



# 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

### MINUTES

March 18, 2020

5:00 pm

#### Join Via Zoom or Phone

<https://zoom.us/j/554168126>

Meeting ID: 554 168 126

One tap mobile

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\* 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 about public comment.

\*\* Times provided for agenda items are estimates

#### Order of Business:

##### 1. Call to Order / Roll Call

Via Zoom: Vanessa Bohm, John Maa, Joi Jackson-Morgan, Roberto Vargas, Jonathan Butler, Larry McClendon, Saeeda Hafiz, Lauren Heumann, Irene Hilton, Shelley Dyer, Michelle Kim, Linda Barnard, Janna Cordeiro, Derik Aoki

Absent: Aaron Kunz, Rita Nguyen

- a. Approval of Excused Absences [Action] No excused absences

##### 2. Approval of Minutes for Previous Meeting [Action]

Budget description for education investments should be general as a way to be inclusive of para professionals especially as people come to various entry points and have access to educational opportunities. Description to read educational investments that support and strive for professional development in health and wellness.

Joi mentions that it is important that descriptions are noted and explained well for when members speak with their community members, they are well informed and understand. Add more detail to Capacity building grants budget description.

Joi motions to approve the minutes. Saeeda seconds. Irene abstains. Minutes were approved.



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### 3. Review and Consideration of Regular Agenda [Action]

Irene motions to approve agenda. John seconds. Agenda is approved.

### 4. General Public Comment

Cici Bonnini of Eat SF. She announces that in Seattle, WA they have made emergency provisions for emergency food through Seattle soda tax funds. Eat SF is continuing their service and would like to recommend to continue its service throughout the year. They are also looking at ramping up emergency food services via food vouchers and continue to support vulnerable populations. Eat SF is looking for funding on top of what they are already doing.

### 5. Emergency Use of SDDT Funds – [Discussion and Action]

Joi announced that Seattle soda tax advisory committee used funds to support distribution of food vouchers. She opened up the discussion to identify if SDDTAC would like to do recommend SDDT funds to provide for extra food supply access due to COVID-19 health emergency.

Member asked if the funds would be in the current fiscal year or projected funds. Staff responded that current and potential funds have yet to be spent and not been allocated for spending, however, there are funds. DPH is currently determining the complete figure, at least \$300K and possibly more. The funds are currently earmarked for professional services and can be easily marked for emergency food services.

Member asked where people would go to for food, Seattle is working with Safeway. Staff noted that they are consulting with the Department Operations Center (DOC) - emergency response center and Paula Jones (DPH) to identify which populations the funds should go to. Member noted that Safeway would be difficult, since the most vulnerable populations do not have access to Safeway in their neighborhoods and what would be the method be via food voucher or gift cards?

Larry noted that OEWD is figuring out food deliveries via stores or Insta Cart, however the app does not accept EBT for individuals and specifically seniors. Member noted that it would be most logical to have some type of food delivery. Member agreed that a food delivery model would be sufficient. Member shared that they quickly organized delivery for 50 seniors through the Food Pharmacy at South East Health Center. Member agrees with \$300K for food access, to create a centralized system for particular neighborhood populations. Member responded that they are supportive of recommending to entrust DPH and Mayor's Office to figure out how to disburse funds to support emergency food for vulnerable populations.

Saeeda noted conversations with Veronica Shepard and the Faith Based Coalition who are asking questions about food distribution and daycare centers, whether or not funds can go to set up sites and ensure they receive their funds for the distribution of foods. Jonathan shared that each of the churches will be hubs for the community and will utilize food runners and recommends that going the faith based organization route would be great. Staff shared that DPH has received request from Farming Hope to redirect food distribution from Manny's Café to Episcopal Churches in the Western Addition and other faith based churches in the Bayview for Safeway gift cards and will share with Paula Jones and the DOC.



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Derik shares that at the Family Resource Centers, seniors are not coming to the centers and not going out due to their vulnerability of contracting the COVID 19 virus and have been without a food source for some time and with the emerging new needs for those who have been laid off or furloughed. Member asks how school district is managing with food distribution. Lauren responded that there are 13 schools open today and 6 more sites tomorrow for food distribution. SFUSD is set in terms of those sites and will be pairing down so that people will not need to come daily. In terms of food, SFUSD has their system in place.

