



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

MINUTES

November 20, 2019

5:00 pm

25 Van Ness Avenue, Room 610

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 about public comment.

Order of Business:

1. Call to Order / Roll Call – Joi Jackson-Morgan called the meeting to order at 5:03pm.
 - a. Approval of Excused Absences [Action]
 - i. Excused absences: Vanessa Bohm, Shelley Dyer. Saeeda motioned to approve excused absences. Janna seconded the motion. All voted in favor of approving excused absences.
 - ii. Unexcused absences: Jorge Rivas
2. Approval of Minutes for previous meeting [Action]

John motioned to approve the minutes from the October 16 meeting. Aaron seconded the motion. The minutes were approved.
3. Review and Consideration of Regular Agenda [Action]

Aaron motioned to approve the agenda. Linda seconded the motion. The agenda was approved.
4. Public Comment – There was no public comment.
5. SDDTAC Strategic Planning Components Report Back and Feedback [Discussion and Possible Action]
 - a. Review of Draft SDDTAC Vision, Mission, Values, Strategies

Kym Dorman from Raimi & Associates presented collective feedback from SDDTAC members of the vision, mission, values. SDDTAC members agreed to adopt the following draft components of the SDDTAC strategic plan.

Draft Vision (What does the SDDTAC hope to achieve in the long-term?)



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

Roberto moves to adopt draft vision. Aaron seconds the motion. Draft vision passes with one abstention by Michelle Kim.

Draft Mission (What does the SDDTAC do? Why does the SDDTAC exist?)

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

Aaron motions to adopt draft mission. Lauren seconds. Motion unanimously passes.

Draft Values (What does the SDDTAC stand for? What are the enduring, core beliefs? – with brief description that provides additional information)

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*

John motions to adopt draft values with brief explanations. Saeeda seconds the motion. Motion unanimously passes.

Draft 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*

Aaron motions to formally adopt priority populations with edits. Michelle seconds motion. Unanimously draft priority populations passes.

Raimi & Associates will follow up at the next Infrastructure committee meeting and encourages SDDTAC to provide comments focusing on goals and strategies.

No public comment

6. Review of SDDT FY 19-20 Budget Recommendations [Discussion]
 - a. SDDT Budget Clarifications from the Office of the Controller – RFP Allocations, Tracking and Addbacks



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Christina presented the Controller's response to the SDDTAC's question about tagging current fiscal year SDDT funds. Water access was tagged \$300K as part of the Recreation and Park line with Peace Parks. DPH SDDT community engagement (\$50K) was also tagged under community based grants. She mentioned that they are not able to tag past healthy addbacks. Member suggested that since the baseline SDDT funding will remain constant it would be a good reminder for SDDTAC and the public to look at our recommendations, and add the healthy addback list to the back of SDDTAC meeting agenda, it is not reflected in our recommendations but for the public to see. Member suggests clearing up tagging right away so that we know what was allocated to eliminate confusion, staff will make the request.

- b. Review of Timeline to Prepare for December SDDTAC Meeting to Discuss FY 20-21 budget recommendations and considerations for FY 21-22 budget recommendations

Christina reviews SDDT timeline of FY 20-21 budget recommendations and considerations for FY 21-22 budget recommendations. The timeline was presented at the November subcommittees to begin thinking about budget recommendations for FY 21-22 at the December SDDT meetings with the intent to vote at the SDDTAC meeting in February.

Joi recommends to SDDTAC members of the seats they represent on the SDDTAC and to inform their communities when to be present at the future SDDTAC meetings when discussing budget. She also reminded members of the community input's accountability table and provided the below prompt questions for SDDTAC members to consider when making budget recommendations:

- Has the SDDTAC been thinking out of the box in regard to budget recommendations?
- Are the SDDTAC funded programs sustainable?
- Are we making recommendations for 2 year or multiyear funding options?
- Are the SDDT funded programs reaching or achieving equity for communities?
- How can SDDT funding achieve equity?
- When we make our funding recommendations, is this what the community wants?
- Will the funding recommendations produce jobs for community members?
- Will the funding recommendations keep San Franciscans healthy?
- Are there similar projects/programs that were not funded by SDDT?
- Are we providing the funding recommendations per the legislation, does it match?
- Does our data and evaluation report help to inform our funding recommendation principles?

