



San Francisco Department of Public Health

Greg Wagner
Acting Director of Health

City and County of San Francisco
London N. Breed
Mayor

Sugary Drinks Distributor Tax Advisory Committee Community Input Subcommittee

MINUTES

Friday February 15th, 2019

1:00 PM-3:00PM

By phone: 563-999-2090; 236527# and at the following locations:
25 Van Ness Ave, rm.70, 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/Quorum

Meeting called to order at 1:09pm followed by roll call: Vanessa, Joi, Janna, Shelley, Lauren (in place of Alexandra)

2. Approval of Previous Meeting Minutes - [discussion and action]

1. November 30th 2018
2. January 11th 2019
3. January 31st 2019

[Discussion] November 30th and January 11th minutes will remain in draft from due to quorum logistics around member resignations. Members suggested replacing bullets with numbers so they are able to refer to minutes accurately and in a timely manner.

[Action] Joi motioned to approve the minutes from January 31st meeting; Shelley seconded. All were in favor. Janna abstained.

3. Review and Consideration of 2/15/19 Agenda

[Discussion] Items to be added: Discussion around members' plans to outreach to those organizations/communities they represent in preparation for the final report and final recommendations; budget update from the infrastructure committee

[Action] Shelley motioned to approve the agenda with added items; Janna seconded. All were in favor.

4. General Public Comment

- [Discussion] there are no members of the public present at the meeting.

5. Housekeeping-



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Staff shared the following goals for the upcoming SDDTAC meetings

- The next meeting dates are as follows
 - 2/20/19 review the full final report

[Discussion] If members would not be able to view the final report before the meeting on 2/20, they requested to carve out 20 minutes before the meeting to read the document. Staff included updates regarding the youth commission seat, and logistic around getting the report approved. The budget recommendations will be sent to the Board of Supervisors by Friday March 1st.

6. Reaching out for community input in preparation for the final report

[Discussion] The Joint Health Equity Coalition was updated on the media discussion from the full meeting on 2/6. The Joint Health Equity Coalition will be submitting a joint letter. The letters are not being voted on, but should be turned in by March 1st keeping in the spirit of the legislation. Members also discussed forwarding the budget recommendations to the Parent Advisory Council to see if they'd like to submit a letter as well.

Members discussed the section on strategies in the community input subcommittee portion of the report: the budget table is the bulk of the section; list of principles is staying in the final report (after the rainbow chart) and then a description of the different interventions, followed by the community based grants details. Members inquired if they wanted to build out the piece of environmental/systems changes.

Highlights from the discussion:

- a. The strategies that were significant were found in the appendix of last year's report (page 74).
- b. Need to add language about changing policy, systems and environment to #9
- c. Members have been thinking about the recommendations and the language to introduce the strategies; do we mention structural violence and racism? Yes, it's in the introduction.
- d. Adopt the language in the appendix of the 2018 report appendix.
- e. Staff will add a sentence about structural discrimination and systemic racism; will send out edits afterward.

7. Budget update from the infrastructure committee

[Discussion] Suggestions: a media campaign focused on the impact of the SDDT with an emphasis on grass roots community-led storytelling. Funds should support both a local and regional media campaign, followed by merchant education. A portion of the funds should include educational materials for merchants and their customers. The priorities of the media campaigns should reflect the impact of the tax and merchant needs.

CBOs don't have the capacity to develop and implement a media campaign. A media contractor needs to work with the CBOs to develop their stories. Part of the agreement with the media company: funds need to support CBO involvement. Think of it as a CBPR (Community-Based Participatory Research) project: media contractor and the community would be equal partners, working together to create a media campaign. Members discussed that the framing should be "Media companies will partner with



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CBO's and city programs that are receiving funds to develop a media campaign sharing stories of success."

Inquiries/Highlights

- a. Of the \$680k, what portion will be given to CBO's to organize the work, pool resources collectively etc.? There should be clarity around compensation.
- b. Edits "Any media campaign work should be conducted between a media agency and SDDT recipient organization in partnership with similar principles utilized in CPBR research".
- c. Staff Response: CBOs will be funded partners in the media campaign. Staff will work with media company specific to the community.
- d. Staff will include specifics in the contract with the media company. As noted, the contract should say "equal partnership" etc. Staff can name/add in the CBPR principles in the report, formatting language to include a CPBR discussion.
- e. Staff agreed to edit the changes and will prepare for the full committee meeting. Staff will email it out in advance.

Reporting Feedback: The last sentence stated that reporting would go to Infrastructure. Delete the second to the last sentence. Infrastructure stated at the full meeting that they'd take the lead, but would reflect decisions etc. to the full committee.

Additional Highlights:

- f. Is there a way to write it with the following framing: "Infrastructure committee serves as point for the media campaign and will regularly report to the SDDTAC"?
- g. Would the infrastructure subcommittee work on this during their subcommittee meeting?
- h. Community Input Subcommittee should take on the storytelling piece, and Infrastructure should take on the retailer aspect.
- i. Infrastructure posed a question about citywide ad buy? There should be a piece on community, a piece on retailers, a piece on awareness and education.
- j. The priority should be getting out the communities stories in regards to the impact of the tax.

[Action] Janna motioned that the subcommittee include the priorities/strategies/and narratives from Appendix f in last year's report into the body of the full report this year, adding PSE language. Joi seconded. All were in favor.

8. Announcements

[Discussion] Members inquired if meetings have to be at 25 Van Ness moving forward. Staff informed members that meetings can be held at outside locations, but the buildings will need to be ADA accessible, and public notified.

Staff will inquire about an alternate location for the March Community Input Subcommittee meeting, and will reach out to members for suggestions.



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Staff will update calendar invite so that all members and their representatives are aware of meeting dates/locations.

[Action] Shelley motioned to adjourn the meeting; Janna seconded. All were in favor.

9. Adjournment at 3:15pm

DRAFT