



# San Francisco Department of Public Health

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City and County of San Francisco  
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Mayor

## AGENDA & MINUTES

October 5, 2018

1:00pm

25 Van Ness Avenue, Room 70  
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 about public comment.

### Order of business

1. Call to Order / Roll Call - Ms. Joi Jackson-Morgan calls the meeting to order at 1:15, when quorum is met, but noted Mr. Roberto Vargas is serving as chair for the meeting.
  - a) Approval of Excused Absences [Action] - Excused absences: Janna Cordeiro, Jonathan Butler and Irene Hilton. Vanessa moves to approve excused for those unable to attend due to illness: Kent Woo and Michelle Kim. Committee votes to approve unanimously.
2. Approval of Minutes for September 7, 2018 [Action]  
Committee noted need to correct agenda to state that committee was approve minutes for September 7, 2018 (not August 3, 2018). On item 10b – remove “vs” in line that states “evidence vs direct education.” Minutes approved unanimously with the recommended amendments.
3. Review and Consideration of Regular Agenda [Action]  
The committee votes to approve agenda unanimously.
4. General Public Comment  
General public comment - none
5. DPH Staff Report [Discussion and Possible Action]
  - a) Still working to achieve consensus for new meeting time. Treasury and Tax Collector reports that as of July, 2018, \$7,649,971 in SDDT revenue has been collected. If collections remain consistent, the amount is on track for \$15.3M annually.
  - b) Media campaign/talking points -  
510media developed preliminary talking points based on Survey Monkey results. Community input committee reviewed the draft and noted that it needs to be more public facing. Committee

members were asked to review the current draft and provide edits to staff. Revisions will be reviewed at Community Input Subcommittee. The full committee will officially adopt them after the subcommittee finalizes them – possibly at November meeting. 510media also reworked merchant campaign elements and have sent them for feedback.

c) Data Report -

- i. Rita reported on DPH plans for the data. Referencing the “Variance Report,” she noted that red font means new data. iii. Not all the data figures are on this sheet from 2018, just new data points. Data subcommittee will review in detail, but the document was developed to give a sense of how it is coming together. DPH wants to know if there are things that are missing or that shouldn’t be included.
- ii. The report also shows some planned new figures for the 2019 report.
- iii. Rita noted there is an error in the document as the new IRI beverage sales data were preliminarily analyzed. DPH will note the error and repost the document to the webpage.
- iv. SSB data still to come: pricing data, water, fruit drinks, juice, and coffees/teas. The IRI data to come is from point of sales systems from mostly large chain stores. It will not accurately reflect what is happening in each district because it doesn’t capture the small corner stores. The tax collector’s payment data by district might provide a clearer picture; DPH to ask TTX about potential for getting that data.
- v. It was recommended that title figures have more detail on where the data comes from, size of the retailers, etc. Much of the health related data in the report is drawn from the 2018 CHNA.
- vi. DPH is hoping to get better data on some behaviors for the 2020 report as DPH Tobacco Free Project invested in oversampling CHIS for some communities of color.

c. Town Halls - RDA - 6 town halls were held reaching about 123 people.

- i. Bayview - 21
- ii. Chinatown - 25
- iii. Mission - 32
- iv. OMI - 5
- v. Tenderloin - 28
- vi. Western addition - 22

Town Halls were in world cafe style with participants broken into three discussion groups, and presented with one question for 15 minutes before switching stations (and questions). The size of group allowed for deeper conversations. The questions were as follows:

- i. What services/programs do you want to see funded by the SDDT?
- ii. Validate the funding buckets
- iii. What would success look like in the community?

RDA is in the process of reviewing qualitative data and compiling report. Thank you to SDDTAC members who went to the town halls. Saeeda shares request that data from young voices is extracted. A request was also made for the raw data to be shared for deeper understanding of what population is thinking. DPH and RDA will discuss as this is for the DPH RFP process, so there are likely limitations to what can be offered at this time. SFUSD could have access to it as they develop RFP.

DPH also collected over 400 surveys at backpack giveaways and online and talked to about 100 people through focus groups.

