DPH Sugary Drinks Distributor Tax Healthy Communities Grants

Dongmei Tan, Christina Goette
Community Health Equity & Promotion
SF Department of Public Health
November 20, 2019
<table>
<thead>
<tr>
<th>DPH SDDT Funds</th>
<th>2018-2019</th>
<th>2019-2020</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Healthy Food Purchasing Supplements</strong></td>
<td>1,035,000</td>
<td>1,000,000</td>
<td>- RFP through SFPHF funded three orgs. Additional funding to follow.</td>
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<tr>
<td></td>
<td>101,698</td>
<td>150,000</td>
<td>- additional SDDT funding for food security</td>
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<tr>
<td></td>
<td>933,302</td>
<td>150,000</td>
<td>2 years combined funding for community-based grants in contracts or</td>
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<td></td>
<td></td>
<td></td>
<td>in process of being solicited (about $4M in SFPHF contracts, $1M in</td>
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<td></td>
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<td></td>
<td>Prof Svcs; $2M through DPH directly - to come)</td>
</tr>
<tr>
<td><strong>Community Based Grants</strong></td>
<td>3,817,000</td>
<td>2,895,000</td>
<td>- these funds mostly expended in 19/20 (11k remain)</td>
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<tr>
<td></td>
<td>- 3,817,000</td>
<td>6,712,000</td>
<td></td>
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<tr>
<td></td>
<td>2,895,000</td>
<td>6,712,000</td>
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<tr>
<td><strong>HOPE SF Wellness Center</strong></td>
<td>400,000</td>
<td>- 400,000</td>
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<td></td>
<td>- 400,000</td>
<td>400,000.00</td>
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<tr>
<td><strong>DPH CHEP Infrastructure</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>salaries</td>
<td>248,910</td>
<td>331,549</td>
<td>249,612</td>
</tr>
<tr>
<td>fringe</td>
<td>102,419</td>
<td>140,262</td>
<td>107,760</td>
</tr>
<tr>
<td>Professional Services</td>
<td>148,804</td>
<td>340,000</td>
<td>217,680</td>
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<tr>
<td>materials and supplies</td>
<td>258,671</td>
<td>182,189</td>
<td>182,189</td>
</tr>
<tr>
<td>City Atty</td>
<td>41,196</td>
<td>6,000</td>
<td>6,000</td>
</tr>
<tr>
<td>Carryforward from 18/19</td>
<td>41,196</td>
<td>6,000</td>
<td>6,000</td>
</tr>
<tr>
<td>DPH CHEP -Infra subtotal</td>
<td>800,000</td>
<td>1,000,000</td>
<td>1,111,242</td>
</tr>
<tr>
<td></td>
<td>166,226</td>
<td>1,633,774</td>
<td></td>
</tr>
<tr>
<td></td>
<td>633,774</td>
<td>1,111,242</td>
<td></td>
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<tr>
<td><strong>Oral Health Task Forces</strong></td>
<td>450,000</td>
<td>450,000</td>
<td></td>
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<tr>
<td></td>
<td>- 450,000</td>
<td>900,000</td>
<td>**two years combined funding for 3 Oral Health Task Forces in final</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>contract negotiations</td>
</tr>
<tr>
<td><strong>Oral Health Sealants</strong></td>
<td>450,000</td>
<td>250,000</td>
<td>250,000</td>
</tr>
<tr>
<td></td>
<td>- 250,000</td>
<td>250,000</td>
<td>250,000</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>6,502,000</td>
<td>5,703,000</td>
<td>6,142,062</td>
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<tr>
<td></td>
<td>267,924</td>
<td>11,937,076</td>
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<tr>
<td></td>
<td>6,234,076</td>
<td>6,142,062</td>
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</table>

*sealants funding went to SFUSD in 18/19

**all 18/19 unexpended funds were carried-forward to be used in 19/20
Healthy Communities Grants Goals

The Sugary Drinks Distributor Tax (SDDT) community grant program is intended to:

• Support long term sustainable changes that are health promoting, community building and equity focused

• Support delivery of chronic disease prevention/intervention programs

• Help build strong community organizations with financial and technical support so that priority communities can successfully implement innovative, community driven and community led initiatives
Values (why we do this work)
& Strategic Pillars (how we do this work)

Values
• Health Equity
• Eliminating Disparities
• Helping Communities Contend with Chronic Disease

Pillars
• Make Community-Informed, Community-developed Investments in Affected Communities
• Use Evidence Throughout The Grant Process
• Build Learning Communities and Collaborative Partnerships
• Primary and Secondary Prevention and Systems Changes
**Priority populations**

**PRIORITY POPULATIONS:** These populations have been heavily targeted by the industry and consequently consume more sugary drinks and suffer related chronic diseases. For more data and information please see the [www.sfdph.org/sddtac](http://www.sfdph.org/sddtac)

- Black/African American
- Latinx
- Pacific Islander & Asian
- Native American/Native Indian
- Pregnant women
- Children/Youth/Young Adults between 0-24 years old
  - Adolescent and TAY males (10-24)
- Low income populations
Sugary Drinks Distributor Tax: SFDPH Logic Model

SDDT funded efforts will focus on building healthy equity and will inspire innovative, community-driven and -led initiatives that will build capacity in affected communities while simultaneously delivering services and making long term sustainable changes that are health promoting, community building and equity focused. Grantees will also be asked to try to impact Social Determinants of Health through the SDDT Healthy Communities Grants funded programs. Qualitative and quantitative data will be used for quality improvement and documenting SDDT impact.