Member suggested to also think about political aspects of their seats – reflect on what has happened in past years, reputations and that SDDTAC recommendations are understood by the Mayor. Member suggested to add to the budget timeline previous suggestions from Ashley Groffenberger of the Mayor's Office. Member added that knowing what the Mayor envisions would be helpful in making budget recommendations. Another member noted that 80-90% of SDDTAC recommendations were passed compared to other SSB cities. Member recommends that meeting with the Mayor's Office and Board of Supervisors would be helpful and strategic, to ensure that community has a voice in relaying community needs and holding them accountable. Member suggested that SDDTAC have all tools readily available at subcommittees to be prepared to develop budget recommendations for the community, while staying connected to Mayor's priorities.



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Member suggested to think about setting aside funds designed to create a highlight issue that can precede a community input process and possibly be a white paper and generate a hearing from community and can build an issue to provide more attention to and/or use this strategy. Possibility to consider as part of SDDTAC portfolio and decide what issue to highlight, just an idea to possibly fund for example, food deserts pregnant mothers and/or food insecurity. This could possibly help build SDDTAC case and would allow for allies to support SDDTAC and its budget recommendations.

7. DPH Staff Report [Discussion]

a. SDDT Media Campaign Update

Christina provided an update on the SDDT media campaign. Civic Edge has been working with the liaisons identified at the October SDDTAC meeting (thanks to Linda, Lauren, and Shelley for all their help to coordinate the logistics of the photoshoots). Photoshoots were completed today at Heart of the City Farmer's Market and Amigo's Market, highlighting EatSF and HealthyRetailSF and featuring farmers who are long time pillars of the market and Food Justice Leaders as shoppers. Amigos is owned and operated by a father and son, which adds a nice intergenerational story to share. So much good work is happening within SFUSD that it was a challenge to find a site that captured it all. On Friday, there will be a day long photoshoot at McAteer campus to highlight:

- SFUSD's first full cooking kitchen, using some funds from SDDT + students eating freshly made meals (on reusable plates)
- a hydration station in the cafeteria with graphics
- FoodWise teens, whose stipends are paid for by SDDT funds, who work in the garden on campus.

It is possible we may be able to also capture sealants at Gordon Lau; otherwise, we will prioritize for future materials. Civic Edge intends to schedule the photoshoot for Recreation and Park Department the first week of December.

Civic Edge is also working on website development and merchant collateral. The focus will be on community posters, palm cards transit ad space. They are also working with the community input subcommittee on pop up engagement activities in the winter to engage with community in a meaningful way and to increase impact by linking them to programs that are funded by the soda tax.

Member asked if digital photos can be shared on social media. Social media packages will be provided so that SDDTAC members can share.

b. DPH Healthy Communities Grantees Overview

Christina reported on DPH SDDT budget. Last fiscal year (2018/19) grants did not go out; therefore DPH is releasing carry forward dollars from last year in conjunction with this year's budget and is working with the Public Health Foundation to award (\$4Mil) grants. About \$1.5Million will be going out specifically for Food



San Francisco Department of Public Health

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Security; and about another \$500k will be awarded. She mentioned that another DPH RFP will be released November 21, 2019. Healthy Communities grantees will have opportunity for \$10K for evaluation support and DPH still has funds for funds for capacity building. Additionally, 26 one-time support grants will also be provided. Oral health funds were not expended last fiscal year but will be expended in next year, specifically for the oral task forces.

Dongmei presented an overview of the Healthy Communities' Grant goals, values and strategic pillars and noted that it focuses on primary and secondary prevention. She presented 11 grantees that received a total of \$2Million. Grants will go up to \$500K over 3 years and may be extended to 5 years. She presented the 26 support grants who scored as eligible for the Healthy Community Grants SUPPORT funding in FY 19/20 for one time infrastructure support. SF Public Health Foundation is in the process of offering contracts to these organizations.

