



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

NOTES

June 17, 2020 – 5PM

Join Online Via Webex:

<https://sfdph.webex.com/sfdph/j.php?MTID=ma44f1ca34c03936acf4b12e2bcf9aee0>

Meeting Number: 133 782 3618 Meeting Password: p3sCi35Dmph

Join by Phone: 1(415)655-0003

* 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 - Meeting called to order at 5:06pm

Present: Joi Jackson-Morgan, John Maa, Vanessa Bohm, Jonathan Butler, Aaron Kunz, Linda Barnard, Derik Aoki, Larry McClendon, Roberto Vargas, Saeeda Hafiz, Lauren Heumann, Irene Hilton, Janna Corderiro, Derik Aoki

- a. Approval of Excused Absences [Action]

Michelle Kim

Saeeda motions to approve excused absences. Vanessa seconds. Motion is passed.

2. Check In – COVID 19 Responses [Discussion and Possible Action]

Joi shared purpose of agenda item - to uplift or share about efforts to support COVID relief.

Vanessa – thanks to Janna, coordinated with Janna to have 20 food boxes to be distributed. Janna is volunteering to pack food boxes every Friday and Vanessa thanks others to have been helping to support increase in food security.

Roberto – recognizes Dr. Butler for his work on city wide food security efforts to seniors all across SF, feeding and delivering meals which some meals are being funded by Soda Tax dollars. He also recognizes Linda and the work of Recreation and Park Department and their efforts, especially with COVID testing in Bayview Hunter's Point and Visitacion Valley.

Jonathan – 75,000 meals have been delivered to community members and seniors. Jonathan thanks



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Janna for adding additional produce which continues the opportunity to stay connected to our community and committee. Jonathan shares that we are all suffering two pandemics as a world, and that far too long, the Black community has been marginalized in a male patriarchic society for 401 years and with COVID, we remain resilient and lean on our ancestors and ask others to step up.

Joi – Thanks to Janna for her support that the food is reaching so many people. Joi thanks Saeeda and Lauren for school nutrition to our SFUSD families and students. She also thanks Jonathan and Roberto for their community food distribution efforts as well. Joi shares her being proud to be at the SDDTAC table, where the committee holds the community at the forefront of its recommendations.

Linda – shares that Recreation and Park Department (RPD) had a 3 day turnaround to have recreation centers as childcare facilities for essential workers and disaster service workers. RPD has begun its summer programs of 30 different day camps.

Derik – thanks SFUSD for all their work in distributing thousands of meals and the logistics it took to provide for students and their families. He also thanks DPH for Family Resource Centers being able to provide EAT SF vouchers.

Janna – is deeply honored to do this work right now. The work of the SDDTAC and to see how the soda tax funds are being used and how she sees it as reparations and an attempt to dismantle white supremacy in our food system. Thanks to DPH for getting disseminating funds and giving priority to those in need.

Public comment:

Misa Peron Burdick, physician at ZSFG. She started food pantry when patients would come for their medical appointments. Currently there are 10 clinics and 50 patient deliveries. Partnering with One Love – outreach to Black families and providing bountiful gift of produce which supports and builds trust with community, the need is not going away and hope to see it continued in the future. Thank you to Recreation and Parks department for childcare.

Cissie Bonini, EAT SF – Clinics and housing sites continue to reach out for assistance. EAT SF has received support from DPH to provide 100,000 vouchers within 8 weeks, vouchers are good for fruits and vegetables. The focus is on pregnant people, Black and Latinx families, and families with children ages 0-5. Eat SF works with the Black Infant Health program and with smaller vendors in the Tenderloin and Mission neighborhoods.

Mariana Carvanza, Health Right 360 is currently receiving funds from the Wholesale Produce Market and works with Janna. They have been receiving Aracdia's food distribution and is sent to clinics. The support has definitely been very helpful in addressing food insecurity. The patients and community are very



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thankful to SDDTAC for improving food security in San Francisco.

Leonare Estrada, SF New Deal. Thanks to SDDTAC and specifically to Janna and Jonathan since Mach 23, they both have been providing food distribution. Janna and Jonathan has worked with us to feed members of the Black/African American churches in San Francisco.