<table>
<thead>
<tr>
<th>GOALS</th>
<th>ACTIVITIES</th>
<th>IMPACT</th>
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</table>
| Change Policy, Systems & Environments (PSE) | A. Communities develop, implement, monitor Healthy Eating/Active Living (HEAL) policies/system/environmental changes  
B. Address Social Determinants of Health (SDOH) e.g. transportation, safety, poverty, employment that support Healthy Eating/Active Living (HEAL) are incorporated into grant activities. | Eliminate Health Disparities ↓ sugary drink sales  
↑ H₂O access  
↑ Food security  
Improved Equity Outcomes ↑ Local hiring  
↑ Workforce development  
Behavioral Outcomes ↓ sugary drink consumption  
↑ H₂O consumption  
↑ Fruit/veggie consumption  
↑ Breastfeeding  
↑ Physical Activity  
Health Outcomes ↓ Chronic diseases  
Dental caries  
Heart disease  
Hypertension  
Stroke  
Type 2 Diabetes |
| Deliver Education, Programs & Services | Provide programs/services that change knowledge, attitudes and behaviors  
Provide programs/services that increase access  
Provide programs/services to support priority populations with disproportionate chronic disease burden | |
| Build Capacity & Develop Leadership | Provide incentives/technical assistance to support HEAL PSE changes  
Provide Training of Trainers (ToT) to train community leaders on HEAL related topics so they can educate their community members in culturally relevant approaches  
Prepare Diverse Community Health Workers/Promotoras. Support topic-specific, cross-training and system navigation; job placement (certificate program for nutrition assistants, physical activity instructors, lactation, CHW certification program, sign up eligible WIC/SNAP residents) | |
Healthy Communities Grants Program

In FY 19-20, DPH-CHEP, in partnership with SF Public Health Foundation, issued 2 RFPs for Healthy Communities Grants

- Small Organizations (under $1M)
  - Up to $500K over 3 years
  - Possible to extend to 5 years

- One time SUPPORT Grants
  - Up to $75K in FY19/20
  - One time infrastructure support
SDDT Healthy Communities Grants (11)

<table>
<thead>
<tr>
<th>Grants/Contracts</th>
<th>FY19-20 Funding Amount</th>
<th>Funded organizations/programs</th>
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<tbody>
<tr>
<td>SDDT Healthy Communities grants</td>
<td>$2M total</td>
<td>1. Asociacion Mayab</td>
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<tr>
<td></td>
<td>11 grants</td>
<td>2. Bayview Hunters Point Community Advocates</td>
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<td></td>
<td></td>
<td>3. BMAGIC</td>
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<tr>
<td></td>
<td></td>
<td>4. Bounce Back and Healthy Generations Project</td>
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<td></td>
<td></td>
<td>5. CommunityGrows</td>
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<tr>
<td></td>
<td></td>
<td>6. Community Well</td>
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<tr>
<td></td>
<td></td>
<td>7. Farming Hope</td>
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<tr>
<td></td>
<td></td>
<td>8. San Francisco African American Faith Based Coalition</td>
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<tr>
<td></td>
<td></td>
<td>9. SisterWeb</td>
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<tr>
<td></td>
<td></td>
<td>10. SoMa Community Action Network (SOMCAN)</td>
</tr>
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<td></td>
<td></td>
<td>11. Urban Sprouts</td>
</tr>
</tbody>
</table>
Interventions

- Healthy Eating – 10
  - Urban Agriculture – 3
  - Food Access/Security - 5
- Physical Activity - 6
- Healthy Eating/Active Living – 5
- Workforce development by hiring community members/training and employing youth – 5
- Policy/Systems/Environmental change strategies to create a long term impact - 4
Populations Reached

- Black/African American
- Latinx
- Pacific Islander & Asian
- Native American/American Indian
- Pregnant People
- Youth (High School age) and transitional-age youth, particularly adolescent males
- Adults
- Low income (200% of Federal Poverty Level)
Funded programs serve the priority population in the following neighborhoods: Bayview Hunters Point, Visitacion Valley, Mission, Excelsior, OMI, Western Addition, SoMa, Tenderloin, Chinatown, etc.

**Healthy Community grants mapping:**
https://drive.google.com/open?id=1SN_kazgcGV-_V3Cw6yi67BN9mBDciBia&usp=sharing
### SDDT Support Grants (26)

<table>
<thead>
<tr>
<th>Grants/Contracts</th>
<th>FY19-20 Funding Amount</th>
<th>Eligible organizations/programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>SDDT Support Grants</td>
<td>$1.7M</td>
<td>These 26 organizations were scored as eligible for Healthy Communities Grants SUPPORT funding. SF Public Health Foundation is in the process of offering contracts to these organizations.</td>
</tr>
</tbody>
</table>

- 18 Reasons
- Asociacion Mayab
- Bounce Back Generation
- Children’s Council
- Clinic By The Bay
- Community Grows
- Community Well
- Eat SF
- Instituto Familiar de la Raza
- Jamestown Community Center
- Leah’s Pantry
- Magic Tooth Bus
- Meals on Wheels SF
- NCH Community Gardens
- Project Commotion
- Regional Pacific Islander Task Force
- Renaissance Parents of Success
- Samoan Community Development Center
- SF African American Faith Based Coalition
- SF Brown Bombers
- Sister Web
- St. Francis Living Room
- The Bayview Hunter's Point Clinic
- Transitions Clinic
- Urban Sprouts
- YMCA of SF
SDDT Funding Initiative Evaluation

- DPH developing an evaluation plan
- DPH meeting with each grantee
  - Assess evaluation and capacity needs
  - Input on evaluation tools
  - Support launch of grants
- DPH developing report/evaluation questions:
  I. Quarterly program updates
  II. Biannual report
  III. Client pre-and post-surveys

- SDDT Funding Initiative Convening – Winter/Spring 2020
Q & A

THANK YOU!