Sugary Drinks Distributor Tax Advisory Committee

AGENDA

September 18, 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.

** Times provided for agenda items are estimates

Order of Business:

1. Call to Order / Roll Call – 5 min
   a. Approval of Excused Absences [Action]

2. Approval of Minutes for previous meeting [Action] – 3 min

3. Review and Consideration of Regular Agenda [Action] – 2 min

4. Public Comment – 10 min

5. DPH Staff Report [Discussion and Possible Action] – 15 min
   a. SDDTAC web page updates
   b. DPH RFP update
   c. Evaluation Planning Update
   d. Media– Civic Edge Consulting - design elements

6. Emma Sanchez-Vaznaugh, ScD., MPH, San Francisco State University, Physical Activity and Physical Education [Discussion] – 30 min

7. Controller’s Office – Michelle Allersma, discuss SDDT revenue [Discussion] – 20 min

8. City Department Report [Discussion] – 45 min
   a. Oral Health Task Forces – 30 min
   b. SFUSD Oral Health funding – 15min

9. Subcommittee Update [Discussion and Action] - 30 min
a. Co-chair update
b. Infrastructure – strategic planning
c. Data and Evidence – data report approval
d. Community Input – Community outreach event

10. Committee Member Proposed Future Agenda Items [Discussion and Possible Action] – 5 min
   a. DPH Oral Health, Healthy Food Purchasing Supplements and DPH Community-Based Grants
   b. Jim Krieger, MD, MPH – Sugary Drink taxes: challenges and lessons learned

11. Announcements [Discussion]

12. Adjournment

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.

The Brown Act forbids a Committee from taking action or discussing any item not appearing on the posted agenda, including those items raised at Public Comment. In response to public comment on an item that is not on the agenda, the Committee is limited to:

- 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.

Explanatory documents are available at the 25 Van Ness Ave, Suite 500 during regular business hours. If any materials related to an item on this agenda have been distributed to the SDDTAC after distribution of the agenda packet, those materials are available for public inspection at the address above during normal business hours.

RINGING AND THE USE OF CELLPHONES
The ringing of and use of cell phones, pagers and similar sound-producing electronic devices are prohibited at this meeting. Please be advised that the Chair may order the removal from the meeting room of any person(s) responsible for the ringing or use of a cell phone, pager, or other similar sound-producing electronic devices.
KNOW YOUR RIGHTS UNDER THE SUNSHINE ORDINANCE

Government’s duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils, and other agencies of the City and County exist to conduct the people’s business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people’s review. For information on your rights under the Sunshine Ordinance (Chapters 67 of the San Francisco Administrative Code) or to report a violation of the ordinance, please contact: Sunshine Ordinance Task Force Administrator City Hall – Room 244 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102-4683, 415-554-7724 (Office); 415-554-7854 (Fax), E-mail: SOTF@sfgov.org

Copies of the Sunshine Ordinance can be obtained from the Clerk of the Sunshine Task Force, the San Francisco Public Library and on the City’s website at www.sfgov.org. Copies of explanatory documents are available to the public online at http://www.sfbos.org/sunshine or, upon request to the Commission Secretary, at the above address or phone number.

LANGUAGE ACCESS
Per the Language Access Ordinance (Chapter 91 of the San Francisco Administrative Code), Chinese, Spanish and or Filipino (Tagalog) interpreters will be available upon requests. Meeting Minutes may be translated, if requested, after they have been adopted by the Family Violence Council/Mayor’s Task Force on Anti-Human Trafficking. Assistance in additional languages may be honored whenever possible. To request assistance with these services please contact the Minouche Kandel 415-252-3203, or minouche.kandel@sfgov.org at least 48 hours in advance of the meeting. Late requests will be honored if possible.

DISABILITY ACCESS
Family Violence Council meetings are held in room 617 at 400 McAllister Street in San Francisco. This building is accessible to persons using wheelchairs and other assistive mobility devices.

