



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

August 21, 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** – Joi Jackson-Morgan called the meeting to order at 5:09 pm.
 - a. Approval of Excused Absences [Action] – none
 - b. Unexcused absences – Shelley Dyer, Roberto Vargas
2. **Approval of Minutes for previous meeting** [Action] – Vanessa Bohm motioned to approve the minutes from June 19. Aaron Kunz seconded the motion. Janna Cordeiro abstained. The minutes were approved.
3. **Review and Consideration of Regular Agenda** [Action] – Rita Nguyen motioned to move the draft data report to D/E update. Lauren Heumann seconded the motion. The motion passed. Saeeda Hafiz motioned to approve the agenda with the amendment. Linda Barnard seconded the motion. The agenda was approved with the amendment.
4. **Public Comment** – Justin Adeyanju from APA Family Support Services, expressed his gratitude for the funding of the oral health task forces. APA Family Support Services hosts the D10 taskforce and looks forward to presenting to the SDDTAC in September.
5. **DPH Staff Report** [Discussion and Possible Action]
 - a. Staffing – Dongmei Tan, SDDT Grants Coordinator, started two weeks ago. Melinda Martin, SDDT backbone staff, will begin on Monday, 8/26. Michelle Kirian, the SDDT epidemiologist has been on board for several months.
 - b. SDDT RFPs update – DPH has released 3 RFPs out with SF Public Health Foundation.



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- i. Healthy food purchasing supplement – Received 5 proposals, and Paula Jones will provide an update to SDDTAC at an upcoming meeting.
 - ii. CHEP and SFPHF released 2 RFP and are in process of review:
 1. Healthy Communities Grants for orgs with a budget < \$1M. 32 applicants for <1M. 22 have organizational budgets < \$500K. 10 applicants with budgets \$500k-\$1M.
 2. Healthy Communities Support Grants - one-time grants for up to \$75K. Received 32 applications.
 - iii. Prasanthi Patel shared that funding notification has been sent to the oral health taskforces and they are going into negotiation process.
- c. Media– DPH is working with Civic Edge Consulting, lowercase productions and Circlepoint to develop a media campaign that will show the impact of the tax. DPH staff are working closely with Civic Edge to keep this process moving and there has been a kick off meeting and a collaborative design meeting. Paisley Strellis is the point person from Civic Edge who is here to walk through and get feedback from the committee about the latest mood boards based off the design charrette on August 14.
- i. 2-part marketing/advertising campaign, launching this winter and a refreshed campaign in the spring. Currently working on big picture direction, look and feel, messaging. Focus on sharing benefits of the tax; SF is looking out for its residents and to level playing field against the sugary drinks industry. If you have comments after today about these mood boards, you may contact DPH staff (Marianne Szeto) or publichealth@thecivicedge.com until Monday. Civic Edge will do informal testing of the messages and design concepts in schools and looks to the committee for recommendations for what schools might be a good fit and on people to be in campaign.
 - ii. Concepts:
 1. SF Soda Tax @ Work. The SF Soda Tax Works for Us.
Discussion: Several members liked this best. Justified to say “soda tax” rather than “sugary drink tax” or other more inclusive phrase because people understand this as a soda tax. This isn’t an education campaign and doesn’t have to be all encompassing. The concept has potential to encompass all benefits and can be adapted to the situation and community being targeted.
 2. Pop Soda’s Control. Burst the Industry’s Bubble.
Discussion: Prefer to keep message positive. This concept is more attacking the industry and sets us up for bigger reaction from people. In talking with other jurisdictions, they’ve learned that the industry’s messaging is ingrained in customers are loyal and can be defensive when they are told



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they've been duped by industry. Prefer to ground it in familiar people and places that will resonate with the audience. Consider "I kicked the soda habit" vs. attacking the industry? Like visual of pop soda but messaging of soda taxes work. How will it translate to other languages? Comic book imagery is multilingual – people tend to understand it readily, but don't have evidence/best practice on this.

