



San Francisco Department of Public Health

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Director of Health

City and County of San Francisco
London N. Breed
Mayor

Sugary Drinks Distributor Tax Advisory Committee Infrastructure Subcommittee

MEETING NOTES

June 4, 2019

3:30 PM

25 Van Ness Ave, Suite 710

*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 [discussion and action]

Present: Jorge, Derik, Rita, Linda (by phone). Roberto absent

2. Approval of May Meeting Minutes [discussion and action]

Approval of May meeting notes with edits. Jorge moves to approve, Derik seconds. Motion passes unanimously

3. Approval of Agenda- [discussion and action]

Add discussion about Infrastructure recommended speakers to Housekeeping item c.

Derik moves to approve amended agenda, Jorge seconds. Motion passes unanimously

4. General Public Comment

5. House Keeping [discussion and possible action] purpose of this item is to ensure committee work is connected

- a. Community Input Subcommittee Update – no updates

- b. Data & Evidence Subcommittee Update – no updates

- c. Infrastructure recommended speakers (added)

Rita will email Jim to be a speaker on national issues. And ask for his opinions on media speakers.

6. Awareness Campaigns [discussion and possible action]

- a. Update on AdHoc media committee

Awareness Campaigns. The vendor that DPH had hoped to work with, respectfully declined to work with us for numerous reasons – time, complexity of working with committee etc. DPH met

with another potential vendor, Civic Edge, who will provide a proposal next week. Derik suggests considering Viva as a vendor as needed.

- b. Committee reviewed Mayor's budget revisions in context of media budget. MO recommended cutting the media line item.

Discussed longer term implications cutting all media funds. In meeting with MO and co-chairs, Mayoral staff indicated that media might be added back in after community based grants are up and running and there are successes to report. Members expressed concern that the budget was cut so significantly.

7. Community Engagement Processes

- a. Infrastructure/processes for community engagement and feedback

Infrastructure committee can help outline minimum expectations within departments in which we work and aim to have clarity within department, with respect to what the SDDTAC seat role is. Ideally, department representatives establish lines of communication with decision makers in their department, so that committee members can keep departments updated on SDDTAC priorities and directions. Engagement document would be a framework/tool for the website that can communicate to public about how/where they might be able to weigh in.

Questions to consider:

- What is minimum expectation for each SDDTAC representative
- Who is their constituency, and
- how often should they be checking in with that constituency?

Community Input wanted some help thinking through minimum requirements. There is a balance to be struck with transparency/due diligence and not burdening SDDTAC reps with more work. Should recognize the people in seats are there because they are experts.

Should there be some minimum of how much SDDTAC reps should do outreach?

From presentation that Community Input made at full committee– they suggested a survey, asking: what outreach are members currently doing and what is sustainable/realistic for the future.

There is value in naming what groups SDDTAC reps share info out to and get info from; for historic purposes and as a way to provide possible info/guidance for future representatives. It would be different for each SDDTAC seat.

For some seats it's obvious what groups/coalitions one would go to – but not for all. And for some/most it is likely not feasible to add three more meetings in service of a seat - seems more like a staff role to do that outreach.

Decision/Next steps: Infrastructure and Community Input reps to come up with draft of minimum expectations for their seats as a test for next meeting.

Each member of the committees can report on where/how they think that seat should be doing outreach. Ask: How do you gather information that you use to guide your work as relates to SDDTAC seat and how do you report back the activity of the SDDTAC to your constituency/ies.

Share comments with Community Input. Community Input decide on what guidelines should include then, Community Input should send out. What SDDTAC **seats** should do (not the particular person in the seat – especially for setting precedent). Community Input can review and then push it out to committee.

8. Strategic Planning Consultant [discussion and possible action]
 - a. Responses - Ad hoc group reviewed and made recommendation for a vendor. Next step: SFDPH will set up a contract.

9. Discuss possible Agenda items for 7/2/19 SDDTAC Meeting [discussion and possible action]

Possible July items:

- a. Minimum engagement Rx for Comm Engagement
- b. Strategic planning consultant SOW
- c. Media scope of work – invite ad hoc media committee for this discussion.

Possible **August agenda**

- a. Staffing
- b. Grant making /community based grants
- c. Media

10. PUBLIC COMMENT

11. Adjourn

Jorge moves to adjourn at 5:17pm. Derik seconds. Motion passes unanimously

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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Comparison between SDDTAC Recommendations and Mayor's Allocations FY 18-19

| 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 | \$0 |
| 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% | | |

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 |
| 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 (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 |
| Health education, food security, physical activity | |
| 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 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 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 | 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 |
| Evaluation | Additional funds for evaluation may: <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 | 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. |
| 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 intensify 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.