3. Approval of Minutes for Previous (April) Meeting [Action]

Page 2 – bottom typo “shout” out to SFUSD.

Vanessa motions to approve April meeting minutes. Jonathan seconds. Minutes are approved.

4. Review and Consideration of Regular Agenda [Action]

Roberto motions to approve agenda. Saeeda seconds. Agenda is approved.

5. General Public Comment

Tony Kelly, BVHP Community Advocates. Tony thanks SDDTAC and partners attending meeting. BVHP Advocates was funded to create grocery co-op in BVHP, and they had received calls that they can't receive foods with EBT. The Food Box program started sooner and in late May they have been funding low income families. BVHP Advocates will have larger program in the fall. Currently they have fed 100 families through the co-op.

Blythe Young, American Heart Association (AHA). AHA is working hard to repeal preemption on soda tax at the state level. AHA has sent request to the Board of Supervisors to support the state in repealing and pushing the preemption on soda tax further. Blythe requests that SDDTAC offer a letter to the state for our state government relations.

6. Mission High School Presentation – [Discussion and Possible Action]

Mark D'Aquisto, Mission High School, thanks committee for support to SF Unified School District. He is saddened that the students are not able to present the Be Well/Mission Water Project to the committee. The Soda Tax funds have been used to support stipends for students. The Be Well/Mission Water Project stems from Mission High School's Urban Agriculture Pathway program. It is moving towards a project based format for the Capstone project for seniors, which teaches them to be leaders in their community. They partnered with John O'Connell High School students, who conducted surveys and learned about various aspects of beverages and partnership. Students were learning how to educate about water and the impact of sugary beverages and would have been presenting to elementary schools. Students conducted a survey and resulted in overwhelming love of drinking cold water or spa water (with cucumber). They are looking for ways to have another water station in the cafeteria.

Two students continued the projects and made a slideshow and video for elementary kids about the harmful effects of SSB and how to read nutrition labels. Mark shared that a student, who had difficulties in reading and writing, took on the project and successfully accomplished a lot with this



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project. Mark shared that it is exciting to see children lead this type of work and by providing youth with choices, you begin to see students stepping up. Saeeda shared that the kids can help go out to the community, where it is homegrown and connect to their community members, where they are seen in a different kind of light and engages with the community.

Mark shares that the student nutrition services help to support kids who have made sandwiches and sold them. He shared that peer to peer education is more impactful and eye opening for teachers.

Roberto thanks Mark for his work and dedication. He offers the opportunity to work together and support opportunities to pay students for the work they are doing.

7. SDDTAC Strategic Plan Update – [Discussion and Possible Action]

Kym Dorman of Raimi & Associates shares update on SDDTAC Strategic Plan and is proposing final documents (one page visual and strategic plan document) for SDDTAC approval. Member suggests using alternative image depicting “eliminating structural inequities”. Member suggests that SDDTAC view other alternatives for eliminating structural inequities image. Member opened the discussion to hear more about why image should be changed. Another member announced that image may be offensive to others. Member shared that image depicts concept of fight the power or breaking ceiling. Member suggests image of possibly a fist only.

Kym reviews strategic plan specifically page 4 and 5 that focus on policy, systems and environment. Member shared that leaf image on the heart is not necessary. Member also expressed that there are too much images on page 12. Members suggest revising blue font and color of children (orange) and person drinking (blue). Raimi & Associates staff will make suggested changes and specifically blue colored font to be darker throughout the document. Members suggest that the images for SDDTAC values should be updated. Member suggested to remove image on page 9. Member suggested that page 10 - healthy people –goal 1 – image should incorporate same types of images for consistency. Member also suggested to change color of image of person drinking. Member recommends adding to last page for SDDT contact information, including SF Soda Tax and SDDTAC webpages. Member asked if they are able to provide additional feedback after the meeting. Kym responded yes and to send feedback to backbone staff or directly to Raimi & Associates staff.

Kym asks SDDTAC to approve strategic plan with minor changes to be incorporated.

Roberto motions to approve strategic plan with edits, with SDDTAC co chairs to review final product. Vanessa seconds. SDDTAC strategic plan with edits is approved.

