



# 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 Community Input Subcommittee

### MINUTES

Wednesday, December 11, 2019  
25 Van Ness Avenue, 6<sup>th</sup> Floor, Suite 650  
4:00PM

\* Please note that public comment will be held after every agenda item. If 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** [discussion and action]  
Present: Lauren Heumann, Janna Cordeiro, Aaron Kunz, John Maa, Kym Dorman (Raimi & Associates), Christina Goette and Melinda Martin  
Meeting is called to order at 4:10pm
2. **Approval of November Meeting Minutes** [discussion and action]  
Lauren motions to approve November meeting minutes. Janna seconds. Meeting minutes are approved.
3. **Review and Consideration of Agenda-** [discussion and action]  
John motions to approve agenda. Aaron seconds. Agenda is approved.
4. **General Public Comment**  
No public comment.
5. **House Keeping** [discussion and possible action]
  - a) SDDTAC Full Committee Meeting is December 18 at 25 Van Ness, Suite 610
    - a. Raimi & Associates will present draft strategic plan
    - b. SDDTAC vote on Fall 2019 Data Report
  - b) Community Input Meeting Locations
    - a. January 8 meeting in Bayview/Hunter's Point
    - b. 1<sup>st</sup> Wednesday of the Month – Beginning February 2020
  - c) Subcommittee updates
    - i. SDDT Media Campaign Updates –

Christina provided members with preview of photos taken for the media campaign that features Heart of the City Farmer's Market, McAteer kitchen rebuild and hydration station, healthy retail photos at Amigos Market.

As part of the conversation with Civic Edge, they have identified next key activities: in January finalize activities, collateral materials, swag, initial outreach planning. Civic Edge developed a list of community events (google doc) to do outreach and share images and to start talking about impacts of soda tax. This will be a continual testing of initial round of materials. Committee members to add to the google doc of additional community events where Civic Edge can be present to conduct pop up outreach. In respect to community engagement, DPH/Civic Edge will work with Circle Point to provide \$5-\$10K stipends to community based organizations to select and implement a menu of options to share, incorporate, etc the media campaign. Depending on the menu of options selected by CBOs, stipend amounts will vary. Currently proposing that CBOs will be minimally required to: implement social media toolkit (created by Civic Edge), obtain 100 unduplicated registrars on the app, attend and promote a convening in June for all SDDT-media funded organizations. Circle Point intends to release a call for applications in early January and submission by January 24, 2020. Programming duration will be from February 1 – June 30. The SDDT website will be programmed and go live in March. From April – June media placements will be released.

The June convening will allow for bringing organizations together to hear what they have done with the SDDT media campaign materials, identify how many people used the app, went to a program, feedback on the event. It can also serve as a networking convening for all SDDT funded programs and showcase the impact of the tax funding. Circle Point will organize convening and it would provide an opportunity to raise the voices of community members. Members suggested the number of registrars be increased. There is some consideration for CBOs to participate in sugar education workshops. Backbone sought out additional feedback from members on what else CBOs can be doing for media campaign or questions to include in the application:

- Experience with social media: platforms and followers
- Target populations/how many they serve and what services are offered
- Are they currently being funded by SDDT
- Outreach: city-wide or neighborhood based
- There should be no penalties, should CBOs not meet goal measures

Members should fill in Google spreadsheet, before the next SDDTAC meeting so that Civic Edge could prepare to attend events.

- ii. Data & Evidence – Fall 2019 Data Report Vote at SDDTAC December 18, 2019 meeting
- iii. Infrastructure – Strategic Planning Process

5. **SDDTAC Strategic Planning Components and Feedback Discussion** [discussion]

Kym Dorman of Raimi & Associates presented the latest iterations on components of the SDDTAC strategic plan. Throughout the presentation, she shared feedback from the data and evidence subcommittee provided earlier that day. Kym's intent is for the SDDTAC to approve elements of the strategic plan at the December SDDTAC meeting. Member expressed that misinformation and deception of sugary drinks education should also be included as part of the goal. Kym shared that it is included within the introduction which frames the strategic plan. Member added that it should be framed in a way that describes deceptive media practices as a form of systematic oppression.

