



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 *Subcommittee: Data and Evidence (D/E)*

DRAFT NOTES

September 9, 2020 – 10:00AM

Join Via Webex

<https://sfdph.webex.com/sfdph/j.php?MTID=m3f46666d4c2210dff51b024ff8c9f6d>

Meeting ID: 133 629 1023 Meeting Password: txFeixmS374

Join Via Phone: 1-415-655-0003 Access Code: 133 629 1023

* 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.

Order of Business:

1) **Call to Order / Roll Call** – Meeting called to order at 10:11am

Present: Jonathan Butler, Joi Jackson-Morgan, Saeeda Hafiz, Irene Hilton, Roberto Vargas

2) **Approval of August Meeting Minutes** - [discussion and action]

Joi motions to approve minutes. Jonathan seconds. Minutes are approved.

3) **Review and Consideration of Agenda** – [discussion and action]

Jonathan motions to approve agenda. Joi seconds. Agenda is approved.

4) **General Public Comment**- [discussion] - No public comment

5) **Housekeeping** – [discussion and possible action]

a) **Feedback for SDDT evaluation plan**

Staff ask for feedback on the SDDT evaluation plan to be shared with Raimi & Associates.

Joi motions to move agenda item after agenda item 6 to accommodate member availability. Jonathan seconds. Agenda to be moved after agenda item 6.

b) **Review of Mayor's Office SDDT Budget Recommendations**

There are no new updates on SDDT budget recommendations. The Board of Supervisors budget meeting is on 9/22/2020. Saeeda shares that the SFUSD CFO has been in discussions with Ashley Groffenberger regarding proposed budget cuts affecting students' stipends, direct food to students and families all within the curriculum. Saeeda will be checking in with her manager on any updates. It didn't seem as if Mayor's Office understood what is at stake with the full time work, food systems and other additional items that was set into place. Staff will be reaching out to Ashley again with SFUSD related questions.



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6) Review of Pipeline Programs Grid [discussion and possible action]

Jonathan reviews grid he created for members to highlight and document and evaluate pipeline programs. Joi offered to work with Jonathan and noted that she shared what 3rd Street Youth Clinic and Center used in developing their pipeline program in 2015 which works in partnership with Bay Area community colleges for ages 17-24. Jonathan shared that in the document, page 21 identifies the quality of the research paper, division of the study and whether there was a controlled group or not. He also noted that pilot programs are still useful to review and that pre/post data will determine the level of significance. The use of this method will then enhance the committee's recommendations and we will know what types of studies are of quality or mid-range. Member suggested to have a scientific grid with national and local programs which do not have the critical eye to it, having both to contrasts, as well as what is happening in the community and being able to identify what are the outcomes and results. Member added that there needs to be a column that will include demographics. Member reminded members that at the full committee meeting, it was discussed to include the group of individuals who may need an extra push to get their Master's degree or go higher in their career, as their environment may not be as encouraging to move higher and to allow for a more diverse field. Next step is to do the research and identify the gaps. Jonathan will share search terms for members as well as do further research that is relevant and post on google doc. Staff will share with Jonathan link to upload articles onto Google docs.

7) Feedback for SDDT evaluation

Staff provide overview of SDDT evaluation plan created by Raimi & Associates. Member suggests revising first asterisk clarification to: "Priority communities are those that experience disproportionate ~~levels~~ **burden** of diet-related chronic diseases and those targeted by the soda industry." Member suggested that as we are in the era of focusing on COVID 19, would like for the committee to consider other areas of COVID 19 response beyond emergency food, especially if COVID will be here for some time, we may need to shift to COVID response with the same communities being disproportionately burdened. Member mentioned previous discussion about language regarding local economic development. Member responded that as the committee moves toward the future, it is okay to broaden what the committee does and what and how investments are being made for now.

Roberto motions to approve SDDT evaluation overview. Joi seconds.

8) Agenda items for October 14, 2020 Meeting [discussion and possible action]

- Review of pipeline programs
- Raimi & Associates evaluation presentation
- Review of D/E work plan
- Consider impact that committee would like to measure specific to any soda tax investments
- Time capsule of shifting work to respond to COVID 19 and its impact on budget recommendation and services

9) Public Comment – No public comment

10) Adjournment



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Joi motions to adjourn. Roberto seconds. Meeting is adjourned at 11:26am.

