

SUGARY DRINKS DISTRIBUTOR TAX ADVISORY COMMITTEE

NOVEMBER 20, 2019



raimi+
associates



TODAY'S AGENDA

- Brief review of strategic planning timeline
- Brief review of draft values, mission, and vision
 - Critical revisions?
 - Adoption
- Gather rapid feedback on draft goals
- Gather rapid feedback on draft strategies

SDDTAC STRATEGIC PLAN SCOPE + TIMELINE



raimi+
associates



Strategic Plan Steps		Key Questions
1	Conduct Rapid Environmental Scan (Oct/Nov 2019)	<ul style="list-style-type: none"> How will the SDDTAC March 2019 Report inform the strategic plan? Are there any additional best practices to consider?
2	Draft the SDDTAC Strategic Plan (Nov/Dec 2019)	<ul style="list-style-type: none"> Does the draft SDDTAC Strategic Plan clearly present the roadmap for the future of the SDDTAC?
3	Gather feedback from Subcommittees and SDDTAC (ongoing)	<ul style="list-style-type: none"> What feedback do committee members have to clarify the key elements of the plan?
4	Finalize the SDDTAC Strategic Plan (Jan 2020)	<ul style="list-style-type: none"> Is anything missing? Is the plan clear and actionable?
5	Present the Final SDDTAC Strategic Plan (early 2020)	<ul style="list-style-type: none"> What are the first steps to implement the Strategic Plan?
Share the Final SDDTAC Strategic Plan.		Implement!

KEY COMPONENTS: SDDTAC STRATEGIC PLAN



raimi+
associates



KEY ELEMENTS OF SDDTAC STRATEGIC PLAN

Mission

Vision

Strategies

Outcomes
Short-term: 1-2 yrs
Mid-term: 3-9 yrs

Impacts
Long-term: 10
years +

Goals

Values

DOCUMENTS REVIEWED TO DRAFT COMPONENTS

- SDDTAC March 2019 Annual Report
- My Brother and Sister's Keeper Local Action Plan
- SF Shape Up
- SFDPH SDDT grants logic model
- DCYF materials
- Black to the Future
- Our Children Our Families
- Youth Commission Budget & Policy Priorities
- Vision Zero SF Action Plan
- HUD Consolidated Plan for SF
- SF Food Security Task Force reports
- CHNAs for SF hospitals
- Strategic Plans
 - SFUSD
 - Office of Early Care and Education
 - First 5 SF
 - SF Recreation & Parks
 - SF DPH Population Health Division
 - SF Children's Oral Health
 - SF Department of Homelessness & Supportive Housing
 - SF Bicycle Coalition
 - HOPE SF
 - Department of Aging & Adult Services
- SDDTAC materials from aligned committees in Seattle, etc.
- And many others!

STRATEGIC PLAN: WORKSHOPPED COMPONENTS



raimi+
associates



PRIORITY POPULATIONS

SDDTAC funding will be prioritized for work that supports the following communities:

- Low-income San Franciscans
- Black/African American, Pacific Islander, Native American, Latinx, Asian communities
 - Populations shown to be consuming sugary drinks at a high rate
 - Populations disproportionately affected by diet sensitive chronic diseases (such as type 2 diabetes, obesity, heart disease, and/or tooth decay)
- Children and youth

VALUES

We are committed to:

- Supporting community-led and culturally relevant work.
- Building strong collaborations and partnerships.
- Prioritizing results and long-term impacts.
- Eliminating structural inequities.

What does the SDDTAC stand for?

What are the enduring, core beliefs?

DRAFT MISSION

SDDTAC makes funding recommendations to support services and other innovative, community-led work that decrease sugary beverage consumption and related chronic diseases.

What does the SDDTAC do?

Why does it exist?

DRAFT VISION

The community of San Francisco improves nutrition, eliminates health disparities, and achieves equity through effective environmental, systems, and policy changes.

What does the SDDTAC hope to achieve in the long term?

STRATEGIC PLAN: DRAFT COMPONENTS



DRAFT SDDTAC GOALS

1. Healthy People!

2. Healthy Places!



DRAFT SDDTAC GOALS

1. Healthy People!

A focus on healthy people requires ensuring that all community members in San Francisco engage with and can navigate the range of services available to them. Young people and priority populations are supported in building leadership. Broad public awareness campaigns are understandable/accessible.

2. Healthy Places!

By promoting policies, systems and environments (especially focused on priority populations), the SDDTAC will support long-term change and improve community health. Adopting a Policy, Systems & Environmental (PSE) change approach can create sustainable, comprehensive measures to improve community health. PSE can enrich and expand the reach of current health preventive efforts and engage diverse stakeholders around the goal of improving health.

DRAFT STRATEGIES

Goal 1: Healthy People!

- 1) Provide education, programs and services to ensure accessibility and engagement with community members (e.g., free and low-cost services).
- 2) Build community capacity and develop leadership.
- 3) Provide job readiness and skills training and career pathways for priority community members.
- 4) Expand peer-led/promotora-led interventions.

DRAFT STRATEGIES

Goal 2: Healthy Places!

- 1) Improve access to healthy food and water in schools
- 2) Improve access to healthy food and water in priority neighborhoods (e.g., healthy retail, hydration stations)
- 3) Increase opportunities for physical activity (e.g., park improvements)
- 4) Improve economic opportunities in priority neighborhoods (e.g., local hiring)

DRAFT IMPACTS + OUTCOMES

Draft Impact

Eliminate health disparities and increase equity, especially among priority populations around economic, behavioral, and health outcomes.

Draft Outcomes

Economic outcomes

- Increase in local hiring
- Increase in workforce development

Health Outcomes

- Decrease in chronic diseases
(including dental caries, heart disease, hypertension, stroke, Type 2 Diabetes)

Behavioral Outcomes

- Decrease in sugary drink consumption
- Increase in water consumption
- Increase in fruit/veggie consumption
- Increase in breastfeeding
- Increase in physical activity

FEEDBACK TIME!

1) What do you think about the goals?

- Healthy people!
- Healthy places!

2) What is your initial feedback on the strategies?
What, if anything, is missing?

3) Coming soon...feedback on impacts and outcomes

NEXT STEPS



raimi+
associates



NEXT STEPS

- Integrate today's feedback into draft goals and strategies
- Meet and gather feedback on next iteration of draft goals and strategies at SDDTAC Infrastructure Committee Dec 3, 2019
- Draft Strategic Plan Dec 2019-Jan 2020
- Finalize and adopt SDDTAC Strategic Plan in March 2020

Keep in touch!



Kym Dorman, MPH

510.666.1010

kym@raimiassociates.com



raimi+
associates

www.RaimiAssociates.com