



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

December 18, 2019

5:00 pm

25 Van Ness Avenue, Room 610

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.

** Times provided for agenda items are estimates

Order of Business:

1. Call to Order / Roll Call

Michelle Kim, Aaron Kunz, Rita Nguyen, Linda Barnard, Lauren Heumann, John Maa, Derik Aoki, Janna Cordeiro, Saeeda Hafiz, Shelley Dyer, Irene Hilton, Jonathan Butler, Jorge Rivas, Joi Jackson-Morgan, Roberto Vargas

Michelle Kim called meeting to order at 5:14pm

2. Approval of Minutes for previous meeting [action]

Page 6 - 8a, 3rd paragraph edit: Joi and Roberto – delete Rita from sentence; 3rd sentence: “soda tax” replace with “SSB fee implementation”

Page 7 – Delete – Rita will identify if more funds can be allocated for the CA Health Interview Survey; Replace – Rita stated that CA Health Interview Survey data was oversampled and reviewed disaggregated data with John Maa.

Aaron moved to approve the minutes with amendments. John seconded the motion. Shelley abstained. The minutes approved.

3. Review and Consideration of Regular Agenda [Action]

John Maa motioned to approve agenda. Shelley Dyer seconded the motion. The agenda was approved.

4. General Public Comment – There was no public comment.



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5. Introduction to Shalini Iyer Rana: Mayor's Health Priorities and SDDTAC budget recommendation processes [Discussion]

Shalini Rana, Health Policy Advisor from the Office of the Mayor shares with SDDTAC her public health background as a former employee of Metta Fund and the Philadelphia and New York City health departments. Most of her past work has been around healthy eating and active living, equity and tobacco cessation. Shalini shared that most recently the Mayor introduced budget instruction and an outline of her budget priorities, including integration of equity across all departments. She shared that she has reviewed SDDTAC past budget recommendations, was briefed on the SDDT budget cycle from SDDTAC co-chairs recently. She noted SDDTAC's priority to the expansion of media and expressed her connecting the with communications director in the upcoming months to meet the requests of San Franciscans interest in how the SDDT funds are being implemented.

Shalini offered to be the contact person regarding water stations and access. She also offered the opportunity to email her with community events that she should participate in. Derik raised the priority of families and specifically 0-5 ages. Shalini asked to come back to provide more information to the SDDTAC on the Our Children Our Families initiative, its alignment to SDDTAC and SFUSD. Shalini noted that most of her current work has been focused on mental and behavioral health.

Member shared with Shalini their appreciation and confidence in Shalini's new role and added that as the Mayor's Office considers budget allocation to thoughtfully make allocations, and not just allocate to city departments. Member expressed that the mayor has a unique opportunity to use the SDDT stories various ways including how funds were being spent and to stand up to the forces of the soda industry. Member also asked that there be transparency moving forward on how funding is being allocated and spent, specifically for Recreation and Parks Department.

Member suggested that funds regarding water access in public spaces, be tagged correctly and not packaged into other allocations. Ashely Groffenberger responded that she will follow up with staff to ensure that the tagging of funds are addressed. Ashely shared that the city is currently in a deficit of \$420Mil and currently the Mayor's top priority is on homelessness. Ashley will to the January 2020 SDDTAC meeting and provide updates of city's financial plan and soda tax revenue once report is released.

6. DPH Staff Report [Discussion]

Joi motions to move up DPH staff report agenda item before agenda item - SDDTAC Strategic Planning Components and Feedback Discussion. Janna seconds the motion. Revisions to the agenda is approved.

- a. Updates from the Controller's Office – SDDT funding has been tagged; Staff is following up to ensure Controller's Office to tag water access. Controller's Office will also be monitoring the tracking of the Scholarship Program of Peace Parks. Michelle Kirian is setting up time to meet with Controller Office's staff, Linda expressed interest in joining the meeting. Member shared that monitoring and evaluation is not done for all programs, but rather high



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profile programs. Staff will follow up to see if other SDDT funded programs are being monitored by the Controller's Office.

b. SDDT Media Campaign Update

Civic Edge has completed the photoshoots and are happy with what has been shared with staff so far. SDDT funded programs include: EatSF, Peace parks, Sealants and Hydration stations and Food Wise and kitchen rebuild at McAteer campus. Messaging has since changed, the headline was "SF Puts Your Health First" but after some important feedback we received that some of the populations that are experiencing the greatest health disparities may not agree with that headline, the campaign has evolved to be more informational and less text heavy. Now it will say "SF's Soda Tax Supports..." and then a SHORT name of the funded activity. Ex. Healthy retail in our corner stores, fresh produce vouchers, healthy community meals, affordable, fresh food for all, etc. Staff will be sharing the latest versions with the leads who helped coordinate the photo shoots to get their feedback before sharing with the larger group.