Roberto motions to recommend the city to consider using unused current fiscal year SDDT funds to support food security for populations, while adhering to SDDTAC principles, thereby trusting the Mayor's Office and DPH for the city in response to the COVID 19 local emergency needs. Shelley seconds with an the inclusion of emphasis on food delivery.

Public Comment – Katie Ettman, SPUR – 1) food supply is coming in 2) food assistance organizations do not have the volunteers to assist and need more funds for administrative work 3) with national and state relief programs, this is supplemental and to get out ASAP to begin working with organizations that that have already been funded.

Roberto motions to amend his previous motion. Roberto motions for SDDTAC to recommend San Francisco to consider using unused current fiscal year SDDT funds to support food security and food distribution costs for SDDTAC vulnerable priority populations, higher administrative fees due to volunteer reduction, while adhering to SDDTAC principles with an emphasis on food delivery as an option. SDDTAC trusts the Mayor's Office and DPH for the city to respond to local emergency needs due to COVID –19. John adds to the motion for the funds not to be used for the purchase of sugary beverages. Shelley seconds. Motion to support response to local health emergency needs (COVID –19) passes.

6. Review of SDDTAC 2020 Annual Report [Discussion and Action]
  - a. Vote on Harder & Company Evaluation Report

CG shares that the Data and Evidence subcommittee voted on the evaluation report and is bringing it to the SDDTAC to vote. Evaluation report and data report will be included in the annual report.

Janna motions to approve Harder & Company Evaluation Report. Jonathan seconds. Evaluation report is approved.

- b. Vote on Annual Report

Michelle states that due to the possibility of long term ramifications on food security, etc, she recommends that the report include language and recognition of COVID-19 and for SDDTAC to consider due to economic downfall especially with SDDTAC's strategic plan goal of Healthy Places. She is indifferent as to where this language can placed in the report, just as long as it is included.

Co Chair Letter:

Member identifies grammatical error of co chair letter 2<sup>nd</sup> paragraph – “soda tax dollars are



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making a difference. Member added in the 3<sup>rd</sup> paragraph, last sentence add “and” between data and input. Member noted to add 4<sup>th</sup> bullet on the SDDTAC led the strategic planning process.

## SDDT Revenues:

Joi noted to indicate that FY 17-18 was only half year revenue. Staff suggested to change revenue projections to \$15-16Mil. Joi recommends to have representation of figures from FY 19 –20 to have parameters to show from end to end.

Irene identified typo in revenue projections, the available amount is \$11.5Mil and BOS approved. Should be \$11.6Mil.

## Infrastructure Subcommittee:

Joi recommends to move up Jorge Rivas’ name next to Larry McClendon.

Joi recommends to include information referencing infrastructure subcommittee exploring emerging needs, and to include example of COVID 19.

## SDDTAC Budget Descriptions:

Joi recommends that on Page 25 and 26 to add language from previous meeting minutes and have descriptions mirror one another.

## Description of SDDT Allocations (graphs/pie charts):

Staff to review Chart H for accuracy. CBO media grantees are found on page 35 under grantees and keep as is. Vanessa recommends to include that the oral health taskforces serve Latinx, Chinese and Black/African American populations on page 36.

Saeeda recommends on page 34, SFUSD allocations are only for school food and one bar. It does not differentiate student led activity, food access, or peer led work, there is a need to break out, she would not want it illustrate that student nutrition is getting all funds or that the promotora led work is not be included.

John motions to approve SDDTAC 2020 annual report with edits. Michelle seconds. SDDTAC 2020 Annual Report is approved.

## 7. SDDTAC Strategic Plan [Discussion and Action]

Kym Dorman of Raimi & Associates shares the draft Strategic Plan. All subcommittees have reviewed contents and the edits were incorporated.

Member recommended to change language related to obesity on page 1. Roberto recommends to include beyond programming for prioritizing results . Member recommends on page 6, Priority Populations that sub bullet points should be the main and blue bullet points should be underneath the bullet points, population descriptions as sub bullet points. Member suggests separating children 0-24, adolescent, young adults, however there is not a standard definition. Member asks if photos included



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are stock photos or from the SDDT media campaign. Kym responds that photos are stock and will follow up with staff to use SDDT photos.

Page 8 - Goal 1: Healthy People! Member suggested that first sentence to be revised to “sugary drinks industry”

Image on page 8 should be changed, looks like a chalice or wine glass. Cross with heart is ok.

