



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)*

MINUTES
October 9, 2019
10:00 AM

25 Van Ness Avenue, suite 650 conference room, 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.

Order of Business:

1) Call to Order / Roll Call

By Zoom Present Members: Saeeda Hafiz, Jonathan Butler, Roberto Vargas, Joi Jackson-Morgan
Present: Irene Hilton, Rita Nguyen (unofficial D/E committee member)
Staff: Christina Goette, Michelle Kirian, Melinda Martin
Jonathan called meeting to order at 10:07am

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

- a) August 14, 2019 Minutes
- b) September 18, 2019 Minutes

Saeeda motions to approve August and September 2019 minutes. Irene seconded with qualifier that she was not present at the September meeting. Minutes approved.

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

Irene motioned to approve agenda. Saeeda seconded the motion. Agenda is approved.

4) General Public Comment- [discussion]

No public comment

5) Housekeeping [discussion and possible action]

- a) SDDTAC Full Committee Meeting is October 16 at 25 Van Ness, Suite 610
- b) SDDT RFP Process: DPH will be releasing the next RFP in November.
- c) Update on meeting with Mayor's Office to discuss collaboration on PR campaign
Meeting has yet to be scheduled. Jonathan will follow up with the Mayor's Office contacts for their availability and notify data/evidence members.
- d) Subcommittee Updates



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- i) Infrastructure: Committee - Moving forward with the strategic planning process with Raimi & Associates per recommendations from SDDTAC. Rita expressed Infrastructure's concerns regarding only having city representatives on the committee and encourages other SDDTAC to be involved in the strategic planning process. Michelle Kim to ask chairs to use 30 minutes of committee meetings to ask pointed parts of the strategic plan. Jonathan agrees and will commit to 30 minutes for strategic planning at next data/evidence subcommittee meeting.
 - ii) Community Input - no updates from the last full SDDTAC meeting, committee will be meeting the latter part of the day (10/9/19)
 - iii) Media – community input subcommittee will be working with Civic Edge in the development of campaign materials and community engagement.
- 6) **Data Report** - [discussion and action] D/E will review and approve the final SDDT Data Report. Jonathan thanks Michelle Kirian for her work on data report. Michelle did not receive any changes to report. She did create a summary document. Summary is open for edits currently. Please relay comments to Michelle. Irene will discuss and send additional edits to incorporate oral health highlights. Edits and additions to the data report summary page will be added after the meeting. Suggestions to add to data report summary are also noted below:
- Data report summary should also be added to full recommendation report's executive summary
 - Include/revise: Black to Black/African American
 - Include logic statement on the importance of why investments in social determinants of health are limited. Describe logic of why – limited pool of money, do think we can do some impact of employment where target populations are employed. Suggestion to be more appropriate for full recommendation report rather than data report due to it better strategy rather than data.
 - In the 6 of the 10 leading causes of death, change cerebrovascular disease to stroke
 - Add third bullet – rates of emergency room visits for dental conditions – higher rates among Black/African American, Pacific Islander and Native American residents in comparison to White, Latinx and Asian residents
- Irene motions to approve executive data summary with edits. Saeeda seconds. Motion approved. Data report as is since Michelle did not receive any edits/comments.
- 7) **Evaluation** – [discussion and possible action] – Michelle Kirian provides update on meetings with Harder and evaluation backbone staff. Evaluation report from Harder & Company is past due; topics include RFP and city survey. DPH declining to release report as it requires additional work prior to SDDTAC review, report will be sent at end of October. DPH wants Harder & Company to focus on evaluation plan rather than report.



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Evaluation plan from Harder & Company was sent to DPH and is currently in the review process. Major activities for Harder & Company include incorporation of DPH grantees biannual reporting – deliverables, employment, number of participants with template. Harder will determine how to collect data from grantees.

Michelle Kirian will be meeting with DPH grantees next week to discuss evaluation ideas and any support needed for evaluation activity implementation. Michelle shared that Eval plan – additional funding \$200K determining how to spend. 1) Veggie meter that reads beta-carotene and to be done at 2 time points based on cohorts that grantees may have. 2) pressure cuffs and iPads as technological resource. \$200,000 was allocated from the Mayor to do a robust evaluation. Harder & Company is proposing to do survey administration with clients and and come up with survey questions. It was also noted that there is a percentage of SDDT grantees that are not community facing, and those that are serving clients and patients.

Data and evidence members thought that Harder & Company would be the entity to think through how to implement the evaluation rather than administration of surveys as well building the capacity of SDDT funded organizations to conduct evaluation methods. Where will that come from? With the money begin disbursed how are we going to adjust with the funds provided in respect to infrastructure and capacity building to SDDT funded grantees. What the community is expecting from us: they want to do evaluation but what we are hearing is: what is happening this since we do not have the infrastructure to do capacity building? How and where do we get the support we need?

Data and evidence members asked, if it is possible to sever contract with Harder & Company? DPH considering how to best utilize additional \$200K for evaluation; currently not planning to add to Harder & Company contract. Documentation of Harder & Company's work quality continues to be noted with feedback going to Harder & Company DPH staff communicating with DPH's CDTA for what can be done to ensure quality evaluation work.

Looking at evidence and community perspective, need to identify what's important for us to measure and have science back it up. SDDTAC needs a consultant to facilitate that process, engage scientists and community, plan for how to collect that data, tools for community to engage in data collection. This is the space to come up with those measures and here is how we can help to collect that data. D/E members concerned that quality of Harder's work does not meet SDDTAC expectations.