Given feedback that staff has received from DPH leadership and focus groups, the campaign will focus on community engagement and partnerships, with a smaller ad buy on transit, posters in community center and merchant collateral. DPH thinks this direction is in alignment with the priorities of SDDTAC, to put more money back into the community. DPH is working on the details but CirclePoint will be releasing a call for applications (\$5-10K) in January that are open to any CBO to choose from a menu of options which will include at a minimum: implementing a social media toolkit, getting a XX number of users to complete an app to refer them to SDDT funded programs, and attending a convening of SDDT media funded organizations. Program is anticipated to begin mid-February through June.

Member asked if there would be SSB education. Christina responded that there would be education involved with intent to build off of what the CBO has already doing and getting the message out. Member recommended that it is important for CBOs to create their own messaging that is supportive of their own communities and for staff to check in with grantee to ensure messaging is accurate, especially if representing part of the larger campaign. Member suggested to share summarized version of Dr. Jim Krieger's slides on counter messaging. In addition, Civic Edge will be conduct outreach at community events, to share the benefits of the tax and promote the funded programs. Civic Edge is looking to the committee for events they can attend. Civic Edge has put together a google spreadsheet for committee members to add events. Christina encourages committee to add opportunities to the google sheet.

- c. RFP Announcement - RFP on policy, systems, and environment focus areas has been released after the last SDDTAC meeting. Letters of intent are required to apply for RFP due on 12/19/19
- d. SDDTAC Bylaws: Review of Election of Co-chairs and Terms of Offices - Christina reminded SDDTAC about the election of Co-Chairs and Terms of Offices. She reviewed current language for co-chair nominations. Member noted it makes sense to extend the term of office by March of every calendar year to accommodate the annual report submission in



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March. Member suggested for newly elected chair to coordinate with the Board of Supervisors in March – July. Vote will take place in January to amend language for election to happen in March instead of the beginning of the calendar year.

7. SDDTAC Strategic Planning Components and Feedback Discussion [discussion and possible action]

Kym Dorman reviews the process of the strategic plan. The strategic plan goals are approved and accepted. Rita motions to approve the goal of the strategic plan. Aaron seconds. Goals are accepted.

Kym presented draft impacts and outcomes. Member suggested to add in the draft outcomes “priority populations” so that it specifically denotes the focus on priority populations. Member recommends adding in community and economic outcomes: add to increase in food security/access to clean drinking water. Joi motions to approve draft outcomes with the edits. Rita seconds. Draft Impacts and Outcomes are adopted.

Member suggests changing draft impact - instead of increase equity to achieve equity. Aaron motions to approve draft impact with amendment. Rita seconds. Draft impact is approved.

Member recommends deleting “improve oral health” in the health outcomes section due to dental caries included in first bullet of the health outcomes. Member recommends adding obesity as part of bullet 1. Irene moves to approve health outcomes with amendments. John seconds. Health outcomes approved.

Behavioral outcomes – increase in water consumption with addition of increasing tap water consumption. Aaron motions to approve behavioral outcomes with amendments. Shelley seconds. Behavioral outcomes are approved.

Kym shares with SDDTAC the next steps is to review and approve the goal strategies.

8. Review of SDDT FY 19-20 and Budget Clarifications/Questions for FY 20-21 & FY 21-22 [Discussion]

a. Review of FY 20-21/FY 21-22 subcommittee considerations

Christina presented SDDT Allocation Distributions and DPH SDDT Community based funding allocations FY 18/19/FY 19-20/FY 20/21 as well as the SDDT funding types. Specific to SDDT funded categories, member suggested to consider putting OEWD and Oral Health funds into community based since most of it goes to community based organizations and partners. Member also shared that funds to SVIP are under DCYF/Health Right 360, which DPH manages the contract.

Member reminded SDDTAC that RFPs from DPH are not expected to be released next year. Staff shared that DPH estimated that funding for community grants for CHEP would remain stable and in doing so estimated how many grants could be funded for a 3 year grant cycle. Member asked if SFUSD can use funds this year for hydration stations to be built up this fiscal year. Saeeda responded yes, plans are in place and that one time funding is not accurate due to maintenance of hydration stations. Members suggested to move funds back to school district for water access. Member states that whether SDDTAC should continue identifying what



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funding for one time, SDDTAC should look at these as a sustained investment to ensure validity to align with SDDTAC goals. Member suggests staff to communicate with PUC on what was spent and what are the costs for maintenance for hydration stations. Member recommends that SFUSD is in need to water access and education.