Mayor’s Task Force on Anti-Human Trafficking meetings are held in Room 305 at City Hall, 1 Dr. Carlton B. Goodlett Place in San Francisco. City Hall is accessible to persons using wheelchairs and other assistive mobility devices. Ramps are available at the Grove, Van Ness and McAllister entrances.

Assistive listening devices, American Sign Language interpreters, readers, large print agendas or other accommodations are available upon request. Please make your requests for accommodations to Minouche Kandel (415) 252-3203, or minouche.kandel@sfgov.org. Requesting accommodations at least 72 hours prior to the meeting will help to ensure availability.

LOBBYIST ORDINANCE
Individuals and entities that influence or attempt to influence local legislative or administrative action may be required by the San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code 2.100] to register and report lobbying activity. For more information about the Lobbyist Ordinance, please contact the 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.

如對會議有任何疑問，請致電[415-252-3203]查詢。當會議進行時，嚴禁使用手機及任何發聲電子裝置。會議主席可以命令任何使用手機或其他發出聲音裝置的人等離開會議場所。

了解你在陽光政策下的權益
政府的職責是為公眾服務，並在具透明度的情況下作出決策。市及縣政府的委員會，市參事會，議會和其他機

SFDPH | 101 Grove Street, Room 308, San Francisco, CA 94102
San Francisco Department of Public Health
Dr. Grant Colfax
Director of Health

City and County of San Francisco
London N. Breed
Mayor

構的存在是為處理民眾的事務。本政策保證一切政務討論都在民眾面前進行，而市政府的運作也公開讓民眾審查。如果你需要知道你在陽光政策 (San Francisco Administrative Code Chapter 67) 下擁有的權利，或是需要舉報違反本條例的情況，請聯絡:

陽光政策 專責小組行政官
地址: City Hall – Room 244 1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4683
電話號碼:415-554-7724 ; 傳真號碼415- 554-5163
電子郵箱: SOTF@sfgov.org

陽光政策的文件可以通過陽光政策專責小組秘書、三藩市公共圖書館、以及市政府網頁www.sfgov.org等途徑索取。民眾也可以到網頁http://www.sfbos.org/sunshine 閱覽有關的解釋文件，或根據以上提供的地址和電話向委員會秘書索取。

語言服務
根據語言服務條例(三藩市行政法典第91章)，中文、西班牙語和/或菲律賓語（泰加洛語）傳譯人員在收到要求後將會提供傳譯服務。翻譯版本的會議記錄可在委員會通過後透過要求而提供。其他語言協助在可能的情況下也將可提供。上述的要求，請於會議前最少48小時致電415-252-3203或電郵至minouche.kandel@sfgov.org向委員會秘書Minouche Kandel提出。逾期提出的請求，若可能的話，亦會被考慮接納。

殘障通路
家庭暴力委員會 (Family Violence Council) 會議將在三藩市McAllister街400號617室舉行。此建築物可供使用輪椅及其它助行裝置的人士無障礙通行。

市長反人口販賣專責小組 (Mayor’s Task Force on Anti-Human Trafficking) 會議將在三藩市市政廳305室舉行，地址: 1 Dr. Carlton B. Goodlett Place。市政廳可供使用輪椅及其它助行裝置的人士無障礙通行。可供通行的斜道設在Grove、Van Ness及McAllister的入口。

輔助聽力儀器、美國手語傳譯員、閱讀器、放大字體的議程或其它便利設施將根據請求而提供。請致電(415) 252-3203或電郵至minouche.kandel@sfgov.org向Minouche Kandel提出便利設施的請求。要求提供予便利設施，請於會議前最少72小時提出，以協助確保便利設施可供使用。