Kym presented Goal 1: Healthy People! Members liked the explanation however, member added that it should focus on education to understand the mishazards of sugar and sweetened beverages. Member expressed that the word “services” should not be stand alone and that education is the tip of the iceberg and what SDDTAC is funding. The funding support is to inform communities to make healthy choices. SDDTAC is funding services and environments that counter the beverage industry lies. Another member added that SDDTAC provides the resources, it is one part and that education is not the only thing SDDTAC does. Goal 1 explanation does not speak as a goal but rather as an aspiration, it needs to include information/definition of equity. Kym shares that goal 1 explanation will be revised per their suggestions.

Kym presented Strategies for goal 1. Members recommends that priority populations should be added at the beginning rather than as a reference. Member noted that strategy #2 “community capacity” is too vague and needs to be more specific. Kym responded that the some of the strategies are broad and can be changed over time. Another member responded that the vagueness of community capacity is to help and build up the capacity of community, thus allowing for an expansive and broad definition.

Goal 2: Healthy Places! Explanation:

Members agreed to the goal and added that the last sentence should include information as to what end...to enable San Franciscans....towards an end product, such as adding information as to achieving equity, similar to the vision statement.

Goal 2: Healthy Places -draft strategies

Member suggested that places be narrow e.g, live, work play, pray, medical care, gather. Another member added that there is overlapping and possibly adding subsets of places, etc separately. On the other hand another member felt that strategies should be vague, as such places help to contribute one’s decision making of their actions regarding food, beverage, etc.

## **7. Review of SDDT FY 19-20 & FY 20-21 Budget and Considerations for FY 21-22 budget recommendations [discussion]**

a) Consider next budget cycle FY 21-22 recommendations

Members reviewed budget documents (Mayor’s SDDT allocations and past SDDTAC funding recommendations). Member provided a brief background of process and history for past years’ budget recommendations. Members agreed that media should be reinstated, but not to be managed by DPH due to approval delays. Members agreed to also inform the Mayor of their interest in media to showcase the impact of the soda tax in San Francisco. They also discussed opportunities that would allow youth to be engaged in the media by generating messaging. It was suggested that funding recommendations are generally kept the same until data from funded programs are presented to the SDDTAC. Member also noted that if the funding shifts, it is important to review funding recommendations that support sustainability of programs in addition to reviewing what communities’ needs are. Member suggested to add to timeline of when SDDTAC members can meet with board of supervisors.

## **8. Agenda Items for January 8, 2020 Meeting [discussion and possible action]**

- Budget considerations
- Housekeeping

## **9. General Public Comment**

Member suggested around the topic of systemic oppression, to allow for greater discussion about impact on community specifically prop c and the Asian community.

## 10. Adjournment

John motions to adjourn meeting. Aaron seconds. Meeting adjourned at 6:08pm

### 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](http://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](mailto: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](mailto: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](http://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。

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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：

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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](mailto: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](http://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。

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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](mailto: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](mailto:minouche.kandel@sfgov.org)向Minute 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。

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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](http://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 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](mailto:SOTF@sfgov.org)

Copias de la Ordenanza Sunshine pueden ser obtenidas del Secretario del grupo de Trabajo de la Ordenanza Sunshine, la Biblioteca Pública de San Francisco y en la página web del internet de la ciudad en [www.sfgov.org](http://www.sfgov.org). Copias de documentos explicativos están disponibles al público por Internet en <http://www.sfbos.org/sunshine>; o, pidiéndolas al Secretario de la Comisión en la dirección o número telefónico mencionados arriba.

### **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 comunicarse con Minouche Kandel al 415-252-3203, o [minouche.kandel@sfgov.org](mailto: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](mailto: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](http://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 responsible 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 .

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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](http://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](mailto: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](mailto: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](http://sfgov.org/ethics).