3. SF > Big Soda

We > AIDS is an existing campaign. This draws on source of pride; calls out that folks are being duped by an industry, a message that can work for youth and communities of color. Landmarks are a big hit. Combine messaging from #1 and map concept.

4. Dump Sugar/Break up with sugar.

This concept can be a secondary message to reach young people.

- iii. Talked with others about pros and cons of negative messaging. Negative is more attention grabbing and gets earned media, but the soda industry's messaging has worked, and people have engrained positive feelings. Attack industry's tactics rather than what you were told was wrong.
- iv. Need clarity around audience – if plan is to engage young people in getting feedback, does it match the intent? Do young people care about the impact of the soda tax and that it is paying for home delivered meals for seniors, for example?
- v. Merchant education is still important element of the campaign and will look to SDDTAC members to identify merchants who may give feedback about what specific needs are to support them in responding to customers.
- d. Evaluation – Harder + Co released RFP process survey gotten 73 responses to date and almost all responses from city survey. They will develop an evaluation summary in October. The analysis should consider funded vs. unfunded; those who applied vs. did not apply.
- e. Strategic Planning – DPH staff and Shelley Dyer, Linda, and Derik met with Raimi Associates last week to review and refine the scope of work. The strategic planning work would happen primarily through Infrastructure Subcommittee and report on progress to full committee; start at the Sept 18 SDDTAC meeting. Hopes to have a draft strategic plan by March. Through the planning conversation, it was determined that there are a few key meetings that are critical to move the process along and would need about \$20K more than the \$40K that the committee recommended for this work. Staff is looking how to accommodate the budget request.
- f. Public comment –
 - i. Blythe Young, American Heart Association, loves all the design concepts and wondering if there has been thought into developing a regional campaign for all jurisdictions with soda taxes.



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trying to reach and why. Is SF message to “Trust us, not them?” or “Our tax works. Drink less.” All different directions. How can you draw attention beyond local region? Reach influencers to help carry the message for you.

- ii. Other than fight on portion limits, have you exp legal action from industry on these campaigns? NYC has been sued after every policy they implement, but not sued for campaigns. They get “Freedom of information Act” (FOIA)
 - iii. Did you leverage campaign or use allies to increase the impact of the campaign? No, but they are about to launch an experiential campaign that will go into communities and working with partners to host it. Offer mini grants to community partners to run their own media. Create a firewall so they didn’t have to sign off on anything. There may be a tension between focus group process and community input. Recognize difference between focus group participants who are more grassroots/lay New Yorkers, and community partners. Recommends doing focus groups and then taking those findings and working with community partners to refine the message/concept.
 - iv. We may be trying to do too many things with this campaign. NYC’s focus is behavior change. SF is focused on showing the impact of the tax for adult voters and get buy in/support for the tax as a public health strategy, but we want to test the message/concepts with youth?
- h. Public comment –
- i. Justin Adeyanju – NYC did good job highlighting negative aspects of why soda is not good. Did you consider empowering the public to drink healthy options? Yes, NYC has done water campaigns, but lead/water safety was a challenge.
 - ii. Blythe Young – Identifying the audience is so important and likes the effort for transparency about what the tax is funding. There are a lot of messages out there already to change behavior. If there is a statewide soda tax effort, then showing the impact is important.
 - iii. Prasanthi Patel – How can the oral health task forces and other organizations take the campaign design and adapt it for behavior change piece?
- i. Joi motioned to move the co-chair update before the SFUSD presentations. Jorge seconded the motion. The motion passed.
7. **Co-Chair update** – At the June meeting, SDDTAC discussed next steps with the Mayor’s office, so Ashley Groffenberger was invited to answer the committee’s questions. Ashley acknowledged the work and recommendations put forward by the committee and reiterated that the Mayor’s priorities are on equity and accountability.
- a. The SDDTAC recommended \$680K for media in FY 19-20 and FY 20-21 and the Mayor did not include that in her budget. The Mayor’s focus is on maximizing programming dollars in the community and city departments. MO revisits the budget every year and if it’s needed