8. SDDTAC Youth Seat Recruitment – [Discussion and Possible Action]

Joi announces that Aaron will be going off to college. There has been previous conversations about having two youth SDDTAC representatives to allow for flexibility. Roberto shares his willingness to do youth outreach and work with the youth commission. Member asked if there was any research movement on a charter amendment. Staff shared that a charter amendment would minimally require board of supervisors vote on it. Member suggested possibly seeking the youth commission to champion the issue. Member shares that there are two representatives on the Board of Education that support equity issues and supports to amplify students’ voice. Staff will follow up with contact at Youth



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Commission for possible timeline of amendments. Aaron shared that the flyer needs to be updated and can share and encourage youth to apply for SDDTAC youth seat. Member asked if SDDTAC youth seat could offer a stipend. Staff responded that SDDTAC legislation notes that no stipends are allowable for committee seats. However, organizations can support stipends for youth leadership work.

9. DPH Staff Report [Discussion and Possible Action]

a. SDDT Emergency Funds Update

Staff shares with SDDTAC that \$1.65 Mil of soda tax funds went to support COVID 19 relief efforts specifically for emergency food.

- DPH worked closely with Paula Jones and Emergency Operations Center (EOC) for guidance and how the funds should be expended. DPH –MCAH is going to use funds beyond June to provide food and diapers at \$200K.
- \$200K will be allocated to the Latinx Task Force to reach out to undocumented families and distributed between 8-10 organizations including Latinx single males working in the restaurant industry.
- SF Housing Authority: two sites – Potrero Hill and Sunnyside \$300K
- Black/African American Faith Based Coalition - \$200K; supplements SDDT grant
- Low income families - contract with Farming Hope to also provide hot meals (\$30K) for youth residential facilities.
- BVHP Advocates providing bountiful (produce and fruit) boxes
- SF Wholesale Produce Market - \$400K

The Funding source – \$1.4 Mil from DPH:

- initially planned to work with Abundant Birth Project/Expecting Justice – an income supplement program for Black/African-American and Samoan pregnant people;
- Bloomberg Project to start working more closely to get more hospitals to share chronic disease data, lead by Rita Nguyen;
- \$400K was allocated for media efforts;
- \$400K carry forward dollars was allocated for capacity building for SDDT grantees
- \$250K in SF Public Health Foundation to do capacity building training with organizations
- \$200K for evaluation with SDDT grantees

Janna provided an interim report of the SDDT contract with the SF Wholesale Produce Market - non profit and is independent from the city. The contract is \$400K, \$330K of the contract is spent on staples for cooking and produce. Within the 8 weeks of being funded, they have been able to distribute 10,000 grocery bags and 22,000 meals. The SF Wholesale Produce Market has spent \$187K on food and has worked with 21 community organizations and clinics and 12 merchant businesses.

Janna shared a list of the organizations who were delivering meals and identified the process in determining needs of the organizations and well as the community being served. Clinics and organizations identify who they would like to work with and Janna facilitates the partnership. She also shared that merchants that delivered food are not able to provide sugar nor sugary drinks as



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part of the food delivery. Due to this work and funding, the SF Wholesale Produce Market was able to create and save jobs.

Member shared that Janna has been critical in this work and grateful for her. Member expressed gratitude and how the emergency food funding has had an impact on people's lives and the people are appreciative. More work is to be done and the contribution of time is very much needed. Member asked who made the decision on which organizations to choose from? Janna responded that the list identified came from organizations working on Covid 19 relief efforts and sourcing to food pharmacies, Wise Health with donations from Earl's Organic and other organizations were identified with backbone staff. Janna noted that Glide is working with SF New Deal and Arcadio's. Arcadio's received \$400K from the USDA.

Christina shared that SDDTAC received email from the Fang Community Garden regarding continued support for the community for emergency foods. Staff will post to the SDDTAC webpage for viewing. She also mentioned that the Mayor's Office released a press release on SDDT funding support emergency food efforts.

b. SDDT Grantees Update

Staff expressed that the need for food does not go away in June when the fiscal year ends and is concerned about what will happen next and that SDDT has been and continues to be flexible with grantees as they pivot their work to support needs of the community as the pandemic continues. Christina shares that the SDDT PSE grantees (3 year funding) will begin on July 1st. Raimi & Associates is working to gather grantee data to present to SDDTAC in October.

c. SDDT Media Update

Staff shared that the SDDT virtual event on Saturday, June 13 was showcased. Staff worked with Civic Edge to facilitate the event. The virtual event showcased some of the organizations who were funded \$10K social media grants and how their work pivoted due to the pandemic. SF Soda Tax webpage was promoted and the virtual event will be posted on the website. MUNI ad buys will be up in the fall. Member suggested that as the imagery of the SDDT collateral materials, it is important that we be intentional and to put on our radar as we move forward.

