



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)*

NOTES

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.

- 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:

- a) When you give your updates, is it one-sided?
- b) Is there a call to action?
- c) Is it seeking feedback or just an update?
- d) 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.
- e) It would be helpful to standardize some talking points. Ex. Aware of report, its release, what it covers. When monthly meetings and subcommittee meetings are and opportunities that they provide for input.
- f) 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. 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.
- g) The point of this tool is to inform 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, to be reflected in the report and the process.
- h) Next steps: Rita will send out revised template to guide the process. 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. 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.

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



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- 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

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.

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