Member suggests designating funds for 0-5 populations, since funds via community based grants only and to build in funds for breastfeeding initiatives. Member suggests it would be helpful to have chart that aligns out SDDTAC priority populations, to allow for multiple ways to view funding designations/recommendations. Member agreed and asked that staff break out populations being impacted given how SDDT investments are being currently being made and to include, age, race and zip code.

Member suggested to also consider investing in infrastructure needs to allow for greater access and opportunity for priority populations, rather than how community based organizations are implementing their work. Member provided example of communal kitchens for communities, refrigeration for stores, etc. Member states that once SDDTAC has a sense of how funds are invested, they will be able to identify what is not being funded. Member suggests that SDDT funds will flip flop from \$11.2Mil to \$10.3Mil.

Staff shared that DPH does not envision media to be funded again and that funds towards evaluation will be needed (\$320K). Member requests that staff provide a breakdown of infrastructure funds. Member suggests that a report back of infrastructure funds been reported at the infrastructure subcommittee meeting as well as at the June SDDTAC meeting – presentation is posted to website.

Member announces discussion from community input subcommittee of funding a youth driven media campaign targeting the soda industry on their tactics and developing an RFQ for partners to work on and funds not go to DPH due to political challenges. Member asked DCYF representative if DCYF would consider managing media campaign. Member replied that if a city department is not community facing, SDDTAC should consider not funding, thus shifting the narrative about education rather than sugar tactics. Member suggests SDDTAC members to go back to their respective subcommittees and deliberate the budget considerations.

SDDTAC agreed to consider investments on the following: media (including youth driven campaigns), breastfeeding, 0-5, infrastructure and capital for program improvement.

9. Subcommittee Update [Discussion]

a. Co-chair update

Friday, talked with Shalini around using the logo on city media campaign, since SDDTAC is investing in intellectual property. Currently we are awaiting feedback regarding the logo from the Mayor's Office. City Attorney does not have any issues with the logo. Deadline for feedback is in January.

During the national calls on SSB fee implementation, cities are trying to create toolkit for soda tax jurisdictions, so they don't start from scratch, with inclusion of equity and how to include



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community in the process. Inclusion of youth voice and support is essential to ensure that communities are engaged for providing input. Toolkit is being created by Healthy Food America in partnership with Praxis Project.

- b. Infrastructure – Report back of strategic planning process – Michelle shared most of their meeting discussed the strategic plan.
- c. Data and Evidence – Vote approval on Fall 2019 data report will be tabled until January 2020 SDDTAC meeting due to not noting action as part of agenda item. Member added that edits were not included in the latest version shared. Jonathan will share edits with Michelle Kirian. Reviewed and discussed Harder & Company evaluation report and will look for new evaluation vendor. Currently DPH has only received 1 proposal thus far.
- d. Community Input – Community Engagement Update – discussed on including media into the budget considerations. Civic Edge would like to conduct outreach at community events, members to complete google doc that will be shared and passed around. Media campaign will start in new year and staff will send out to point persons for media materials for review.

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

- Review of subcommittee budget recommendations for FY 21-22
- Detailed Infrastructure funds
- By Laws – co chair election language amendment change - vote
- Update from Mayor’s budget office
- Fall 2019 Data Report – SDDTAC vote
- Strategic Plan Update

11. Announcements [Discussion]

- Shape Up SF coalition will host its holiday celebration at Old Skool Café on December 19, 2019 at 5pm
- Jorge announces that he will be stepping down from SDDTAC. He has been assigned to the Economic Mitigation Working Group which meets at the same time as the SDDTAC. Jorge expressed his gratitude to on SDDTAC for 2 years. He will be in contact and Larry McClendon will be replacing him on the SDDTAC. Adjournment

12. Adjournment

Jorge motions to adjourn meeting. Joi seconds. Meeting is adjourned at 8:10pm.

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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- 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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殘障通路



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415-554-7724 (Opisina); 415-554-7854 (Fax), E-mail: 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. 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 komisyong. 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, sa hindi bababa sa 48 oras bago mag miting. Kung maari, ang mga late na hiling ay posibleng pagbibigyan.



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London N. Breed
Mayor

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 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. 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.

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



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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%	



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	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



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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.
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	



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PH 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	<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"> 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	<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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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.

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
		TOTAL	1,157,000

*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.