Dongmei presented on the types of interventions of grantees, with most of them overlapping: healthy eating, physical activity, workforce development and policy, systems and environmental strategies. Member requested to see how many applicants for the 0-5 age priority populations. DPH can provide a list of applicants by priority populations. SDDT grantees will be brought together in winter – January/February and currently DPH staff is meeting with grantees one on one to identify specific technical and evaluation assistance.

c. SDDT Evaluation Status Update

Michelle Kirian announced that the Harder & Company contract was ended. With the newly onboarding of additional grantees, DPH staff will be reaching out to them for support specifically on evaluation. She mentioned that she has met via phone with grantees assessing their needs and capacity for evaluation. The interview findings of grantees document is not complete due to grantee contracts not completed as of yet. Michelle shared with SDDTAC the SDDT overall umbrella evaluation and what is being done to capture the data. Program level evaluation will also be done for programs funded. Thus, she created a bi-annual reporting template, identifying grantee reach and if the target populations are being served, partnerships and sustainable linkages, as well as identification of successes and failures to help with improvement. Michelle presented the a pre/post survey for grantee focus areas (oral health, physical activity, nutrition, etc). Currently, Michelle is reaching out with UCSF researchers about their experience with pre/post survey and specific questions being asked of grantees. Member would suggest asking questions in order to track broadly soda consumption, and how would we be able to capture that data city wide? Member noted that grantees have a captive audience that data can be tracked over time with broad question in comparison to CHIS data. Michelle Kirian proposed to have more qualitative questions for the survey that would indicate sugary beverage consumption. Member asked if surveys will be translated. They will be translated in Samoan, Spanish, Mayan and Tagalog and will translate as requested. Patient identifier numbers will be used as well as tablets will be provided to grantees for the pre/post survey questionnaire. Michelle noted that the \$10K one time evaluation support for grantees can be used for anything related to evaluation. City agencies funded by SDDT funds will not receive the additional \$10K evaluation support. Member suggested to include information on how data collected will be used and Michelle responded it can be included at the beginning of the survey.



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Paisley Strellis of Civic Edge thanked SDDTAC for their support of Civic Edge's work with SDDT funded grantees for the media campaign.

8. Subcommittee Update [Discussion]

a. Co-chair update

In an effort to prepare the SDDTAC on the upcoming annual report due in March, SDDTAC will be focusing on budget recommendation considerations at the subcommittee meetings and will be discussed further at the full SDDTAC meetings. SDDTAC members are encouraged to outreach to their communities to inform them of the voting process that will be conducted in January/February 2020 SDDTAC meetings and encourage them to come to those meetings.

Roberto announced that Shalini Iyer Rana, is the Mayor's new health policy aide, previously the chief program and evaluation officer at the Metta Fund which has funded local initiatives. He will reach out to invite her to the SDDTAC January/February meetings.

Joi and Roberto has been participating on the national food equity calls. On the calls there are no decisions made but they are able to talk with other SSB tax jurisdictions. By participation on these calls they are able to identify a broader vision of what is being funded through SSB fee implementation. To date Seattle, SF and Jim Krieger have been on the calls. Member suggested to identify what other SSB jurisdictions are doing in regard to media.

b. Infrastructure

Michelle thanked SDDTAC members for their input and feedback provided to Raimi & Associates thus far for the strategic plan. Raimi & Associates will report back at the next Infrastructure meeting and the intent is to plan for feedback on strategies at the December SDDTAC meeting and hope to have it finalized then. Member suggested that there be another 30 minutes allotted for strategic planning at each of the December subcommittee meetings – Jonathan and Janna agreed.

c. Data and Evidence

Jonathan reported on the strategic planning session, overview provided by Michelle Kirian of the draft Harder & Company city agency evaluation report, encourages SDDTAC members to review and provide feedback to Michelle Kirian and will be accepted for SDDTAC vote in January. He also informed SDDTAC members to review the Fall 2019 data report as it will be up for vote at the December SDDTAC meeting

d. Community Input

John reported back the community input committee is working with Civic Edge on media campaign and community engagement efforts, reviewed timeline for FY 21-22 budget recommendations/considerations and had a strategic planning session with Raimi & Associates. He reported that community input is recommending reinstating a media budget for the upcoming budget recommendations, if they do not ask for it, SDDTAC may not likely get the funds for media for the upcoming year. John mentioned discussions on issue of the Asian/Pacific Islander data gap – disaggregation of API data is needed, and API cut off point for body mass indexes for the API populations. Member asked if API data can be disaggregated and where it is



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happening. Rita stated that the CA Health Interview Survey data was oversampled and reviewed disaggregated data with John Maa.