- d. Paula Jones, PHD, Director of Food Security, serves as backbone and vice chair to the Food Security Task Force (FSTF), presented on the process for healthy food purchasing supplements line item in the SDDT allocations in the amount of \$1,035,000. This amount aligns with FSTF request for budget items based on assessment from 2013 as presented to BOS and Mayor.
  - i. The mayor and the Board of Supervisors have been supportive of making sure that San Franciscans have access to healthy food, and have increased budgets for food security programs. The focus from last assessment was on meals for seniors and people with disabilities due to the critical lack of funding for these populations. FSTF provides recommendations to city on funding to improve food security.
  - ii. Currently there are 45K people on SSI in SF with the majority living below the poverty level, and ineligible for food stamps and there was a need to innovate and create healthy food purchasing supplement to provide more resources for food insecure San Franciscans to purchase healthy food. Working with EatSF on that model and focusing on people on SSI. Paula also works with SFHIP to do the triannual Community Health Needs Assessment, and the Community Health Improvement Plan; and through this process, the pressing issue of food insecurity among pregnant women and elderly adults was prioritized.
  - iii. SFHIP identified HEAL as health priority. Chose food insecure pregnant women as a data measure and seniors waiting more than 30 days for a home delivery meal. Healthy food purchasing funds were allocated to support food security and healthy eating among these populations. With the increase in funding of \$1.035M funding from the Mayor, there is an opportunity to expand this work to support food insecure San Franciscans to be able to purchase more healthy food. Funding will go through SF Public Health Foundation, fiscal intermediary, to work with subcontractors on this grant. Paula is looking at data from last year, 4 focus groups, looking at our focus group reports to improve food security for pregnant women and other food insecure San Franciscans. Plan is to build on what we've done and for some of the funds, request proposals to community to address specific target on what they want.
  - iv. A question was posed from the committee: The faith-based community continued to show up and they want opportunity to apply. Is there outreach to the faith-based group? Paula is aware of the faith-based coalition's priorities and the letter they submitted to the SSDTAC articulating that hunger in their communities is a pressing issue. Timeframe for RFP is undetermined as yet. Paula will keep SDDTAC updated on when RFP is out and will share that information widely.
  - v. The 2018 San Francisco Food Security Assessment is not yet out. Once it is finalized, Paula will share widely. The Food Security Task Force has promoted standard measurement of food security using validated survey questions, and Section 1 is a summary of food security among specific populations, as well as income information. It will be ready next week.
  - vi. A question was posed from the committee: Is consumption of SSB a data point? Paula shared that some of the health variables in the SSDTAC are also included in the Food Security Report, including consumption of soda. In future reports, there could be additional alignment of variables.
  - vii. A question was posed from the committee: Given changes and emerging needs re: public charge, will the RFP address that? With \$1.4M funds there are 4 buckets:

1. Pregnant women food insecure
2. People on SSI ineligible for CalFresh
3. People with diet sensitive chronic diseases

#### 4. Other food insecure San Franciscans

But there are other groups that are high priority, e.g. people not eligible for other programs or may lose eligibility. There are also other programs that people want, that will go out in RFP.

- viii. A question was posed from the committee: What is the level of service for the 1M? How many people can be served with that 1M? SFHIP - pregnant women food insecure and seniors waiting for home meal delivery - those were two data sets available that met the criteria, but not the only priority populations. Paula agreed that there are many priority populations given that 27% of San Franciscans live below 200% of the federal poverty level. These indicators were chosen because there were disparities among these groups and the data was available.
- ix. A question was posed from the committee: Was 2017-18 money was received and spent? Paula was not sure about the allocation of funding from the 2017-18 SSDT funds. Paula referred to previous information provided by Ankeeka Chaudry.

e. City attorney update will be provided at next meeting

f. Appointment process update - vacancy posted. DPH is reaching out to city agencies that need to make nominations. For community seats, it is time to submit applications for anyone that is interested. When the clerk receives enough applications, she will ask for a hearing. DPH has asked the Rules Committee clerk if new seats can be appointed by December. There is no deadline. Waiting for critical mass.

g. Public comment:

Eli Zigas: according to former Mayor's Health Aide, Aneeka Chaudry, the \$1.035M line for healthy food purchasing supplements was set aside for existing food programs. Other programs can apply to the community grants process. The mayor's office allows the departments to take the lead on determining what to do. There has been success but there are also gaps with populations and what people wanted.