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- and prioritized by SDDTAC, then it may be incorporated next year.
- b. How does Ashley recommend conveying the intent behind the recommendations effectively to the Mayor? How can it be a more interactive process? Make sure that the recommendations are concise and with clear priorities. City departments submit their budgets to Mayor's office in February. March is the sweet spot to meet.
 - c. SDDTAC made recommendations on a different budget amount than what Mayor allocated. Mayor's office receives projections from the Controller's office and in May, Controller revises the City's revenue, which is why the Mayor's budget is increased. It's late in the budget process to recalibrate everything. Recommend that SDDTAC either makes recommendations based on percentages or with a high and low scenario.
 - d. SDDTAC would like to be linked with how the mayor gets press around the budget allocations so it's a collaboration. SDDTAC was not mentioned in the press release and its important that the public understands there is a process for them to be heard and considered for SDDT funding.
 - e. If a new funding stream has been identified for a program previously funded by SDDT, can this be communicated to SDDTAC earlier so they could make recommendations on those funds? Ex. HopeSF
 - f. Mayor's Office has developed a new mechanism to evaluate the impact of funded work through accountability and equitable outcome plans, and RPD will do this, esp. with the new funds allocated to the scholarship program. The Mayor's Office, Controller's Office and city department will sketch out the deliverables and expected outcomes. This effort should be linked to SDDTAC's evaluation efforts and Ashley will connect DPH staff to the Controller's office.
 - g. The Mayor has no designated health policy advisor and Ashley is unclear if/when one will be appointed. The policy team was restructured so they are more generalists.
 - h. Public comment – Katie Ettman, SPUR– requests that the Mayor's allocation for FY 19-21 gets uploaded to the SDDTAC webpage and matched to the full annual appropriations ordinance (AAO) so that it can be cross-referenced and compared with other jurisdictions with soda taxes who use this same process. Katie also expressed the importance of honoring the SDDTAC's input process for recommendations. For transparency, all recs should come through this committee.

8. City Department Report [Discussion]

- a. SFUSD Be Well – Saeeda Hafiz thanked the SDDTAC for funding wellness policy initiatives. Saeeda walked through how SDDT funds were used for water access, oral health, student-led action and school food.
 - i. Discussion – SFUSD has a commercial free schools policy but there are still some vending machines and scoreboards with SSB logos. Is there movement in SFUSD to



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remove the soda ads? Goal is to enable youth to lead the way to take those machines and scoreboards down.

ii. Public Comment –

1. 4th graders at Ulloa ES Black Student Union. Shared what they've learned about SSB and learned spa water and healthy choices in their BSU. Black – brilliant. Lovely. Awesome. Cool. Kind.
2. Anthony Amaro, SFUSD's African American Achievement and Leadership Initiative – thanks to the partnership with Be Well, he has been supporting Black Student Unions. He appreciates project-based learning and early engagement of students for healthy food choices and students are seeing the intersection between healthy food choices and social justice.
3. Jade Rivera is a Teacher on Special Assignment hired by SDDT funds. Jade is a SFSU MPH grad and that's where she learned about soda tax and implications for health equity and police violence as public health issue. Looks forward to working with SDDTAC.
4. Mark D'Acquisto, Mission HS – urban ag, gov/econ class – look at food and food justice issues, project-based class. Funding allowed for students to have real choice and real action and be compensated for their efforts.
5. Vanessa Lieu – the SDDT funded work has helped lift up our students to keep them engaged in school through a whole child approach.

