



# 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)*

### AGENDA

July 10, 2019

10:00 AM -12 PM

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** – Saeeda called the meeting to order at 10:25 am. Present: Saeeda Hafiz, Rita Nguyen; By phone: Roberto Vargas, Joi Jackson-Morgan; Staff: Marianne Szeto, Michelle Kirian
- 2) **Approval of Previous Meeting Minutes** - [discussion and action]  
Add to 5c language to include need to track employment to get sense of where investments are resulting in greater impact of employment of impacted populations as way of measuring SDOH. Roberto moved to approve with amendment. Joi second. Vote to approve.
- 3) **Review and Consideration of Agenda** – [discussion and action] – Error on agenda. Item 5 is part of item 7.  
Roberto moved to approve agenda. Joi seconded the motion. Unanimously vote to approve the agenda.
- 4) **General Public Comment**- [discussion] – There was no public comment.
- 5) **Housekeeping** [discussion and possible action]
  - a) Update on meeting with Mayor's Office to discuss collaboration on PR campaign - [discussion and possible action] Jonathan connected with Mayor's office – he will schedule a meeting on a Wed or Thursday with Andrea Bruss, the Mayor's Deputy Chief of Staff, and Jeff Cretan, the Mayor's Communications Director. Wednesday is good for Roberto and Joi and Saeeda.
  - b) Updates from Infrastructure/Community Input/ad hoc media subcommittees [discussion]  
Infrastructure is working on the accountability piece and will work with CI to present in August. Discussed bi-directional feedback with committee's constituencies. CI will be meeting with Harder to discuss RFP Process Feedback Survey this afternoon and also discussing a grantee showcase. Staff working to develop contract with Civic Edge Consulting on media campaign. Staff working with CEC to develop contract.



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- c) OCOF follow-up. Progress on draft letter for potential champions; list to sign up for meetings with champions. [discussion and possible action] Saeeda and Jonathan will have a draft letter and alignment matrix to share at the August D/E meeting.
- 6) **Community Engagement Processes** – [Discussion and possible action]  
Infrastructure and Community Input are working together to develop minimum expectations for SDDTAC members to engage with the department/constituency they were appointed to represent. The information needs to be specific, so it is transparent to public. Uniform bullets/messaging would be helpful, so message is consistent as info is conveyed to public. Can committees be coached with how they can inform our constituencies and get their feedback? Things to consider:
- When you give your updates, is it one-sided?
  - Is there a call to action?
  - Is it seeking feedback or just an update?
  - Uniformity of messaging – Some messaging could be happening through an email blast - standard things like when the report is coming out, evaluation, etc. However, there are limits to standardization. Each seat is unique with the constituency that they represent with unique needs. Spelling out who is needed to talk to and when. Makes everyone intentional about what they are doing each month. Need uniformity in thinking about what our constituency's goals are and how it aligns. We need more practice with that. This is what happened in our meeting and this is how it affects you (constituent). Need to look at who is in the room when we are talking to ex. PEEF and be aware of the cross over – need uniformity.

It would be helpful to standardize some talking points – if not specific language we are communicating, but the key points. Ex. Aware of report, its release, what it covers. When monthly meetings and subcommittee meetings are and opportunities that they provide for input.

Important to get away from term “constituency” which implies that we represent any particular group’s interests. Seats represent perspective and expertise to the table, rather than representing the interests of particular groups at the table. Consider this in the framing of why and how we are communicating to certain groups. Sharing perspective and expertise but not representing interests of the groups. The constituency should be CCSF, residents and most impacted populations.

The point of this is to convey why this update important and what the impact is on them. Important part of the messaging that will help them be motivated to the topic at hand. Informing the public about what is happening at the table, how they can be engaged and how they can inform the process. SDDTAC is facilitator of information and informing networks and what those networks share with SDDTAC will go back to the full committee and process, to be reflected in the report and the process. SDDTAC is there to inform with integrity around how you are communicating.

Rita will revise the spreadsheet and populate with suggestions around what you should be doing. It may start to look like more aspirational rather than a minimum levels of engagement/requirements. Whoever takes next seat may not be so plugged in as current members.



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Infrastructure Subcommittee expressed concerned that if we go to groups or email them about input, there is an expectation that we convey it back to the committee and feedback is integrated. Is that a genuine and authentic process? Or are we asking for ideas that may or may not make it? Not every idea we hear will be adopted, but we should hear them. Need some process to share that information. Can be discussed at subcommittee level. Public likes to be asked and heard. Remind them that ultimately the mayor can do whatever.

Add to the timeline education with Board of Supervisors and Mayor's Office. Lesson learned from this year is that priority should have been to meet with MO as soon as the report came out. Then meet with BOS once Mayor's budget allocation plan is released. That would have made SDDTAC efforts stronger.

Next steps = Rita will send out template to guide the process. Ex. Saeeda didn't include SFHIP. Bold the orgs that are an absolute for the seat. Those are the minimum. Marianne will request responses by July 30, 1 week prior to Infrastructure meeting.

Michelle emailed updated version of the survey.

- 7) **Evaluation Feedback**– [Discussion] – 20 min
  - a) RFP Process Survey - Community Input is taking lead on working with Harder for this survey. D/E can provide feedback to CI as they meet later today. Michelle sent the latest version of RFP Process Feedback Survey. Notes captured in the survey.
  - b) Evaluation framework – Harder will be presenting evaluation tool to D/E in August, and have wrapped up feedback on the framework, but are there lingering questions/feedback that can help inform development of the evaluation tool? What are the standard questions for types of work and questions specific to funded agencies? Michelle in regular check-ins with Harder will convey that D/E would like the opportunity to review and give feedback for eval materials/design unless otherwise assigned. Need clear communication for deadlines.
- 8) **Future Agenda Items** [Discussion and possible action] – 5 min
  - Harder present evaluation tools - August
  - Jonathan Butler to present on CBPR literature - August
  - OCOF champion/meeting progress – draft letter and matrix.
  - Draft evaluation report – August – Michelle to present – Aug 14 (Rita won't be here), Aug 21 - full SDDTAC.
- 9) **Adjournment** – Joi moved to adjourn the meeting. Roberto seconded the motion. The meeting was adjourned at 11:50am.

### PUBLIC COMMENT



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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**

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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 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%	<i>SFUSD via DCYF</i>	
					<b>\$4,545,000</b>	<b>44%</b>	<i>Total</i>
School Food, Nutrition Education, Student Led Action	\$1,000,000	15%	SFUSD	\$1,500,000	14%	<i>SFUSD via DCYF</i>	\$0
	\$500,000		SFUSD			<i>SFUSD via DCYF</i>	
Food Access	\$1,000,000	9.6%	DPH	\$1,035,000	10%	DPH	<i>\$35,000</i>
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%	<i>SFUSD via DCYF</i>	
				\$450,000	4%	DPH	
					<b>\$1,000,000</b>	<b>10%</b>	<i>Total</i>
Infrastructure	\$1,000,000	10%	DPH/CHEP	\$800,000	8%	DPH	<i>-\$200,000</i>
Water Access - SFUSD	\$300,000	4% (3% school-based)	SFUSD	\$450,000	4%	<i>SFUSD via DCYF</i>	\$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%	<i>DPH</i>	<i>\$400,000</i>
<b>Total</b>	<b>\$10,300,000</b>	<b>100.0%</b>		<b>\$10,400,000</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>
Community engagement	<p>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.</p>



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<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></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>
<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:</p> <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>
<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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<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.

