



# 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

October 16, 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.

#### Order of Business:

1. Call to Order / Roll Call – Roberto called the meeting to order at 5:10pm.

Present: John Maa, Joi Jackson-Morgan, Roberto Vargas, Jonathan Butler, Aaron Kunz, Lauren Heumann, Rita Nguyen, Irene Hilton, Shelley Dyer, Linda Barnard

Absent: Vanessa Bohm, Jorge Rivas, Saeeda Hafiz, Michelle Kim, Janna Cordeiro, Derik Aoki

- a. Approval of Excused Absences [Action]: Vanessa Bohm, Michelle Kim, Saeeda Hafiz, Janna Cordeiro. John Maa motioned to approve excused absences. Aaron Kunz seconded the motion. All voted in favor of approving excused absences.
- b. Unexcused absences – Jorge Rivas, Derik Aoki

2. Approval of Minutes for previous meeting [Action] – Item 8a “Medicare” change to “Medi-Cal”.

John Maa motioned to approve the minutes from September 18 meeting with the edit. Aaron seconded the motion. Rita Nguyen and Irene Hilton -abstain. The minutes were approved.

3. Review and Consideration of Regular Agenda [Action]

Aaron Kunz motioned to approve the agenda. Rita Nguyen seconded the motion. The agenda was approved.

4. Public Comment - There was no public comment.

5. Jim Krieger, MD, MPH, Executive Director, Healthy Food America – Sugary Drink Taxes: Challenges and Lessons Learned [Discussion]

Dr. Krieger presented with slides (posted to [www.sfdph.org/sddtac](http://www.sfdph.org/sddtac)) displaying facts and findings from global to local soda taxes and what challenges and lessons learned from soda taxes. In the United States, proposing of local soda tax was attempted in multiple states since 2015, local taxation authority exists preceding widespread state victories. 3.8 million people have benefited



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through the soda tax with revenue totaling up to \$135 million per year. Massachusetts and Washington D.C. are up next to impose the soda tax with Washington D.C. to have the highest sugary tax in the nation.

Dr. Krieger shared the difference and advantages of taxing sugar content versus volume. Taxing sugary sweetened beverages based on volume or sales ignores enormous differences in sugar content. Per Dr. Krieger slides, according to Zhen, C., calorie based SSB tax is more efficient than an ounce-based SSB tax in the sense that the former is able to achieve a given calorie reduction target with smaller loss in consumer surplus (Zhen, 2014). As economists have suggested to tax on the sugar content than volume.

Tax evaluation: sales or consumption – has the soda tax helped to decrease consumption? It has become less certain and harder to measure. Berkeley and Philadelphia has self-reported data, where there was a 51% decline in consumption. There continues to be evaluation challenges that include: limited information on substitution effects, data of revenue collection, allocation and impacts, limited information on jobs and business impacts and no data on reformulation in the U.S.

What are some success and challenges expenditures of funds towards policy/systems/environmental (PSE) changes? Investments are community driven and what community residents want; in the case of Seattle – the balance is and bulk of program to increase the affordability and accessibility to programs as with Philadelphia with their park and recreation programs.

Katie Ettman - SPUR (public comment): Tax revenues decline over time – why sources are stable but not matching with revenue due to decline over time? Immediate decline in sales; not much long term data except in Berkeley; there is a need for more transaction data.

### 6. City Department Report [Discussion]

#### a. School Based Sealant Program

Claire Sit presented the SF Seal Program and provided its program history: 1996, there were 3 schools with the based sealant program. Annually services 12-14 SFUSD elementary schools and 1 middle school. In 2017/2018 800 students were provided with sealants.

Tooth decay is 100% preventable. It is the most common chronic childhood disease and affects overall health and development. Kindergarten children show the disparities in dental caries between children of color and white children.

The SF Sealant Program is in alignment with SDDTAC priority strategies: funds for preventions services by expansion of the sealant program; accessible and free (sealant service is done during normal school hours and no cost to the families); target schools are in areas with the highest caries prevalence, high percentage of low-income children of color; collaborative efforts between organized dentistry, SFUSD and DPH; leadership development of Americorps members.



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SF Sealant Program plans for SDDT funds – expansion of program to 12 more schools elementary and middle schools.

Director of Dental Services – Alicia Montel

Hali Hammer introduced the new director of dental services, Alicia Montel. DPH is in the process of hiring additional staff, as well as working with existing staff to support the SF Sealant program. Costs per sealant are approximately \$12 each.

b. Healthy Food Purchasing Supplement Program - Paula Jones

Paula Jones, PhD presented the Healthy Food Purchasing Supplement Update to the SDDTAC. The program began in 2014 with funding from the Board of Supervisors which allowed for direct funding to recipients. Paula shared the programs funding from general fund and SDDT allocations from FY 17-18 \$400,000; FY 18-19 \$1,435,000; and FY 19-20 \$1,508,000.