遊說者法令
依據「三藩市遊說者法令」 (SF Campaign & Governmental Conduct Code 2.100 ) 能影響或欲影響本地立法或行政的人士或團體可能需要註冊，並報告其遊說行為。如需更多有關遊說者法令的資訊，請聯絡位於Van Ness街25號220室的三藩市道德委員會，電話號碼:415- 252-3100，傳真號碼 415-252-3112。網址: sfgov.org/ethics。

Para preguntas acerca de la reunión, por favor contactar el 415-252-3203. El timbrado de y el uso de teléfonos celulares, localizadores de personas, y artículos electrónicos que producen sonidos similares, están prohibidos en esta reunión. Por favor tome en cuenta que el Presidente podría ordenar el retiro de la sala de la reunión a cualquier persona(s) responsable del timbrado o el uso de un teléfono celular, localizador de personas, u otros artículos electrónicos que producen sonidos similares.

CONOZCA SUS DERECHOS BAJO LA ORDENANZA SUNSHINE
El deber del Gobierno es servir al público, alcanzando sus decisiones a completa vista del público。Comisiones, juntas, concilios, y otras agencias de la Ciudad y Condado, existen para conducir negocios de la gente。Esta ordenanza asegura que las deliberaciones se lleven a cabo ante la gente y que las operaciones de la ciudad estén abiertas para revisión de

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la gente. Para obtener información sobre sus derechos bajo la Ordenanza Sunshine (capítulo 67 del Código Administrativo de San Francisco) o para reportar una violación de la ordenanza, por favor póngase en contacto con:

Administrador del Grupo de Trabajo de la Ordenanza Sunshine (Sunshine Ordinance Task Force Administrator)
City Hall – Room 244 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102-4683
415-554-7724 (Oficina); 415-554-5163 (Fax); Correo electrónico: SOTF@sfgov.org


ACCESO A IDIOMAS
De acuerdo con la Ordenanza de Acceso a Idiomas “Language Access Ordinance” (Capítulo 91 del Código Administrativo de San Francisco “Chapter 91 of the San Francisco Administrative Code”) intérpretes de chino, español y/o filipino (tagalo) estarán disponibles de ser requeridos. Las minutas podrán ser traducidas, de ser requeridas, luego de ser aprobadas por la Comisión. La asistencia en idiomas adicionales se tomará en cuenta siempre que sea posible. Para solicitar asistencia con estos servicios favor comunícarse con Minouche Kandel al 415-252-3203, o minouche.kandel@sfgov.org por lo menos 48 horas antes de la reunión. Las solicitudes tardías serán consideradas de ser posible.

ACCESO DE DISCAPACITADOS
Las reuniones del Concilio sobre la Violencia de Familia (Family Violence Council) se llevan a cabo en la Sala 617 de la 400 McAllister Street en San Francisco. Este edificio es accesible para personas que utilizan sillas de ruedas y otros aparatos de movilidad asistida.

Las reuniones del Grupo de Trabajo del Alcalde en Contra del Tráfico Humano (Mayor’s Task Force on Anti-Human Trafficking) se llevan a cabo en la Sala 305 de la Alcaldía, 1 Dr. Carlton B. Goodlett Place en San Francisco. La alcaldía es accesible para personas que utilizan sillas de ruedas y otros aparatos de movilidad asistida. Las rampas para sillas de ruedas se encuentran disponibles en las entradas de las calles Grove, Van Ness y McAllister.

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 influencian 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 kaagamitan 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.
San Francisco Department of Public Health
Dr. Grant Colfax
Director of Health

City and County of San Francisco
London N. Breed
Mayor

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 pamayanang. Tinitiyak ng ordinansa na ang desisyon o pagpapasya ay ginagawa kasama ng mamamayan at ang mga gawaing panglungsod na napakaisahan 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.

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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 si itaas o sa numero ng telepono.

PAG-ACCESS SA WIKA

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 maaring mag-access ng mga taong gumamit 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 gumamit 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 kaganapan sa pagtulong sa pangding, mga interpreter ng American Sign Language, mga tagapagbasa, mga adyenda na malalaki ang print, at iba pang mga pangangailangan ay maaring 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 maaring ipaglingkod ang inyong kahilingan.

