

SDDTAC Draft Strategic Plan Components

1. Draft Vision-- *What does the SDDTAC hope to achieve in the long-term?*

All San Franciscans make healthy nutritional choices and are supported by equitable environments, systems and policies.

Note: Article 8: Sugary Drinks Distributor Tax Ordinance is intended to discourage the distribution and consumption of sugar-sweetened beverages in San Francisco by taxing their distribution.

2. Draft Mission-- *What does the SDDTAC do? Why does the SDDTAC exist?*

SDDTAC is charged with the task of making funding recommendations that provide critical services, support innovative and community-led initiatives, and make long-term sustainable changes that decrease sugary beverage consumption and related chronic diseases. SDDTAC also supports the ongoing evaluation of the tax and funded projects/initiatives.

3. Draft Values *What does the SDDTAC stand for? What are the enduring, core beliefs?*

- Support community-led and culturally relevant work.
- Build strong collaborations and partnerships.
- Address structural inequities.

4. Draft strategies

- **Peer-Led/Promotora Approach.** Funds should support activities that incorporate peer led and/or promotora (community health worker) led interventions. Peer/promotora led approaches value community members as vehicles for promoting and enhancing change among peers by educating and sharing information with those who share the same language, culture, ethnicity and life experiences as them. By doing so, peer educators/promotoras are able to remove barriers to information and services. They are natural advocates and committed to equity and social justice.
- **Build Capacity and Develop Leadership.** Funding should support activities that promote the development of skills and capacity of community members to become more effective leaders in their communities; enhance leadership skills to create and implement purposeful desired community change; and build capacity of community members to work effectively with a broad range of community issues.
- **Implementation provides training and employment for target community members (Workforce Development).** Activities should support development opportunities that lead to increased employability and employment, including but not limited to local hiring, job readiness training, skill and capacity building, career path development, and entrepreneurial opportunities.
- **Education, Programs and Services, including Accessible - Free & Low-Cost Services (focused on priority populations B/AA, PI, NA, Latinx, Asian).** Funding should support programs and activities that offer free and/or low-cost services to target populations to ensure accessibility and engagement with community members.
- **Promotes long term policy, systems, or environmental change (focused on priority populations B/AA, PI, NA, Latinx, Asian).** Funding should support policy, systems and

environmental changes that go beyond programming and focus on the systems that create the structures in which we work, live, learn and play. Adopting a Policy, Systems & Environmental (PSE) change approach can help create sustainable, comprehensive measures to improve community health. PSE can enrich and expand the reach of current health preventive efforts and engage diverse stakeholders around the goal of improving health.

Key populations to be served by SDDT funding

- Low-income San Franciscans, and/or
- Populations* shown to be consuming sugary drinks at a high rate, and/or
- Populations* disproportionately affected by diet sensitive chronic diseases (such as type 2 diabetes, obesity, heart disease, and/or tooth decay)

Background

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 Sugary Drinks Distributor Tax (SDDT) is a general excise tax on the privilege of conducting business within the City and County of San Francisco. It is not a sales tax or use tax or other excise tax on the sale, consumption, or use of sugar-sweetened beverages. The funds collected from this tax are to be deposited in the General Fund. The legislation defines a sugary drink, or sugary-sweetened beverage (SSB), as follows: A sugar-sweetened beverage (SSB) means any non-alcoholic beverage intended for human consumption that contains caloric sweetener and contains 25 or more calories per 12 fluid ounces of beverage, including but not limited to all drinks and beverages commonly referred to "soda," "pop," "cola," "soft drinks" "sports drinks," "energy drinks" "sweetened iced teas" or any other similar names.

Budget recommendation cycle

The SDDTAC Committee is tasked with making two-year budget recommendations to coincide with the City's two-year budget cycle every year. The Committee expects new information will emerge during the course of the first year (from funded organizations, ongoing community input, new data and evidence, etc.) that will inform potential changes to its second year budget recommendations. For example, this year the Committee is making recommendations for expenditures in FY 19-20 and FY 20-21. The Committee will reevaluate its FY 20-21 recommendations at the end of 2019 and may make changes, if deemed appropriate, for its final FY 20-21 recommendations in early 2020.

Per the SF Administrative Code, SEC 5.33-6 Sunset

Unless the Board of Supervisors by ordinance extends the term of the Advisory Committee, this Article XXXIII shall expire by operation of law, and the Advisory Committee shall terminate, on December 31, 2028.

Key Components of the SDDTAC Strategic Plan

- Vision
- Mission
- Principles
- Goals
- Strategies
- Outcomes
- Impacts
- 1 page visual