



# 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  
December 11, 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

Present: Saeeda Hafiz, Irene Hilton and Roberto Vargas (via phone), Michelle Kirian, Rita Nguyen, Christina Goette and Melinda Martin

Meeting called to order at 10:20am

#### 2) SDDTAC Strategic Planning Components and Feedback Discussion [discussion]

Kym Dorman presents draft SDDTAC goals: 1. Healthy People! 2. Healthy Places! Members commented that graphic is similar to DCYF, boy dominated and is not inclusive of other racial/ethnic groups. Kym states graphic will to be changed and that the goals are intended to be simple to capture SDDTAC aims. Kym reviews the goals and its explanations with data/evidence members. Members recommend goal 1 explanation should include elements of an equity definition specifically for priority populations and not just focus on services. Explanation should include what an individual's needs are to be healthy, not just services.

Goal 1: Healthy People! Strategies. Member adds that goal 1/strategy 3, SDDTAC is not providing job readiness, skills training and career pathways, but rather opportunities for priority populations to be ready to implement what SDDT has funded, thus implementing interventions to improve health and allows opportunities for priority populations to be employed to do health interventions as much as possible. Strategy #3 should be a subset of strategy #1. Members add that "community members from priority populations" should be throughout all strategies.

Goal 2: Healthy Places! Members like goal and recommends including elements around safety. Members suggest elimination of structural inequities and achieving equity be included as part of the introduction and added to the goals. Goal 2/strategy #4 "improve" should be replaced with "increase". Members recommend Raimi & Associates to review example from Recreation and Park Department regarding language of healthy places, hiring of residents from the neighborhoods and keeping people and places safe. Kym states that Goal 2 and its strategies are a multi-prong approach focusing on people and places



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and is intentionally aligned. Member suggests to include elements around beverage access to healthy places strategies. Oral health it is not included in the strategies, members agreed to add language that speaks to oral health and breastfeeding.

Kym presents draft impacts and outcomes. She states that it is a balance of where you put certain strategies that can uplift SDDTAC storylines. There is a way that elements of the strategic plan can be leveraged in outcomes, it is up to the SDDTAC to be more specific in the impacts and outcomes for evaluation metrics and can revise other sections of the SP, thus providing the opportunity for SDDTAC to provide funding and track those outcomes. Member agreed and noted the Mayor's priority of tracking impact and outcomes for accountability. Next steps, Kym will integrate edits from subcommittees and present to SDDTAC next week at full committee meeting.

- 3) **Approval of November Meeting Minutes** – [discussion and action]  
Agenda item 7/Page 4 – delete “SDDT members have reviewed the survey.”  
Agenda item 7/Page 4 – delete “help with grantees work on evaluation with a consultant of their choice.”  
Saeeda motions to approve minutes with edits. Irene seconds the motion. Minutes were approved.
- 4) **Review of Consideration of Agenda** – [discussion and action]  
Reorder of agenda items 1, 6, 2, 3, 4, 5, 7, 8, 9, 10, 11, 12, 13, 14, 15  
Saeeda motions to approve agenda with amendments. Joi seconds. Agenda is approved.
- 5) **General Public Comment-** [discussion]  
No public comment
- 6) **Housekeeping** [discussion and possible action]
  - a) SDDTAC Full Committee Meeting is December 18 at 25 Van Ness, Suite 610
    - i) Fall 2019 Data Report vote at SDDTAC meeting
    - ii) Raimi & Associates will be present at SDDTAC meeting to present draft strategic plan
  - b) Update on meeting with Mayor's Office to discuss collaboration on PR campaign – no update, Jonathan not present
  - c) Subcommittee Updates
    - i) Community Input/Media Update – Christina-shared that media campaign photo shoots almost done and intends to include oral sealant photo at Gordon Lau Elementary School. Community Input subcommittee will be discussing details about campaign implementation, moving towards CBO partnerships especially since focus group participants expressed ways of communication helpful via word of mouth and from places they trust. Civic Edge will conduct media campaign outreach at community events and pop ups. Civic Edge will look towards CBOs as messengers of the SDDT media campaign.
    - ii) Infrastructure – Focused on strategic planning updates/edits



