small Business community and the corner store audience (any in-store channels?)



- Likes the idea that small business might get a cut of any advertising costs for use of their window/storefront.
- Would like to explore installation of bottle filling stations, there's an opportunity coming up soon at a school across from a bike park and will have a ribbon cutting. Good storytelling!
- Would like ads to share personal stories and community benefits, such as the bottle filling stations and community gardens
- Interest in partnerships with companies that are doing things sustainably
- Be cautious about companies that have sugar or use unsustainable packaging
- We should make sure places that are being funded by the tax are pushing things out
- Leverage the programs the committee members have access to (example provided of a homework assignment to tweet about the campaign as part of the wellness policy)
- Working with the American Heart Association. Consultants to coordinate with them.

Dream Placements

- Would love to get something in the new Chase Center.
- Would like the media to pick up on the campaign and have it go viral.
- *New York Times*, *New Yorker*, other trusted national media outlets
- Interest in long-term, high-visibility placement – AT&T Park, murals, etc.