9. Committee Member Proposed Future Agenda Items [Discussion and Possible Action]
 - a. Review of subcommittee budget recommendations for FY 21-22
 - b. Review by laws for new co-chairs election process; possibly change in March instead of December
 - c. SDDTAC vote on Fall 2019 data report
 - d. Invitation to Mayor's new health policy aide to SDDTAC meeting to identify Mayor's priorities and meet and greet
 - e. Update on strategic planning process from Raimi & Associates

Public comment

Katie Ettman from SPUR – update on written report back from SDDT funded city depts and the plan for unspent SDDT funds

10. Announcements [Discussion]

Joi announced Shape Up SF Coalition invites SDDTAC members to its holiday celebration at Old Skool Café, a youth run, jazz themed supper club in the Bayview

Roberto announced on December 12th there will be festival celebrating mother earth, solstice, Lady Guadalupe with Aztec dance at Leonard Flynn Elementary School

Janna thanks SDDT/DPH staff for working on ensuring that community grant organizations are receiving grant funds, she looks forward to evaluation progress of grantees

Linda announces that Recreation and Park Department will be hosting its Holiday Tree Lighting at McLaren Lodge in Golden Gate Park (501 Stanyan Street) on December 3, 2019 4-8pm. Mayor will be present and is a free family friendly event.

Irene announces that Cavity Free SF will be hosting its 5th Annual Children's Oral Health Forum on December 9, 2019 9am-12pm at St. Mary's Cathedral.

John announced that the soda warning labels sponsored by Supervisors Wiener and Waltman, they were advisors to the Washington D.C legal team on its soda tax.

Michelle announced DCYF's upcoming We Are the City Family Summits on November 23, 2019 1-3pm District 6 at the Gene Friend SOMA Recreation Center, 270 6th Street. District 5 Family Summit on Saturday, December 7th 1-3pm at Ida B. Wells High School 1099 Hayes Street



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Johnathan announced that he will be presenting at UCSF Dean's Forum and sharing SDDTAC efforts during his presentation on November 21, 2019 at 1-2pm

11. Adjournment

Linda motions to adjourn meeting. John seconds. Meeting is adjourned at 7:41pm.

Notes

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.

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- 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.

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Aparatos de asistencia auditiva, intérpretes de Lenguaje de Señas Americano, lectores, agendas con letra grande y otras acomodaciones están disponibles de ser requeridas. Por favor presente sus solicitudes de acomodo ante Minouche Kandel (415) 252-3203, o minouche.kandel@sfgov.org. Solicitar acomodaciones por lo menos 72 horas antes de la reunión ayudará a garantizar la disponibilidad de las mismas.

ORDENANZA DE CABILDEO

Individuos y entidades que influyen o intentan influenciar legislación local o acciones administrativas podrían ser requeridos por la Ordenanza de Cabildeo de San Francisco (SF Campaign & Governmental Conduct Code 2.100) a registrarse y a reportar actividades de cabildeo. Para más información acerca de la Ordenanza de Cabildeo, por favor contactar la Comisión de Ética: 25 de la avenida Van Ness, Suite 220, San Francisco, CA 94102, 415-252-3100, FAX 415-252-3112, sitio web: sfgov.org/ethics.

Kung mayroon kayong mga tanong tungkol sa miting, mangyaring tumawag lang sa 415-252-3203. Ang pagtunog at paggamit ng mga cell phone, mga pager at kagamitang may tunog ay ipinagbabawal sa pulong. Paalala po na maaring palabasin ng Tagapangulo ang sinumang may-ari o responsable sa ingay o tunog na mula sa cell-phone, pager o iba pang gamit na lumilikha ng tunog o ingay.

ALAMIN ANG INYONG MGA KARAPATAN SA ILALIM NG SUNSHINE ORDINANCE

Tungkulin ng Pamahalaan na paglinkuran ang publiko, maabot ito sa patas at medaling maunawaan na paraan. Ang mga komisyon, board, kapulungan at iba pang mga ahensya ng Lungsod at County ay mananatili upang maglingkod sa pamayanan. Tinitiyak ng ordinansa na ang desisyon o pagpapasya ay ginagawa kasama ng mamamayan at ang mga gawaing panglungsod na napagkaisahan ay bukas sa pagsusuri ng publiko. Para sa impormasyon ukol sa inyong karapatan sa ilalim ng Sunshine Ordinance (Kapitulo 67 sa San Francisco Administrative Code) o para mag report sa paglabag sa ordinansa, mangyaring tumawag sa Administrador ng Sunshine Ordinance Task Force .
City Hall – Room 244 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102-4683