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- 7) **Evaluation** – [discussion and possible action]
  - a) Review of feedback received for Harder & Company evaluation report  
Michelle Kirian shared that she has yet to receive any member feedback on the evaluation report conducted by Harder & Company. She is extending the deadline for an additional week for members to send feedback to her. Members suggested Michelle Kirian to add key findings of the report to the executive summary.
  - b) Evaluation status  
Michelle Kirian shared that she is moving forward and building on comments from grantees. She will be adding software to the grantee tablets to begin program implementation. Backbone staff shared that DPH has received one proposal for an evaluation consultant to conduct SDDT evaluation and asked members if they would be interested in reviewing the proposal. Should DPH and members not agree with the proposal, DPH will look at the top 5 list of evaluators. There could have been multiple factors as to why DPH only received 1 proposal, due to the time of year, etc. Backbone staff provided a one week turn around for members to review received the evaluation proposal.
- 8) **Review of SDDT FY 19-20 & FY 20-21 budget and next budget considerations for FY 21-22** [discussion]
  - a) Consider next budget cycle FY 21-22 recommendations  
Members reviewed SDDT Mayor's allocations and SDDTAC Rx. Due to no quorum during this section of the meeting, members discussed possible budget considerations. Member shared that discussions during the Infrastructure subcommittee meeting, it would be safe to assume that Recreation and Park Department will continue to receive the \$2Mil allocation. There will be a need for members to identify where they can reallocate to be prepared for the \$2Mil for Recreation and Park Department. Members asked how much was allocated for school kitchen rebuild and water hydration stations, since initial capital funds were meant for hydration stations. Members also asked where the media funds originated from, and DPH responded that funds from DPH were allocated for media. Member suggested to identify where there is overage and will need to be able to guide those funds. Backbone staff noted that staff from the Mayor's office will be in attendance at December SDDTAC meeting and can have most of our questions answered.
- 9) **Review of D/E committee research domains** – tabled to next meeting
- 10) **Data and Evidence Subcommittee Presentation: Community-Based Participatory Research** [Discussion] – tabled to next meeting
- 11) **Data and Evidence Subcommittee Presentation: Policy, System, Environmental Intervention Research** [Discussion] –tabled to next meeting
- 12) **Agenda items for January 8 D/E Meeting** [Discussion and action]
  - Budget recommendations discussion
  - Review of D/E committee research domains – Community-Based Participatory Research



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- Review of Evidence Subcommittee Presentation – Policy, System, Environmental Intervention Research

13) **Public Comment** – No Public Comment

14) **Adjournment**

Meeting 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.

### **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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### DISABILITY ACCESS

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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.

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.

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## 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%	<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>
<b>Total</b>	<b>\$10,400,000</b>	<b>100.0%</b>		<b>\$11,190,000</b>	<b>100%</b>		



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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
<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>	



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	Budget Descriptions
<b>COMMUNITY-BASED GRANTS</b>	<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"> <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	<p>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.</p>
Media	<p>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.</p>



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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.
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>	
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>	



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<p>DPH Infrastructure</p>	<p><b>A. Personnel</b>            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>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  <b>C. Materials/Supplies</b> for meetings and printing costs  <b>D. Training</b> to support staff development  <b>E. Data</b> 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><b>WATER ACCESS</b></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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<p><b>Water Access - Public Spaces</b></p>	<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>
<p><b>SF Recreation &amp; Parks</b></p>	<p>To support staffing and supplies, including healthy food, for Peace Parks programs in target populations</p>
<p><b>HOPE SF Chronic Disease Equity</b></p>	<p>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.</p>

\* 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.