LOBBYIST ORDINANCE

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<thead>
<tr>
<th>SDDTAC Recommendations FY19-20 and 20-21</th>
<th>FY19-20</th>
<th>FY20-21</th>
<th>%</th>
<th>Department</th>
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<tbody>
<tr>
<td>COMMUNITY-BASED GRANTS</td>
<td>$3,260,000</td>
<td>$3,260,000</td>
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<td>DPH/CHEP</td>
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SFFDH | 101 Grove Street, Room 308, San Francisco, CA 94102
<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>SFUSD</th>
<th>DPH/CHEP</th>
<th>SFUSD via DCYF</th>
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<tbody>
<tr>
<td><strong>CBOs working with SFUSD</strong></td>
<td>Media</td>
<td>$680,000</td>
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<td>DPH/CHEP</td>
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<td></td>
<td>Community engagement</td>
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<td></td>
<td><strong>TOTAL COMMUNITY BASED GRANTS</strong></td>
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<td><strong>SFUSD</strong></td>
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<td>SFUSD via DCYF</td>
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<tr>
<td></td>
<td>Student Led Action</td>
<td>$500,000</td>
<td>$500,000</td>
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<td><strong>TOTAL SFUSD</strong></td>
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<td><strong>FOOD ACCESS</strong></td>
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<td>DPH/CHEP</td>
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<td></td>
<td>Healthy Retail</td>
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<td></td>
<td><strong>TOTAL FOOD ACCESS</strong></td>
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<td></td>
<td>School-based sealant application</td>
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<td></td>
<td>School-based education and case management</td>
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<td></td>
<td>Evaluation</td>
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<td>DPH/CHEP</td>
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<td><strong>WATER ACCESS</strong></td>
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<td>PUC via RPD/DPW?</td>
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<td></td>
<td>Water Access - Public Spaces</td>
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<td>PUC via RPD</td>
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<tr>
<td></td>
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<td>DPH/Behavioral Health</td>
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<td></td>
<td><strong>Total Proposed</strong></td>
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</tbody>
</table>
## Budget Descriptions

### COMMUNITY-BASED GRANTS

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:

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**

#### 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 with the largest populations of high-risk students that are disproportionately targeted by the sugary drinks industry.
## San Francisco Department of Public Health

Dr. Grant Colfax  
Director of Health

<table>
<thead>
<tr>
<th>Student Led Action</th>
<th>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.</th>
</tr>
</thead>
</table>

### FOOD ACCESS

<table>
<thead>
<tr>
<th>Healthy Food Purchasing Supplement</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy Retail</td>
<td>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.</td>
</tr>
</tbody>
</table>

### ORAL HEALTH

<table>
<thead>
<tr>
<th>Community task forces</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>School-based sealant application</td>
<td>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.</td>
</tr>
</tbody>
</table>

### INFRASTRUCTURE

<table>
<thead>
<tr>
<th>A. Personnel</th>
<th>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</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPH Infrastructure</td>
<td>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.</td>
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<tr>
<td></td>
<td>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</td>
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<td></td>
<td><strong>B. Professional services</strong> 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</td>
</tr>
<tr>
<td></td>
<td><strong>C. Materials/Supplies</strong> for meetings and printing costs</td>
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<tr>
<td></td>
<td><strong>D. Training</strong> to support staff development</td>
</tr>
<tr>
<td></td>
<td><strong>E. Data</strong> for collection (pricing), analysis (Nielsen) and purchase (IRI)</td>
</tr>
</tbody>
</table>

SFDPH | 101 Grove Street, Room 308, San Francisco, CA 94102
### Strategic planning

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.

### Evaluation

- Additional funds for evaluation may:
  - 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**

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.

**Water Access - Public Spaces**

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).

**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.

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* 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.