For data collection, there should also be additional elements to do CBPR. DPH is working on fleshing out how the \$200K will support organizations' evaluation capacity and infrastructure.

DPH suggested to bring on consultants to support organizations that are funded or others that didn't get funded. DPH is working on developing a system that would help with technology to collect data and share with DPH/evaluators. D/E members noted that by hiring consultants to support evaluation it is leaving communities out. Communities just need the support to conduct evaluation work.



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D/E members agreed that capacity building for community folks is a priority, providing technological devices to do evaluation is not a priority as using hard copy and excel would be sufficient, however it would be good for organizations who need it. Michelle will be asking grantees what they need and/or if includes technological devices or evaluation, etc. Additionally, it was recommended to provide a series of evaluation/capacity building trainings for grantees as well as one-on-one sessions, similar to what was conducted for the Bayview HEAL Zone provided by UC Berkeley, Kristine Madsen. Having a broader evaluation questions amongst all grantees can serve as a starting option. DPH and Harder will come up with the questions for grantees.

Jonathan suggested that D/E create a list of valid experts who can assist with questions for grantees. Saeeda recommended DPH to ask Harder if they have done something similar with others for what we are asking of them, especially if it will be difficult to get out of contract.

Action Items:

- Roberto and Jonathan will create list of experts for what questions to be asked per the logic model.
- DPH will create a list of SDDT funded grantee list of activities and what tools they are using and share with consultants to seek their recommendations and then provide it to Jonathan and Roberto.

8) **OCOF follow-up** – [discussion and possible action] – Saeeda Hafiz

Saeeda shares draft alignment matrix of cross-sectional priorities between SDDTAC, SFUSD Wellness Policy and Our Children Our Families. Overall intent was to illustrate how they all connect. D/E members felt that this document could be use and presented to the Mayor's Office. The 2nd page offers more detail to comparison and contrast. Members suggested that zip codes should be updated and that SDDTAC did not prioritize zip codes but rather priority populations. Also to look at SDDTAC indication of pregnant women as priority populations which was not included in the recommendations but listed on DPH RFP. Document has yet to be released. Rita suggested to include a layer of metrics that each group measures.

9) **Data and Evidence Subcommittee Presentation:** Community-Based Participatory Research [Discussion] tabled to next data/evidence committee meeting.

10) **Agenda items for October 9 D/E Meeting** [Discussion and action]

- Strategic planning process – 30 minutes
- Mayor's Meeting Update
- Grantee List Review
- CBPR presentation from Jonathan
- Rita – presentation of PSE policy systems based on SSB decrease (November)



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- 11) **Adjournment** – Irene motioned to adjourn the meeting. Saeeda seconded the motion. The meeting was adjourned at 12:04pm.

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.

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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.

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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 FY18-19

Item	SDDTAC Rx Amount	SDDTAC Rx %	SDDTAC Rx Agency	Mayor's Budget	% of Mayor's Budget	Mayor's Proposed Agency	Variance
Community-Based Grants	\$4,680,000	45% (7% school-based)	DPH/CHEP	\$3,817,000		DPH	
				\$728,000	7%	SFUSD via DCYF	
					\$4,545,000	44%	Total
School Food, Nutrition Education, Student Led Action	\$1,000,000	15%	SFUSD	\$1,500,000	14%	SFUSD via DCYF	\$0
	\$500,000		SFUSD			SFUSD via DCYF	
Food Access	\$1,000,000	9.6%	DPH	\$1,035,000	10%	DPH	\$35,000
Healthy Retail SF	\$150,000	1.40%	OEWD	\$150,000	1%	OEWD	\$0
Oral Health	\$1,000,000	10.0% (5.5% school-based)	DPH	\$550,000	5%	SFUSD via DCYF	
				\$450,000	4%	DPH	
					\$1,000,000	10%	Total
Infrastructure	\$1,000,000	10%	DPH/CHEP	\$800,000	8%	DPH	-\$200,000
Water Access - SFUSD	\$300,000	4% (3% school-based)	SFUSD	\$450,000	4%	SFUSD via DCYF	\$0
Water Access - Public Spaces	\$150,000		PUC/DPH				
SF Recreation & Parks	\$520,000	5%	RPD	\$520,000	5%		\$0
HOPE SF Peer Enhancements	\$0	N/A	N/A	\$400,000	4%	DPH	\$400,000
Total	\$10,300,000	100.0%		\$10,400,000	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.

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



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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%	

	Budget Descriptions
COMMUNITY-BASED GRANTS	<p>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:</p> <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
Health education, food security, physical activity	



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	<p>(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.</p> <p>4. Water Promotion, such as support for Spa Water Supplies, station maintenance/beautification, refillable water bottles to distribute to communities, water testing</p> <p>5. Community Based Participatory Research</p>
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.
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



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	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	
DPH Infrastructure	<p>A. Personnel</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. 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</p>



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	<p>ongoing technical consultation</p> <p>C. Materials/Supplies for meetings and printing costs</p> <p>D. Training to support staff development</p> <p>E. Data for collection (pricing), analysis (Nielsen) and purchase (IRI)</p>
Strategic planning	<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>
Evaluation	<p>Additional funds for evaluation may:</p> <ul style="list-style-type: none"> 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	<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>
Water Access - Public Spaces	<p>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).</p>



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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.