

SUGARY DRINKS DISTRIBUTOR TAX ADVISORY COMMITTEE

DECEMBER 18, 2019

SDDTAC MEETING



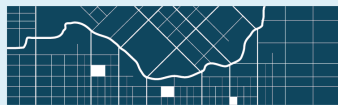
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TODAY'S AGENDA

- Review approved values, mission, and vision
- Review draft goals and approve
- Review draft outcomes and approve
- Review draft strategies and (hopefully) approve

STRATEGIC PLAN: ADOPTED COMPONENTS



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KEY ELEMENTS OF SDDTAC STRATEGIC PLAN



Mission



Vision

Strategies

Outcomes

Short-term: 1-2 yrs
Mid-term: 3-9 yrs

Impacts

Long-term: 10
years +

Goals



Values

PRIORITY POPULATIONS



SDDTAC funding will be prioritized for work that supports the following communities:

- Low-income San Franciscans
- Black/African American, Pacific Islander, Native American, Latinx, Asian communities
 - Populations shown to be consuming sugary drinks at a high rate
 - Populations disproportionately affected by diet sensitive chronic diseases (such as type 2 diabetes, obesity, heart disease, and/or tooth decay)
- Children and youth 0-24 years old

VISION



San Francisco improves health, eliminates health disparities, and achieves equity through effective services and changes to the environment, systems, and policies.*

What does the SDDTAC hope to achieve in the long term?

MISSION



SDDTAC makes funding recommendations that support services and other innovative, community-led work to decrease sugary beverage consumption and related chronic diseases.*

What does the SDDTAC do?

Why does it exist?

VALUES



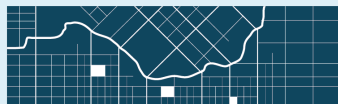
We are committed to:

- Supporting community-led and culturally relevant work. **
- Building strong collaborations and partnerships.
- Prioritizing results and long-term impacts.
- Eliminating structural inequities and achieving equity. ***

What does the SDDTAC stand for?

What are the enduring, core beliefs?

STRATEGIC PLAN: DRAFT COMPONENTS



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DRAFT SDDTAC GOALS

1. Healthy
People!

2. Healthy
Places!

DRAFT EXPLANATIONS

1. Healthy People!

We know that the sugary drinks beverage industry targets low-income communities and communities of color in San Francisco. A focus on *healthy people* provides an opportunity to invest in communities that are disproportionately impacted and where consumption is greatest. To ensure that people are healthy in San Francisco, the SDDTAC has prioritized addressing the root causes of health inequities. To do this, the SDDTAC will **recommend directing** funds to community-led and informed strategies and initiatives, with a focus on priority populations. The SDDTAC will also **recommend providing** critical health-promoting education, programs and services to ensure people can access and navigate the services available to them.

DRAFT EXPLANATIONS

2. Healthy Places!

Having safe, equitable and healthy physical, economic, and social environments is critical to achieving SDDTAC's vision. Making sustainable reductions to sugary beverage consumption and diet-related chronic disease requires improvements to the City's infrastructure, built environment, and retail environment, as well as a reduction in income inequality and structural racism.

DRAFT IMPACTS + OUTCOMES

Draft Impact

Eliminate health disparities and increase equity, especially among priority populations.

Draft Outcomes

Community + Economic Outcomes

- Increase in hiring of disenfranchised community members
- Increase in workforce development
- Increase food security

Health Outcomes

- Decrease in diet-related chronic diseases (e.g., dental caries, heart disease, hypertension, stroke, Type 2 Diabetes)
- Improve oral health

Behavioral Outcomes

- Decrease in sugary drink consumption
- Increase in water consumption
- Increase in fruit/ veggie consumption
- Increase in breastfeeding
- Increase in physical activity

REVIEW + ADOPTION TIME!

1) First, the **goals**:

Are you ready to adopt them?

Note: The explanation for each goal are drafts to provide some context for the draft goals – these are not being adopted.

2) Second, the **impact + outcomes**:

Any feedback? Can we review each outcome and consider adopting it?

DRAFT STRATEGIES - GOAL 1: HEALTHY PEOPLE!

Funding to support *healthy people* will be focused on the priority populations in San Francisco.

- 1) **Build community capacity and develop leadership to promote community power** and address the root causes of health inequities.
- 2) **Provide health-promoting education, programs and services** that are free and low cost to ensure accessibility and engagement among priority populations.
- 3) **Provide job readiness, skills training and career pathways** to support the health and well being of priority populations (including carrying out the education, programs and services outlined in strategy 2).

DRAFT STRATEGIES - GOAL 2: HEALTHY PLACES!

Funding to support *healthy places* will be focused on the *places where priority populations are born, play, learn, live, work, get cared for, and gather.*

The following strategies will be implemented throughout these places.

- 1) **Expand access to healthy food, water, and oral health** (e.g., healthy retail, hydration stations, healthy food vouchers)
- 2) **Decrease access and availability to sugary beverages**
- 3) **Increase opportunities for physical activity** (e.g., park improvements)
- 4) **Increase economic opportunities in priority neighborhoods** (e.g., via neighborhood associations led by long-term residents)
- 5) **Increase healthy messaging related to nutrition**

REVIEW + ADOPTION TIME!

- 1) What is your feedback on the **strategies**?
- 2) Can we review each **outcome** and consider adopting it?
- 3) What, if anything, is missing?

EXAMPLES OF KEY POINTS IN INTRODUCTION

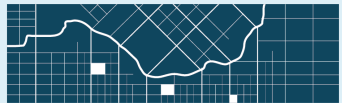
- Provide brief explanation of structural racism and history of systematic disenfranchisement
- Bring in fact that low-income and populations of color have also been systematically targeted with misinformation and advertising for sugary drinks
- Therefore, a focus on changing policies, systems, and environments in *both* goal 1 and 2 *and* in all (or most) strategies is critical to address these issues
- Expand peer-led/promotora-led interventions within multiple strategies

SUPPORT FOR SDDTAC

NOTE: Some funding may be allocated to support SDDTAC's work. Examples include:

- Infrastructure to support the Committee
- Infrastructure needed to support evaluation of the Committee, including beverage prices, consumer purchasing behavior, and diet related chronic disease
- Technical assistance to help merchants comply with the tax
- Technical assistance to CBOs to respond to City RFPs related to SDDT funds
- Technical assistance to CBOs around how to evaluate the impact of programs utilizing SDDT funds

NEXT STEPS



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NEXT STEPS

- Draft Strategic Plan Dec 2019-Jan 2020
- Finalize and adopt SDDTAC Strategic Plan in March 2020

Keep in touch!



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