Page 9 - Goal 2: Healthy Places

Saeeda expressed concern about artwork on goals. Healthy People and Healthy Places should illustrate pictures of healthy people and places. SDDTAC recommends to identify icons on healthy people and places. SDDTAC suggests looking a map created previously by Civic Edge.

Member asked what the reference to increase in economic opportunity. Kym responded to that it referred to hiring employees from neighborhoods. Member shared that they thought of it as community infrastructure and CBO’s investing in target communities. Member suggested revising to increase in hiring and economic opportunity. Saeeda motions to adopt increase in hiring and economic opportunity. John seconds the motion. Impact and Outcomes of strategic plan passes. 13 votes.

Jonathan moves to approve SDDTAC strategic plan with edits and but not the photos. Roberto seconds. The SDDTAC strategic plan is approved.

Derik suggests to include information on COVID-19 info as included as in annual plan and it should be accounted for.

### 8. DPH Staff Report [Discussion and Possible Action]

#### a. SDDT Media Campaign Update

CG shares that media campaign is moving forward. Social media campaign Twitter, FB and IG follow organizations funded to do social media work, follow these organizations. Civic Edge are building out a plan on MTA ads; MTA is not placing service ads right now but now for COVID. One bus wrap.

Janna – once we determine funds for food access, can we put out sample posts about funds.

CG – talked with Civic Edge about doing press release about food security from SDDT funds.

#### b. SDDT Grantee Convening/Capacity Building Trainings

Christina shared that DPH convened SDDT funded grantees in February. Civic Edge intends to convene SDDT CBO social media organization recipients in June, currently it is unclear of what the month of June will look like. Civic Edge is identifying a remote event if necessary.

Capacity Building trainings were calendared and set however it had been put on hold due to the Shelter In Place order and SDDT staff is working to conduct the trainings online as a method via Zoom or Webex.

#### c. Update on Warning Label



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John Maa shared that the warning label was passed and signed on February 14<sup>th</sup>. There will be a mandatory settlement tomorrow and trial will be set in 2021.

### 9. SDDTAC Co-Chair Nominations [Discussion and Possible Action]

Co chairs would start next month, in April since annual report was approved by SDDTAC.

Nominees: Jonathan Butler, Joi Jackson-Morgan, Saeeda Hafiz, Shelley Dyer, Janna Cordeiro

Janna, Shelley and Saeeda withdraw their nominations.

Nominees: Joi Jackson-Morgan and Jonathan Butler

Member asked if there is any language in the SDDTAC by laws that indicate whether there is a need for another subcommittee chair. Staff respond that there is no language stating that. Jonathan declines to be chair for data and evidence subcommittee moving forward should he be voted in as co chair for the SDDTAC.

Shelley announced that she will be transitioning to a new position with TNDC. She has enjoyed serving on the SDDTAC and that this will be her last meeting.

Roberto motions to nominate Joi and Jonathan as co chairs for the SDDTAC. John seconds. 9 folks in favor and the motion passes.

Irene thanks Roberto for his service as co chair and Joi for her continued service.

Roberto responds that he is humbled by the SDDTAC support and thankful that Joi and Jonathan are willing to serve.

### 10. Subcommittee Update [Discussion and Action]

#### a. Co-Chair Update

Roberto shared that 2 weeks ago, he went to Alabama for a trip led by the Glide Foundation. The trip offered the opportunity to view the country's enslavement, Jim Crow laws, etc. and learned about health disparities. Roberto said that it was profound and transformative experience. This experience reminded him that institutional racism and oppression does continue to exist and understands that it is completely by design.

Joi announced that given the fact that we are facing the COVID 19 virus, it is important that we think about how we can continue to do some education with the Mayor's Office and the Board of Supervisors? Should we do more letter writing, she is open to more suggestions on how the SDDTAC should go about meeting with the Mayor's Office and Board of Supervisors.

#### b. Infrastructure

Michelle shared that the infrastructure subcommittee finalized the strategic plan with Kym from Raimi & Associates and will be discussing future considerations for emerging needs at the April meeting.



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### c. Data and Evidence

Jonathan thanks Roberto for his service as co chair of the SDDTAC and aspires to do what he has done. The data and evidence subcommittee reviewed its committee report section, voted on evaluation report and provided feedback and comments to February minutes. Committee will take recess in April.