**Comparison between SDDTAC Recommendations and Mayor's Allocations FY19-20**

| Item                         | SDDTAC Rx Amount    | SDDTAC Rx %   | SDDTAC Rx Agency | Mayor's Budget      | % of Mayor's Budget | Mayor's Proposed Agency | Variance    |
|------------------------------|---------------------|---------------|------------------|---------------------|---------------------|-------------------------|-------------|
| Community-Based Grants       | \$4,290,000         | 41.25%        | DPH/CHEP         | \$2,995,000         | 26.76%              | DPH                     |             |
|                              |                     |               |                  | \$300,000           | 2.68%               | SFUSD via DCYF          |             |
|                              |                     |               | Comm Engage      | \$50,000            | .45%                | Total                   | \$345,000   |
| School Food, Nutrition & Ed  | \$1,000,000         | 14.42%        | SFUSD            | \$1,500,000         | 14%                 | SFUSD via DCYF          | \$0         |
| Student Led Action           | \$500,000           |               | SFUSD            | \$500,000           |                     | SFUSD via DCYF          |             |
| Food Access                  | \$1,000,000         | 9.6%          | DPH              | \$1,000,000         | 10%                 | DPH                     | \$0         |
| Healthy Retail/SF            | \$150,000           | 1.44%         | OEWD             | \$150,000           | 1%                  | OEWD                    | \$0         |
| Oral Health                  | \$1,000,000         | 9.62%         | DPH – Task Force | \$450,000           | 4.02%               | SFUSD via DCYF          |             |
|                              |                     |               | Sealant Program  | \$450,000           | 3.13%               | DPH                     |             |
|                              |                     |               | Edu & case mgt   | \$200,000           | 1.79%               | Total                   | \$0         |
| Infrastructure               | \$1,240,000         | 11.92%        | DPH/CHEP         | \$1,000,000         | 8%                  | DPH                     | -\$240,000  |
| Water Access - SFUSD         | \$0                 | 2.88%         | SFUSD            | \$0                 | 0%                  | SFUSD via DCYF          | \$0         |
| Water Access - Public Spaces | \$300,000           |               | PUC/DPH          | \$300,000           | 2.68%               |                         | \$0         |
| SF Rec & Parks               | \$520,000           | 5%            | RPD              | \$2,895,000         | 5%                  |                         | \$2,375,000 |
| HOPE SF Peer Enhancements    | \$400,000           | 3.85%         | N/A              | \$0                 | 0%                  | DPH                     | \$400,000   |
| <b>Total</b>                 | <b>\$10,400,000</b> | <b>100.0%</b> |                  | <b>\$11,190,000</b> | <b>100%</b>         |                         |             |

**Description of intended purpose from Mayor's Budget**

Community-Based Grants: Funding to issue grants to CBOs for programs and services in the following areas (1) Health Education, (2) Physical Activity, (3) Food Access, and (4) a Media/Awareness Campaign.

School Food, Nutrition Education, student-led action: Funding to (1) improve the quality of school meals, (2) support nutrition education, and (3) support student-led efforts to decrease consumption of SSBs and increase awareness around students.

Food Access: Healthy Food Purchasing Supplement

Healthy Retail: Will provide Healthy Store makeovers to 2 additional stores and continue ongoing providing support to 10 stores.

Oral Health school-based: Funding to support oral health in schools, including the cost of sealants.

Oral Health: Funding for Community Task Forces

Infrastructure: To fund a contract through DPH for facilitation and strategic support for the SDDTAC. Will also support research needs, including purchasing of data, and costs at DPH related to the administration of CBO grant program.

Water Access: One-time for the installation of water refilling stations in schools. Also can be used to purchase refillable water bottles for students.

SFRPD: Funding to Rec Park to provide continued support of the Peace Parks program.

Hope SF Peer Enhancements: Fund training and peer wage increases.