San Francisco Department of Public Health

Dr. Grant Colfax
Director of Health

City and County of San Francisco
London N. Breed
Mayor

415-554-7724 (Opisina); 415-554-7854 (Fax), E-mail: SOTF@sfgov.org

Ang mga kopya ng Sunshine Ordinance ay makukuha sa Clerk ng Sunshine Task Force, sa pampublikong aklatan ng San Francisco at sa website ng Lungsod sa www.sfgov.org. Mga kopya at mga dokumentong na nagpapaliwanag sa Ordinance ay makukuha online sa <http://www.sfbos.org/sunshine> o sa kahilingan sa Commission Secretary, sa address sa itaas o sa numero ng telepono.

PAG-ACCESS SA WIKA

Ayon sa Language Access Ordinance (Chapter 91 ng San Francisco Administrative Code), maaaring mag-request ng mga tagapagsalin sa wikang Tsino, Espanyol, at/o Filipino (Tagalog). Kapag hiniling, ang mga kaganapan ng miting ay maaring isalin sa ibang wika matapos ito ay aprobahan ng komisyon. Maari din magkaroon ng tulong sa ibang wika. Sa mga ganitong uri ng kahilingan, mangyaring tumawag sa Minouche Kandel sa 415-252-3203, o minouche.kandel@sfgov.org, sa hindi bababa sa 48 oras bago mag miting. Kung maari, ang mga late na hiling ay posibleng pagbibigyan.

ACCESS PARA SA MAY KAPANSANAN

Ang Konseho tungkol sa Karahasan sa Pamilya (Family Violence Council) ay ginaganap sa room 617 sa 400 McAllister Street sa San Francisco. Ang building ay maaaring ma-access ng mga taong gumagamit ng wheelchair at iba pang gamit na tumutulong sa pagkilos .

Ang mga pagpupulong ng Task-Force ng Mayor sa Anti-Trafficking ay ginaganap sa Room 305 sa City Hall, 1 Dr. Carlton B. Goodlett Place sa San Francisco. Ang City Hall ay accessible para sa mga taong gumagamit ng wheelchair at iba pang mga gamit na tumutulong sa pagkilos. Mayroong mga rampa sa mga pasukan sa Grove, Van Ness at McAllister. Ang mga kagamitan sa pagtulong sa pandinig, mga interpreter ng American Sign Language, mga tagapagbasa, mga adyenda na malalaki ang print, at iba pang pangangailangan ay maaaring hilingin. Para humingi ng tulong, tawagan si Minouche Kandel (415) 252-3203, o mag email sa minouche.kandel@sfgov.org. Kailangan mag-request ng mga pangangailangan sa hindi bababa sa 72 oras bago ng pagpupulong upang matiyak kung maaaring ipaglingkod ang inyong kahilingan.

LOBBYIST ORDINANCE

Ayon sa San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code 2.100], ang mga indibidwal o mga entity na nag iimpluensiya o sumusubok na mag impluensiya sa mga lokal na pambatasan o administrative na aksyon ay maaring kailangan mag register o mag report ng aktibidad ng lobbying. Para sa karagdagan na impormasyon tungkol sa Lobbyist Ordinance, mangyaring tumawag sa San Francisco Ethics Commission at 25 Van Ness Avenue, Suite 220, San Francisco, CA 94102, (415) 252-3100, FAX (415) 252-3112, website: sfgov.org/ethics.

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



San Francisco Department of Public Health

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City and County of San Francisco
London N. Breed
Mayor

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
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%	



San Francisco Department of Public Health

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City and County of San Francisco
London N. Breed
Mayor

	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.
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



San Francisco Department of Public Health

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City and County of San Francisco
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Mayor

	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.
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	



San Francisco Department of Public Health

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City and County of San Francisco
London N. Breed
Mayor

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	<p>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</p>
Evaluation	<p>Additional funds for evaluation may:</p> <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
WATER ACCESS	
Water Access - SFUSD	<p>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.</p>
Water Access - Public Spaces	<p>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).</p>



San Francisco Department of Public Health

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Mayor

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 intensify 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.