### d. Community Input

Community input subcommittee discussed and provided feedback for SDDT media. They also reviewed reports and were pleased that educational investments were included as part of budget recommendations. Community Input subcommittee will take a recess in April.

### 11. Committee Member Proposed Future Agenda Items [Discussion and Possible Action]

- Follow up on SDDT emergency funding to support food security in response to COVID-19
- Update on community grants program

### 12. Announcements [Discussion and Possible Action]

Saeeda and Janna thank SDDTAC for co chair nominations.

Michelle – DCYF website has information as to RPD serving as childcare centers with 12 youth per group. Linda announces that all RPD programming has ended for now to focus on child care to support parents during COVID-19 crisis.

Roberto – Water equity meeting via Zoom scheduled for Thursday, March 19, 2020. He will send meeting information.

Derik - Office of Civic Engagement hosted a webinar focusing on Public Charge today and will be posted.

Joi – Supervisor Haney will look for additional ways to support the homeless.

### 13. Adjournment [Action]

John motions to adjourn meeting. Janna seconds. Meeting is adjourned at 7:56pm.

## Notes

### 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.

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- Directing staff to place the item on a future agenda. (Government Code Section 54954.2(a).) 10.

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### **ORDENANZA DE CABILDEO**

Individuos y entidades que influyen o intentan influenciar legislación local o acciones administrativas podrían ser requeridos por la Ordenanza de Cabildeo de San Francisco (SF Campaign & Governmental Conduct Code 2.100) a registrarse y a reportar actividades de cabildeo. Para más información acerca de la Ordenanza de Cabildeo, por favor contactar la Comisión de Ética: 25 de la avenida Van Ness, Suite 220, San Francisco, CA 94102, 415-252-3100, FAX 415-252-3112, sitio web: [sfgov.org/ethics](http://sfgov.org/ethics).

Kung mayroon kayong mga tanong tungkol sa miting, mangyaring tumawag lang sa 415-252-3203. Ang pagtunog at paggamit ng mga cell phone, mga pager at kagamitang may tunog ay ipinagbabawal sa pulong. Paalala po na maaring palabasin ng Tagapangulo ang sinumang may-ari o responsable sa ingay o tunog na mula sa cell-phone, pager o iba pang gamit na lumilikha ng tunog o ingay.

### **ALAMIN ANG INYONG MGA KARAPATAN SA ILALIM NG SUNSHINE ORDINANCE**

Tungkulin ng Pamahalaan na paglinkuran ang publiko, maabot ito sa patas at medaling maunawaan na paraan. Ang mga komisyon, board, kapulungan at iba pang mga ahensya ng Lungsod at County ay mananatili upang maglingkod sa pamayanan. Tinitiyak ng ordinansa na ang desisyon o pagpapasya ay ginagawa kasama ng mamamayan at ang mga gawaing panglungsod na napagkaisahan ay bukas sa pagsusuri ng publiko. Para sa impormasyon ukol sa inyong karapatan sa ilalim ng Sunshine Ordinance (Kapitulo 67 sa San Francisco Administrative Code) o para mag report sa paglabag sa ordinansa, mangyaring tumawag sa Administrador ng Sunshine Ordinance Task Force.

City Hall – Room 244 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102-4683

415-554-7724 (Opisina); 415-554-7854 (Fax), E-mail: [SOTF@sfgov.org](mailto:SOTF@sfgov.org)

Ang mga kopya ng Sunshine Ordinance ay makukuha sa Clerk ng Sunshine Task Force, sa pampublikong aklatan ng San Francisco at sa website ng Lungsod sa [www.sfgov.org](http://www.sfgov.org). Mga kopya at mga dokumentong na nagpapaliwanag sa Ordinance ay makukuha online sa <http://www.sfbos.org/sunshine> o sa kahilingan sa Commission Secretary, sa address sa itaas o sa numero ng telepono.