Public Comment:

Katie Ettman, SPUR - had these funds gone into vouchers or where did the funding come from in response to the SDDT emergency food funds staff presented.

10. Subcommittee Update [Discussion and Action]

a. Co-Chair Update – SDDTAC Statement Letter

SDDTAC letter on SDDT funded emergency food will be addressed to Board of Supervisors, Mayor's Office and SF Residents. The letter includes SDDTAC information as it relates to SDDTAC values, principles and the focus on mental health. Jonathan recommended that any revisions to be sent to



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co chairs. Member suggested adding a statement at the end of the letter noting that the committee is concerned that the soda tax funding level will not be available next year and knowing that the need will be even moreso.

- b. Infrastructure - No Update
- c. Community Input – Janna shared that the subcommittee discussed the possibility of the SDDTAC to have more learning opportunities related to anti-racism, food equity and sugar decolonization. She also noted that the subcommittee reviewed the Accountability Tracker document and there were some comments provided by the Infrastructure subcommittee. She expressed that the document is not intended to monitor our fellow committee members but rather to identify and document ways that each committee seat is responsible to report to the community they represent. Staff will be working on Accountability Tracker document so that that it is easier to read. Janna also shared that there was a New York Times Op Ed article that was shared via the SSB national listserv that focused on important topics related to sugary drinks and suggests that members read and possibly have discussion.
- d. Data and Evidence - Saeeda shared that the subcommittee is collecting white papers or research on how to support career opportunities on educational investments as instructed by the SDDTAC. She also noted that there will be delay at reviewing the chronic disease data due to staff activation for COVID 19.

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

- Youth seat representation, possible invitation to Board of Supervisors and/or staff to provide feedback and input on youth representation on SDDTAC
- Discussion on addressing food security from DPH representative, if funding is not addressed for next fiscal year. Possibly revisiting SDDTAC budget recommendations.
- Learning discussion on topics of anti-racism, sugar decolonization

12. Announcements [Discussion and Possible Action]

Peaceful Yoga Protest at Delores Park to shift paradigm from fear based to love based culture. Friday, June 19th at 4-5pm.

Pride/Black Lives Matter Bike ride on Saturday, June 20th. Meet at 9am and ride at 9:30am starting at Heron Heads Park.

SPUR hosting presentation and discussion on how food and businesses move forward. Where Do Restaurants Go From Here? July 2, 2020 at 5pm. More information can be found at: www.spur.org

13. Adjournment [Action]

Jonathan motions to adjourn meeting. Larry seconds. Meeting is adjourned at 7:34pm.



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Notes

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

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

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

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Las reuniones del Concilio sobre la Violencia de Familia (Family Violence Council) se llevan a cabo en la Sala 617 de la 400 McAllister Street en San Francisco. Este edificio es accesible para personas que utilizan sillas de ruedas y otros aparatos de movilidad asistida.

Las reuniones del Grupo de Trabajo del Alcalde en Contra del Tráfico Humano (Mayor's Task Force on Anti-Human Trafficking) se llevan a cabo en la Sala 305 de la Alcaldía, 1 Dr. Carlton B. Goodlett Place en San Francisco. La alcaldía es accesible para personas que utilizan sillas de ruedas y otros aparatos de movilidad asistida. Las rampas para sillas de ruedas se encuentran disponibles en las entradas de las calles Grove, Van Ness y McAllister.

Aparatos de asistencia auditiva, intérpretes de Lenguaje de Señas Americano, lectores, agendas con letra grande y otras acomodaciones están disponibles de ser requeridas. Por favor presente sus solicitudes de acomodo ante Minouche Kandel (415) 252-3203, o minouche.kandel@sfgov.org. Solicitar acomodaciones por lo menos 72 horas antes de la reunión ayudará a garantizar la disponibilidad de las mismas.