b. SFUSD Nutrition Services – Jennifer LeBarre

- i. Outside influences on participation of Free/Reduced Lunch – due to implementation of minimum wage, SFUSD has lost 10% of students who qualified for F/RL. Changes to public charge have also impacted families applying for F/RL.
- ii. SDDT funds has supported/will support: Food, Kitchen Supplies, Professional Development, Staff, Marketing, Supplies, kitchen facility upgrades, school food advisory group.
- iii. Discussion
 1. SDDT funds supporting SFUSD moving from contracted food and allowed more sites to serve fresh food. SFUSD wants more control over food served and to procure more locally in alignment with their Good Food Purchasing Program goals. Central kitchen will be designed to support majority of schools 100%. Show off meals prepared by SFUSD vs. revolution foods. SFUSD is decreasing amount of food purchased and increasing student participation. Pair with marketing to further that. Goal to eliminate 80% of prepackaged food.
 2. Capital investment can go a long way. Appreciate modernization efforts, investing in staff.
 3. SDDTAC appreciates SFUSD's transparency and detailed presentation.
- iv. Public comment – Katie Ettman, SPUR wrote [blog post about SFUSD's Good Food Purchasing Program](#).



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9. **Data Report** – Rita will email bullet changes from March report. Main difference is there is now baseline sales data from IRI 2015-2017. Data indicate a statistically significant decline in sales of SSB. Pricing data showed pass through of tax and no changes in non-SSB beverages. Let Rita/Michelle know if there is a gap or data source. The D/E subcommittee will own the process of approving the data report and will review in September.

10. **Subcommittee Updates** –

- a. Community Input – 1) community grantee showcase – need to know resources from DPH to plan the event. Will wait until new backbone is onboarded. Find out DPH capacity and start to plan event to get media and report back to communities most impacted by the industry. Work with media efforts; 2) community engagement framework – to be transparent to the public about what SDDTAC is doing throughout the year to gather input and report back. Recommend simplifying. Fill out the tab. It's a work in progress and living document to be transparent to the public and to help those who will be seated in the future; and 3) design charrette was part of the community input. It was a fun process and CI is happy to provide opportunity for feedback and to be involved in media process moving forward. The next meeting will be in BVHP and 3rd St. Youth Clinic. 2nd wed at 4 pm. Janna will be chairing the CI Subcommittee while Vanessa is on maternity leave.
- b. Data and Evidence wasn't pleased with what the quality of the evaluation framework, plan and questions that Harder presented. Jonathan is rescheduling meeting with MO communications office and let him know if you want to participate.
- c. Infrastructure Update – Michelle Kim is back from maternity leave and they voted Roberto as an unofficial member of Infrastructure. They discussed the intent of the community engagement framework. They are in process of changing their recurring meeting time and location.
- d. Public comment – none.

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

- a. DPH Oral Health Task Forces, Controller's Office, Emma Sanchez (PE/PA - to be confirmed), start strategic planning process – September
- b. DPH Community-Based Grants and Healthy Food Purchasing Supplement, Jim Krieger – October
- c. No public comment

12. **Announcements** [Discussion]

- a. If there is press around any of SDDT funded work, please share through your networks/communications departments. Can materials say paid for by the soda tax/be more aligned?
- b. Aug 20 was deadline to file for 2020 ballot and CMA/CDA did not file a statewide soda tax. Speculation that industry will file one penny per gallon.



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- c. Public comment – SPUR is hosting an event on October 17 from 12:30-1:30 at 1544 Broadway, Oakland, CA 94612: Soda Taxes, Where Does the Money go? In 2014, Berkeley passed a first-in-the-nation tax on sugary drinks, and voters in Oakland and San Francisco followed up with similar taxes in their own cities in 2016. But where and how is this revenue being spent, and who holds accountability in doing so? They will compare and contrast how much money has been raised and the process for spending the revenue from the soda tax in each city.

13. **Adjournment** – Jonathan Butler motioned to adjourn the meeting. Linda seconded the motion. The meeting was adjourned at 8:18 pm.

Notes

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

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ACCESO DE DISCAPACITADOS

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

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



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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.

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.