Regarding the media campaign talking points - the piece about whether the tax was designed to "punish" SSB buyers and how will we know it is working? Go to the intent of legislation: to reduce consumption of SSB – that is not mentioned in the response.

Data - 5b - #6 - CHIS question not included in food security and should be.

Cissie Bonini: noted the city is saying different things at different times. EatSF has been asking about the process: today was the first time she heard that funds may not be going to food vouchers. She wants to clarify and understand timeframe around this process. Confused as to what will be funded.

6. Rules & Regulations [Discussion and Possible Action] – To vote on maximum number of excused absences. Regarding absences, DPH doesn't have attendance records prior to May 2018. Amendment to remove "January 2019" and replace with "Beginning at date of appointment." If someone comes in the middle of a term, prorated absences. Related to "Voting" - remove second sentence. Rita moved to accept the changes. SDDTAC Rules and Regulations approved with these changes, pending City Attorney review  
*Next step: City attorney will review.*

7. SDDTAC Allocations [Discussion and Possible Action]

a. School based work –

Question: does SDDTAC want to recommend that funds used for school-based work be managed through DCYF or DPH? The SDDTAC cannot tell an agency how to use their funds. Can only make recommendations. School district can seek community input or use their own processes and choose how to release their RFP. SDDTAC can provide feedback but they do not have to heed our advice. Michelle Kim checked in with Maria Su, DCYF director, about the process, and shared via email that funds are being sent to SFUSD for disbursement. Does SFUSD RFP funds out? Do they have resources, history for doing that? Saeeda noted that SFUSD will touch base with DPH re: community input to be aligned with the goals of the funding. It was noted that DPH is trying to protect the committee from conflict of interest. Would be good for SFUSD to do the same to protect against conflict of interest.

The Youth Commission could be a good entity to provide input to the school based funding. Youth voices were present through DPH process via town halls, focus groups. SFUSD has a student advisory committee that could also provide input. SDDTAC recommendations can also inform SFUSD RFP.

SFUSD should coordinate with DCYF and DPH to create one RFP. Clarity on SDDTACs intent: DPH as part of the RFP process would help get money out for the schools. Coordination needs to happen between DCYF, SFUSD and DPH on how to distribute SDDT resources.

8. Subcommittee Update [Discussion and Action]

- a. **Co Chair Update** - Co-chairs are providing updates to BOS rules committee and would like to update them with who is planning to reapply. SDDTAC is not making a recommendation that they reappoint current seats. Roberto communicated to Supervisors Safai and Cohen that they want to share an update and get further guidance around appointment process.
- b. **Community Input** - approved mission statement, checked in on town halls and gave feedback to RDA. Hamilton Town Hall had younger participants. Notes didn't identify whether it was youth, adult, or child who made the comments. Surprised to see First 5 at one of the town halls. Are there other opportunities for city departments or institutions to give feedback separately? Town halls are for community. How to capture different types of feedback? Christina noted that First 5 did reach out to meet with DPH. And as part of RFP development will look at other departments' frameworks to see how this RFP process can align and possibly leverage other city funding. Rita made a motion to move this conversation to community input subcommittee for future. The subcommittee also spent a lot of time making the talking points more community-facing. Recommendation to give feedback to DPH staff on current talking points draft.
- c. **Data and Evidence** - finalized mission and roles of the committee. They have an article table and will incorporate focus group and town hall data to corroborate that information. Next meeting is October 17<sup>th</sup>. Since it is a 2 year budget cycle, making changes to last year's recommendations will have consequences to consider. Need to make recommendations for 20-21 this year and for the 4% for 19-20. Would like report backs from funding that already went out. Need to get them calendared.
- d. **Infrastructure** - finalized mission statement. Track and evaluate impact of the SDDT: How do CBOs and departments report back to SDDTAC? Reviewed their proposed process. Start with 17-18 funding: The allocations made before SDDTAC was seated. 17/18 has less clarity and some departments didn't know that they were funded with SDDT. Hope to finalize the survey design next week. They will draft survey questions, but urgency should be around the next set of recommendations. Winter should be focused on developing 20/21 recommendations. One needed report out is how departments are using funds? There needs to be accountability and committee can send survey and then be selective and invite orgs/depts to present to inform recommendations for

march. Infrastructure may survey everyone who was funded with 17/18 dollars and then decide after, whether they present.