ORDENANZA DE CABILDEO

Individuos y entidades que influncian 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.

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

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.



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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, 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 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 FY20-21 and 21-22

	FY20-21	FY21-22	%	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	\$250,000	\$250,000		DPH/CHEP
Community engagement	\$50,000	\$50,000		DPH/CHEP
Capacity Building Grants	\$470,000			DPH/CHEP
TOTAL COMMUNITY BASED GRANTS	\$4,330,000	\$3,860,000	39%	
SFUSD				
School Food, Nutrition Ed	\$1,000,000	\$1,000,000		SFUSD via DCYF
Student Led Action	\$500,000	\$500,000		SFUSD via DCYF
Student Led Media Coordinator	\$250,000	\$250,000		SFUSD via DCYF



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SFUSD Kitchen/Food Infrastructure Upgrade	\$330,000			SFUSD via DCYF
College Scholarships in Health Field for Priority Populations		\$150,000		
TOTAL SFUSD	\$2,080,000	\$1,900,000	19%	
FOOD ACCESS				
Healthy Food Purchasing Supplement	\$1,200,000	\$1,200,000		DPH/CHEP
Healthy Retail	\$150,000	\$150,000		OEWD
TOTAL FOOD ACCESS	\$1,350,000	\$1,350,000	12%	
ORAL HEALTH				
Community task forces	\$450,000	\$450,000		DPH/MCAH
School-based sealant application	\$350,000	\$350,000		DPH/SF Health Network
School-based education and case management	\$200,000	\$200,000		SFUSD via DCYF
TOTAL ORAL HEALTH	\$1,000,000	\$1,000,000	10%	
INFRASTRUCTURE				
TOTAL INFRASTRUCTURE	\$800,000	\$800,000	7%	DPH/CHEP
WATER ACCESS				
Water Access - SFUSD	\$ 340,000			PUC via RPD/DPW?
Water Access - Public Spaces		\$340,000		PUC via RPD
TOTAL WATER ACCESS	\$340,000	\$340,000	3%	
SF RECREATION & PARKS				
Peace Parks	\$650,000	\$650,000		RPD
SVIP Funding – Peace Parks Transportation	\$225,000	\$225,000		RPD
TOTAL SF RECREATION & PARKS	\$875,000	\$875,000		
BREASTFEEDING	\$175,000	\$175,000	1.6%	DPH/MCAH
SUPPORT FOR SMALL BUSINESS/MERCHANTS	\$250,000		2.2%	OEWD
Total Proposed	\$11,200,000	\$10,300,000	100%	



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	Budget Descriptions
COMMUNITY-BASED GRANTS	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:
Health education, food security, physical activity	<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
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	Funds to CBOs to support media and communications that include 1) grassroots, community driven awareness campaigns about the intent of the SDDT and the impact of the allocated funds; 2) city-wide communications campaign highlighting the impact and importance of the SDDT; and 3) communications materials for merchants. This may be implemented via CBO's and/or private media firms. Examples include community-driven messaging, print, online, and social media campaigns.
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.
Capacity Building Grants	Provide one time capacity building grants as SFDPH/CHEP did in FY2019-2020; to support non profit organizations providing chronic disease prevention programs and services with operations, training, equipment, consultants, etc.
SFUSD	
School Food, Nutrition Ed	To improve the quality and appeal of school meals and support nutrition education to increase participation in school meal programs (for example: cooking and serving equipment, staff professional development, and innovative procurement and menu strategies to increase freshly prepared food). Funding will target schools with the largest populations of high-risk students that are disproportionately targeted by the sugary drinks industry.
Student Led Action	Support student led efforts to decrease consumption of sugary drinks and increase awareness of sugary drinks consumption among students, with focus on schools with the largest populations of high-risk students that are disproportionately targeted by the sugary drinks industry. SFUSD should provide to