**SDDTAC Recommendations FY19-20 and 20-21**

|  | <b>FY19-20</b>      | <b>FY20-21</b>      | <b>%</b>    | <b>Department</b>     |
|--|---------------------|---------------------|-------------|-----------------------|
| <b>COMMUNITY-BASED GRANTS</b>                      |                     |                     |             |                       |
| 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              |
| <b>TOTAL COMMUNITY BASED GRANTS</b>                | <b>\$4,290,000</b>  | <b>\$4,290,000</b>  | <b>41%</b>  |                       |
| <b>SFUSD</b>                                       |                     |                     |             |                       |
| School Food, Nutrition Ed                          | \$1,000,000         | \$1,000,000         |             | SFUSD via DCYF        |
| Student Led Action                                 | \$500,000           | \$500,000           |             | SFUSD via DCYF        |
| <b>TOTAL SFUSD</b>                                 | <b>\$1,500,000</b>  | <b>\$1,500,000</b>  | <b>14%</b>  |                       |
| <b>FOOD ACCESS</b>                                 |                     |                     |             |                       |
| Healthy Food Purchasing Supplement                 | \$1,000,000         | \$1,000,000         |             | DPH/CHEP              |
| Healthy Retail                                     | \$150,000           | \$150,000           |             | OEWD                  |
| <b>TOTAL FOOD ACCESS</b>                           | <b>\$1,150,000</b>  | <b>\$1,150,000</b>  | <b>11%</b>  |                       |
| <b>ORAL HEALTH</b>                                 |                     |                     |             |                       |
| 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        |
| <b>TOTAL ORAL HEALTH</b>                           | <b>\$1,000,000</b>  | <b>\$1,000,000</b>  | <b>10%</b>  |                       |
| <b>INFRASTRUCTURE</b>                              |                     |                     |             |                       |
| DPH Infrastructure                                 | \$1,000,000         | \$1,000,000         |             | DPH/CHEP              |
| Strategic planning                                 | \$40,000            | \$ -                |             | DPH/CHEP              |
| Evaluation   | \$200,000           | \$200,000           |             | DPH/CHEP              |
| <b>TOTAL INFRASTRUCTURE</b>                        | <b>\$1,240,000</b>  | <b>\$1,200,000</b>  | <b>12%</b>  |                       |
| <b>WATER ACCESS</b>                                |                     |                     |             |                       |
| Water Access - SFUSD                               | \$ -                | \$340,000           |             | PUC via RPD/DPW?      |
| Water Access - Public Spaces                       | \$300,000           | \$ -                |             | PUC via RPD           |
| <b>TOTAL WATER ACCESS</b>                          | <b>\$300,000</b>    | <b>\$340,000</b>    | <b>3%</b>   |                       |
| <b>SF Recreation &amp; Parks</b>                   | <b>\$520,000</b>    | <b>\$520,000</b>    | <b>5%</b>   | RPD                   |
| <b>HOPE SF Chronic Disease Equity</b>              | <b>\$400,000</b>    | <b>\$400,000</b>    | <b>4%</b>   | DPH/Behavioral Health |
| <b>Total Proposed</b>                              | <b>\$10,400,000</b> | <b>\$10,400,000</b> | <b>100%</b> |                       |

|  | Budget Descriptions   |
|--|---|
| <b>COMMUNITY-BASED GRANTS</b>                      | 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:  |
| Health education, food security, physical activity | <ol style="list-style-type: none"> <li>1. Health Education activities including, chronic disease prevention, healthy eating and active living, tap water promotion, oral/dental health</li> <li>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)</li> <li>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.</li> <li>4. Water Promotion, such as support for Spa Water Supplies, station maintenance/beautification, refillable water bottles to distribute to communities, water testing</li> <li>5. Community Based Participatory Research</li> </ol> |
| 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.  |
| <b>SFUSD</b>                                       |   |
| 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.  |
| 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.  |
| <b>FOOD ACCESS</b>                                 |   |
| 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.  |

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|---|--|
| 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.   |
| <b>ORAL HEALTH</b><br>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  |  |
| <b>INFRASTRUCTURE</b>                       | <p><b>A. Personnel</b></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>B. Professional services</b> 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><b>C. Materials/Supplies</b> for meetings and printing costs</p> <p><b>D. Training</b> to support staff development</p> <p><b>E. Data</b> for collection (pricing), analysis (Nielsen) and purchase (IRI)</p> |
| DPH Infrastructure                          |  |
| 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: <ul style="list-style-type: none"> <li>a. support community based participatory research (ex. street intercept, merchant interview, focus groups)</li> <li>b. develop a system to collect data</li> <li>c. expand technical assistance</li> <li>d. conduct more qualitative evaluation that can help develop stories that describe impact of tax</li> </ul>   |
| <b>WATER ACCESS</b>                         |  |
| 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.  |
| <b>Water Access - Public Spaces</b>   | 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).   |
| <b>SF Recreation &amp; Parks</b>      | To support staffing and supplies, including healthy food, for Peace Parks programs in target populations  |
| <b>HOPE SF Chronic Disease Equity</b> | 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 intensifies 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.