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.

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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

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LANGUAGE ACCESS

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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.

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



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| 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% | <i>SFUSD via DCYF</i> | |
| | | | Comm Engag | \$50,000 | .45% | <i>Total</i> | <i>-\$345,000</i> |
| School Food, Nutrition Education, Student Led Action | \$1,000,000 | 14.42% | SFUSD | \$1,500,000 | 14% | <i>SFUSD via DCYF</i> | \$0 |
| | \$500,000 | | SFUSD | \$500,000 | | <i>SFUSD via DCYF</i> | |
| Food Access | \$1,000,000 | 9.62% | DPH | \$1,000,000 | 10% | DPH | <i>\$35,000</i> |
| 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% | <i>SFUSD via DCYF</i> | |
| | | | Sealant Pgm | \$450,000 | 3.13% | DPH | |
| | | | Edu/Case Mg | \$200,000 | 1.79% | <i>Total</i> | \$0 |
| Infrastructure | \$1,000,000 | 11.92% | DPH/CHEP | \$1,000,000 | 8% | DPH | <i>-\$240,000</i> |
| Water Access - SFUSD | \$0 | 2.88% | SFUSD | \$0 | 0% | <i>SFUSD via DCYF</i> | \$0 |
| Water Access - Public Spaces | \$300,000 | | PUC/DPH | \$300,000 | 2.68% | | |
| SF Recreation & Parks | \$520,000 | 5% | RPD | \$2,895,000 | 5% | | \$2,375,000 |
| HOPE SF Peer Enhancements | \$400,000 | 3.85% | N/A | \$400,000 | 0% | <i>DPH</i> | <i>\$400,000</i> |
| Total | \$10,400,000 | 100.0% | | \$11,190,000 | 100% | | |



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| 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. |





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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 |
| 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% | |



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| | 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: |
| Health education, food security, physical activity | <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 |
| 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. |



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| 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. |
| 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 | |



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| <p>DPH Infrastructure</p> | <p>A. Personnel 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 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. 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 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 C. Materials/Supplies for meetings and printing costs D. Training to support staff development E. Data for collection (pricing), analysis (Nielsen) and purchase (IRI)</p> |
| <p>Strategic planning</p> | <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> |
| <p>Evaluation</p> | <p>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</p> |
| <p>WATER ACCESS</p> | |
| <p>Water Access - SFUSD</p> | <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> |



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| 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 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.

ONGOING ADBACKS FROM FY 2017-2018

| PROGRAM | DEPARTMENT | DESCRIPTION | |
|--|------------|---|------------------|
| Food Security – Healthy Food Purchasing Supplement | DPH | Maintain current service levels: Vouchers and education to increase consumption and access to nutritious foods by increasing the ability of low income residents to purchase fruits and vegetables at neighborhood vendors and farmers’ markets in collaboration with DPH Healthy Retail Program. | 50,000 |
| Healthy Corner Store Retail | ECN | Promoting corner stores and markets to sell healthy products as opposed to sugary beverages, etc. | 60,000 |
| Food Security – Home Delivered Meals (HDM) | HSA | Address current waitlist: Delivery of nutritious meals, a daily-safety check/friendly interaction to homebound seniors/adults with disabilities who cannot shop or prepare meals themselves. Many providers offer home assessments/nutrition education/counseling. | 477,000 |
| Food Security – Congregate Lunch Meals | HSA | Address current waitlist: Daily, hot, nutritious meals for seniors/adults with disabilities | 220,000 |
| Senior Fitness | HSA | Senior fitness programming at IT Bookman and George Davis | 200,000 |
| Congregate Meal Program | HSA | Congregate Meal Program A | 75,000 |
| Congregate Meal Program | HSA | Congregate Meal Program B | 75,000 |
| | | TOTAL | 1,157,000 |

*The Board of Supervisor’s made a series of addbacks in the FY 17-18 budget. When the Board of Supervisors makes changes to the Mayor’s budget, some of these changes are “addbacks” denoting the Board’s decision to add funds back for a particular service. Addbacks become part of an agency’s baseline budget.