*Tentative questions to ask -*

Did you get the money? How much? How did you spend it? Who benefited from it? Ask about what portion of soda tax money provided what service levels. Incorporate how organization receives the funds, how does it look in big picture?

Request put forth to send Jorge comments on questions by 10/12. Finalize design at 10/17. Share final survey with full committee by 10/19. Jorge will circle back with committee. Next mtg is 10/17 to discuss duties and finalizing survey.

9. 2019/20 allocation plans – review 2018/19 allocation plan (submitted vs. actual) – This item was not discussed

- a. Saeeda introduced two audience members: Jennifer, director of Student Nutrition Services and Vanessa, site nutrition coordinator
- b. Public comment –  
Eli Zigas - The survey is great. Suggests asking “What was the additional service or program provided that was made possible with SDDT funds?” Use these questions as a baseline questions for RFP.

10. SDDTAC 2018/19 Timeline/Draft workplan [Discussion & Possible Action] – 20 min

The report and recommendations are two distinct components – DPH is responsible for the report. In October, subcommittees should look at tasks needed to complete recommendations. When is data ready to inform recommendations? Committees need to identify what needs to happen at subcommittee level to get to strategy recommendations and add that in the timeline.

RDA will make this a google doc to share what has been captured and make edits. David can put subcommittee timelines in separate worksheets by mid next week. RDA will try to incorporate revisions to work plans in subcommittee meeting agenda items, but not guaranteed as there is a rapid turnaround for public posting. Shooting for November to adopt timeline.

If you have feedback on how to organize it then take it to your subcommittee and then to David. The funding recommendations process will be added to the timeline.

10. Committee Member Proposed Future Agenda Items [Discussion and Possible Action] – 5 min

- a. Adopt SDDTAC work plan and timeline
- b. Finalize survey for departments.
- c. RDA town hall update in DPH report
- d. Vote to adopt SDDTAC talking points

Ryan and Libby both shared that they will not be seeking to be reappointed next year.

11. Adjournment

Moved to adjourn: 4:10

**PUBLIC COMMENT**

General Public Comment: At this time, members of the public may address the SDDTAC Advisory Committee on items of interest to the public that are within the subject matter jurisdiction of the Committee but do not appear on the agenda.

With respect to agenda items, the public will be given an opportunity to address the Committee when the item is reached in the meeting. Each member of the public may address the Committee for up to three minutes.

The Brown Act forbids a Committee from taking action or discussing any item not appearing on the posted agenda, including those items raised at Public Comment. In response to public comment on an item that is not on the agenda, the Committee is limited to:

- Briefly responding to statements made or questions posed by members of the public, or
- Requesting staff to report back on a matter at a subsequent meeting, or
- Directing staff to place the item on a future agenda. (Government Code Section 54954.2(a).) 10.

Each action item will hold public comment before a vote is made

Explanatory documents are available at the 25 Van Ness Ave, Suite 500 during regular business hours. If any materials related to an item on this agenda have been distributed to the SDDTAC after distribution of the agenda packet, those materials are available for public inspection at the address above during normal business hours.

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Phone: 415-554-7724, Fax: 415-554-5784; Email: [sotf@sfgov.org](mailto:sotf@sfgov.org)

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**SDDTAC RECOMMENDATIONS for FY 18-19 SDDT REVENUE**

Item	Amount	Funding	Department
Community-Based Grants	\$4,680,000	45% (7% School-based)	DPH/CHEP
School Food, Nutrition Education & Student Led Action	\$1,000,000	15.0%	SFUSD
	\$500,000		SFUSD
Food Access	\$1,000,000	9.6%	DPH
Healthy Retail	\$150,000	1.4%	OEWD
Oral Health	\$1,000,000	10.0% (5.5% School-based)	DPH
Infrastructure	\$1,000,000	10.0%	DPH/CHEP
Water Access - SFUSD	\$300,000	4.0% (3% School-based)	SFUSD
Water Access – Public Spaces	\$150,000		PUC/DPH
SF Recreation & Parks	\$520,000	5.0%	SF Rec & Parks
Total	\$10,400,000	100%	