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SDDTAC Recommendations FY19-20 and 20-21

	FY19-20	FY20-21	%	Department
COMMUNITY-BASED GRANTS				
Health education, food security, physical activity	\$3,260,000	\$3,260,000		DPH/CHEP
CBOs working with SFUSD	\$300,000	\$300,000		DPH/CHEP
Media	\$680,000	\$680,000		DPH/CHEP
Community engagement	\$50,000	\$50,000		DPH/CHEP
TOTAL COMMUNITY BASED GRANTS	\$4,290,000	\$4,290,000	41%	
SFUSD				
School Food, Nutrition Ed	\$1,000,000	\$1,000,000		SFUSD via DCYF
Student Led Action	\$500,000	\$500,000		SFUSD via DCYF
TOTAL SFUSD	\$1,500,000	\$1,500,000	14%	
FOOD ACCESS				
Healthy Food Purchasing Supplement	\$1,000,000	\$1,000,000		DPH/CHEP
Healthy Retail	\$150,000	\$150,000		OEWD
TOTAL FOOD ACCESS	\$1,150,000	\$1,150,000	11%	
ORAL HEALTH				
Community task forces	\$450,000	\$450,000		DPH/MCAH
School-based sealant application	\$350,000	\$350,000		DPH/SF Health Network
School-based education and case management	\$200,000	\$200,000		SFUSD via DCYF
TOTAL ORAL HEALTH	\$1,000,000	\$1,000,000	10%	
INFRASTRUCTURE				
DPH Infrastructure	\$1,000,000	\$1,000,000		DPH/CHEP
Strategic planning	\$40,000	\$ -		DPH/CHEP
Evaluation	\$200,000	\$200,000		DPH/CHEP
TOTAL INFRASTRUCTURE	\$1,240,000	\$1,200,000	12%	
WATER ACCESS				
Water Access - SFUSD	\$ -	\$340,000		PUC via RPD/DPW?
Water Access - Public Spaces	\$300,000	\$ -		PUC via RPD
TOTAL WATER ACCESS	\$300,000	\$340,000	3%	
SF Recreation & Parks	\$520,000	\$520,000	5%	RPD
HOPE SF Chronic Disease Equity	\$400,000	\$400,000	4%	DPH/Behavioral Health
Total Proposed	\$10,400,000	\$10,400,000	100%	



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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	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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DPH Infrastructure	<p>A. Personnel</p> <p>1) Backbone staffing to support SDDTAC a. A program manager to provide backbone staffing to the SDDTAC, including: i) Staffing full committee and 3 subcommittees in compliance with Sunshine and Brown Acts; ii) Coordinating among city agencies and funded CBOs to promote collective impact; iii) Help guide vision and strategy of SDDTAC, support aligned activities; manage SDDTAC work and timeline; and iv) Working with evaluation team to establish shared measurement practices b. As necessary, manage citywide/soda tax impact media c. Develop/Compile and Manage completion of SDDTAC Annual Report d. Manage SDDTAC biennial nominations process</p> <p>2) Staffing to support DPH SDDT implementation of community based grants a. Manage work of contractors, including: i) develop and implement CBO RFP process; ii) provide technical assistance for CBOs and merchants; iii) promote collective impact in coordination with SDDTAC backbone staff and City Agencies; and iv) work with evaluator and SDDTAC backbone staff to develop and implement evaluation plan and evaluation technical assistance.</p> <p>3) Staffing to support research and evaluation of SDDT impact, including data purchases as necessary a. At least 1.0 FTE epidemiologist; b. Support data analysis for annual report; c. Manage data purchases; d. participate in development and implementation of SDDT evaluation</p> <p>B. Professional services including: i) technical assistance for funded CBO and FBO; ii) evaluation - to implement evaluation framework and evaluate funded city agencies, CBO and FBO, and process evaluations from applicants, and provide evaluation technical assistance; iii) city attorney to provide ongoing technical consultation</p> <p>C. Materials/Supplies for meetings and printing costs</p> <p>D. Training to support staff development</p> <p>E. Data for collection (pricing), analysis (Nielsen) and purchase (IRI)</p>
Strategic planning	<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.