### **PAG-ACCESS SA WIKA**

Ayon sa Language Access Ordinance (Chapter 91 ng San Francisco Administrative Code), maaaring mag-request ng mga tagapagsalin sa wikang Tsino, Espanyol, at/o Filipino (Tagalog). Kapag hiniling, ang mga kaganapan ng miting ay maaring isalin sa ibang wika matapos ito ay aprobahan ng komisyon. Maari din magkaroon ng tulong sa ibang wika. Sa mga ganitong uri ng kahilingan, mangyaring tumawag sa Minouche Kandel sa 415-252-3203, o [minouche.kandel@sfgov.org](mailto:minouche.kandel@sfgov.org), sa hindi bababa sa 48 oras bago mag miting. Kung maari, ang mga late na hiling ay posibleng pagbibigyan.

### **ACCESS PARA SA MAY KAPANSANAN**

Ang Konseho tungkol sa Karahasan sa Pamilya (Family Violence Council) ay ginaganap sa room 617 sa 400 McAllister Street sa San Francisco. Ang building ay maaaring ma-access ng mga taong gumagamit ng wheelchair at iba pang gamit



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na tumutulong sa pagkilos .

Ang mga pagpupulong ng Task-Force ng Mayor sa Anti-Trafficking ay ginaganap sa Room 305 sa City Hall, 1 Dr. Carlton B. Goodlett Place sa San Francisco. Ang City Hall ay accessible para sa mga taong gumagamit ng wheelchair at iba pang mga gamit na tumutulong sa pagkilos. Mayroong mga rampa sa mga pasukan sa Grove, Van Ness at McAllister. Ang mga kagamitan sa pagtulong sa pandinig, mga interpreter ng American Sign Language, mga tagapagbasa, mga adyenda na malalaki ang print, at iba pang pangangailangan ay maaaring hilingin. Para humingi ng tulong, tawagan si Minouche Kandel (415) 252-3203, o mag email sa [minouche.kandel@sfgov.org](mailto:minouche.kandel@sfgov.org). Kailangan mag-request ng mga pangangailangan sa hindi bababa sa 72 oras bago ng pagpupulong upang matiyak kung maaaring ipaglingkod ang inyong kahilingan.

## LOBBYIST ORDINANCE

Ayon sa San Francisco Lobbyist Ordinance [SF Campaign & Governmental Conduct Code 2.100], ang mga indibidwal o mga entity na nag iimpluensiya o sumusubok na mag impluensiya sa mga lokal na pambatasan o administrative na aksyon ay maaring kailangan mag register o mag report ng aktibidad ng lobbying. Para sa karagdagan na impormasyon tungkol sa Lobbyist Ordinance, mangyaring tumawag sa San Francisco Ethics Commission at 25 Van Ness Avenue, Suite 220, San Francisco, CA 94102, (415) 252-3100, FAX (415) 252-3112, website: [sfgov.org/ethics](http://sfgov.org/ethics).

## 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>	



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<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>
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.
<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



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	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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PH Infrastructure	<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>
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"> <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>
<b>WATER ACCESS</b>	
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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<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 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.

## ONGOING ADBACKS FROM FY 2017-2018

PROGRAM	DEPARTMENT	DESCRIPTION	
Food Security – Healthy Food Purchasing Supplement	DPH	Maintain current service levels: Vouchers and education to increase consumption and access to nutritious foods by increasing the ability of low income residents to purchase fruits and vegetables at neighborhood vendors and farmers’ markets in collaboration with DPH Healthy Retail Program.	50,000
Healthy Corner Store Retail	ECN	Promoting corner stores and markets to sell healthy products as opposed to sugary beverages, etc.	60,000
Food Security – Home Delivered Meals (HDM)	HSA	Address current waitlist: Delivery of nutritious meals, a daily-safety check/friendly interaction to homebound seniors/adults with disabilities who cannot shop or prepare meals themselves. Many providers offer home assessments/nutrition education/counseling.	477,000
Food Security – Congregate Lunch Meals	HSA	Address current waitlist: Daily, hot, nutritious meals for seniors/adults with disabilities	220,000
Senior Fitness	HSA	Senior fitness programming at IT Bookman and George Davis	200,000
Congregate Meal Program	HSA	Congregate Meal Program A	75,000
Congregate Meal Program	HSA	Congregate Meal Program B	75,000
		<b>TOTAL</b>	<b>1,157,000</b>

\*The Board of Supervisors made a series of adbacks in the FY 17-18 budget. When the Board of Supervisors makes changes to the Mayor’s budget, some of these changes are “adbacks” denoting the Board’s decision to add funds back for a particular service. Adbacks become part of an agency’s baseline budget.