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	SDDTAC a proposal of how funding will be spent through student led action. Funding is provided for staff leadership, student and adult stipends and supplies.
Student Led Media Coordinator	A full-time Student Engagement Coordinator will be responsible for coordinating youth engagement. This person's primary role is to lead and grow holistic wellness initiatives and activities by developing innovative projects, leading and designing curriculum-based programs, and sparking student's voice and passions for health equity through environmental change, media, food, and food justice in alignment with SFUSD's Wellness Policy and SF Soda Tax. Funding is provided for staff leadership, student and adult stipends and supplies.
SFUSD Kitchen/Food Infrastructure Upgrade	Cost of construction and equipment to upgrade 1-3 kitchens with the necessary infrastructure to be able to receive meals made at McAteer Culinary Center, and serve meals buffet style. Priority schools for this work directly align with SDDTAC priority zip codes.
Educational Investments	Educational investments that support and strive for professional development in health and wellness across lifespan. Scholarships and other supports in higher education in medical technology and health field careers for Priority Populations and including para professionals.
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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DPH Infrastructure	<p>A. Personnel</p> <p>1) Backbone staffing to support SDDTAC a. A program manager to provide backbone staffing to the SDDTAC, including: i) Staffing full committee and 3 subcommittees in compliance with Sunshine and Brown Acts; ii) Coordinating among city agencies and funded CBOs to promote collective impact; iii) Help guide vision and strategy of SDDTAC, support aligned activities; manage SDDTAC work and timeline; and iv) Working with evaluation team to establish shared measurement practices b. As necessary, manage citywide/soda tax impact media c. Develop/Compile and Manage completion of SDDTAC Annual Report d. Manage SDDTAC biennial nominations process</p> <p>2) Staffing to support DPH SDDT implementation of community based grants a. Manage work of contractors, including: i) develop and implement CBO RFP process; ii) provide technical assistance for CBOs and merchants; iii) promote collective impact in coordination with SDDTAC backbone staff and City Agencies; and iv) work with evaluator and SDDTAC backbone staff to develop and implement evaluation plan and evaluation technical assistance.</p> <p>3) Staffing to support research and evaluation of SDDT impact, including data purchases as necessary a. At least 1.0 FTE epidemiologist; b. Support data analysis for annual report; c. Manage data purchases; d. participate in development and implementation of SDDT evaluation</p> <p>B. Professional services including: i) technical assistance for funded CBO and FBO; ii) evaluation - to implement evaluation framework and evaluate funded city agencies, CBO and FBO, and process evaluations from applicants, and provide evaluation technical assistance; iii) city attorney to provide ongoing technical consultation</p> <p>C. Materials/Supplies for meetings and printing costs</p> <p>D. Training to support staff development</p> <p>E. Data for collection (pricing), analysis (Nielsen) and purchase (IRI)</p>
WATER ACCESS	
Water Access - SFUSD	SFUSD water station installation. Additionally, invest in adding signage and art to 3 stations to pilot evidence-based community informed model for what designs should be. As well as water education. Allows for comparison of usage between pilot stations with artwork/education and those without.
Water Access - Public Spaces	Public water station installation. Additionally, invest in adding signage and art to 3 stations to pilot evidence-based community informed model for what designs should be. As well as water education. Allows for comparison of usage between pilot stations with artwork/education and those without.
SF RECREATION & PARKS	
Peace Parks	Peace Parks programming to serve Priority Populations
SVIP: Peace Parks Transportation	Transportation for Peace Parks participants
BREASTFEEDING	To fund a breastfeeding coalition to organize collective efforts across San Francisco to enable increased breastfeeding among Priority Populations. This coalition will mobilize action on policy, systems, and environmental (PSE) changes to increase breastfeeding rate and duration, leveraging community strengths and tackling structural barriers to reduce inequities to breastfeeding support. This would include funding for backbone support to engage community stakeholders in a strategic planning and engagement process to develop a framework for short and long term goals embedded in principles of equity; help align breastfeeding support services in San Francisco including hospital, outpatient, and community based services to improve access to breastfeeding support; and provide technical assistance to partnering agencies (such as child care centers and businesses with less than 50 employees) to operationalize and implement breastfeeding friendly policies and practices.



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SUPPORT FOR SMALL BUSINESS/MERCHANTS	Understand business operations, challenges, and support recommendations; improve SDDTAC partnership with San Francisco small market retailers; communication and outreach to SF small market retailers. Development of tools to evaluate the effectiveness of Sugary Drinks Distributor Tax process, and review performance accountability to determine if the number of retailers impacted by the tax.
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* 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.