HFPS priority populations include: low income pregnant people and people on SSI and other food insecure. Its outcome objectives are to increase food security and fruit and vegetable consumption. Paula shared data for pregnant people participating in the WIC program: FY 17-18 – 800 people were served by providing \$40/month for 6 months of EAT SF fruit and vegetable vouchers; FY 18-19 – 1,000 people were served by provided \$40/month for 9 months of EAT SF fruit and vegetable vouchers; FY 19-20 – 1,551 people to be served by providing \$40/month for 9 months of EAT SF fruit and vegetable vouchers. 42% Latinx and 6% Black/African American participants; Outcome matrix – WIC clients increased consumption and food security baseline at 38% and increased to 42 – 6% increase with support from 6 interns who were paid semester stipends.

Paula also shared data targeting SSI recipients (72%) and other low income households (incomes less than \$1,000/month). For FY 19-20 the proposed data include 3 program structures:

2,175 people to be served at \$20/month with 6 months fruit and vegetable voucher

5,100 people to be served at \$5 Market Match supplement to CalFresh/EBT for each market day (3 days/week)

2,253 people to be served at \$10 Market March supplement to CalFresh/EBT for each market day (1 days/week)

Committee member asked about SDDT funds FY19-20 \$1,108Mil. was the \$1085K added 108k from SDDT or part of the Mayor's allocation. Paula noted that it was tagged SDDDT. Staff will follow up with SDDT budget allocations and tagging.

Committee member suggested that budgeting differences need to be checked on specifically on what is being allocated from Mayor and/or DPH. Paula indicated that



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SDDTAC lowered funding by \$35K, which resulted in 210 individuals would not get the vouchers.

Committee member asked how does the program connect to those who will use food vouchers. Paula responded that with having partnerships with counseling sites and CBOs, criteria is used to enroll people into the program. The volume is enormous for SSI recipients.

Some of the dollars are matching with federal dollars – EBT and CalFresh and with additional \$5.00. For WIC participants enrolled, they are given 9 months of \$40 vouchers at grocery stores, farmers markets.

### Public Comment:

Katie Ettman (SPUR): SDDTAC recommendations to Mayor for FY18/19 and FY 19/20 for HFPS was \$1Mil. The Mayor's allocation in 18/19 added \$35k;

Cissie Bonnini: EatSF ED –there is alignment with these types of supplement programs. EatSF has evidence to back up that fruit and vegetable intake increases when vouchers are being used – it is helping with food insecurity.

- c. DPH funded Grantees – Update to be moved to November SDDTAC meeting due to pending contracts. Christina shared that she received an update from the Office of the Controller's that they were able to tag SDDT budgeted expenditures for FY 19-20 \$11.09 and FY 20-21 \$11.19M. Christina will share additional information at the November SDDTAC meeting.

## 7. DPH Staff Report [Discussion and Possible Action]

### a. Evaluation

Christina announced that DPH continues to work with Harder & Company on evaluation plan, including metrics. Once the evaluation report is received it will be shared with the data and evidence subcommittee. The report will include results of city survey and RFP survey.

Michelle Kirian, SDDT epidemiologist currently is meeting with the 11 SDDT funded grantees for the healthy communities grant to support their evaluation work and technical assistance needs. The SDDT evaluation plan will have standardized questions reviewed the data and evidence subcommittee and reported bi-annually. DPH will be convening SDDT funded agencies on 11/15/19 to provide opportunities for collaborative networking, evaluation support and training on sugar science.

John Maa provided updates on SF soda warning label proposed legislation that will be introduced at public safety and neighborhood committee meetings. The court challenged the legislation and allow 10% instead of 20% of warning label for soda warning labels. Public comments/letters should go to the clerk of the Board of Supervisors.

DPH will be releasing another RFP at the end of October and another RFP from the Healthy Food Supplement Program. Currently RFP announcements are not posted on the SDDTAC



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website to make clear that the RFPs are distinctly separate from SDDTAC processes. All RFP announcements are posted on the DPH/Community Health Equity and Promotion Branch webpage. Currently the SFUSD Request for Qualifications is accepting applications and deadline is December 20, 2019.

### b. SDDTAC Strategic Plan – Raimi & Associates

Kym Dorman of Raimi & Associates presents the steps of developing the SDDTAC strategic plan. She notes that Raimi & Associates will conduct a rapid environmental scan of existing work of the SDDTAC and build on those efforts. Raimi & Associates' intent is to create a SDDTAC strategic plan that will support SDDTAC in creating their 2020 recommendations to the mayor. They intend to have a draft strategic plan by January 2020.

Roberto shared that earlier in the day, he participated in a panel with representatives from Berkeley, Oakland and Albany and the value of having opportunities to collaborate with others soda tax regions. He would like to see that there is alignment with bay area wide soda tax committees and identifying common evaluation questions, community engagement and specifically inclusion of the youth voice. The SF Bay Area Planning and Urban Research Association (SPUR) meetings are helpful and they discuss financial situations regarding soda tax and the development of strategies moving forward and building off of FY 19-20 recommendation report, how Raimi & Associates can support to strengthen SDDTAC efforts beyond members' terms and incorporating engagement to key constituents.

Rita recommends Kym to reach out to Michelle Kirian to ensure that the strategic plan is aligned with the SDDT evaluation framework, SDDT funded programs and review of SDDTAC priorities and goals. Kym shared with SDDTAC that she and her team will do as much as she can to reflect the priorities and needs of the SDDTAC. She then asked SDDTAC to write down on post it notes, their considerations for the strategic plan and what they need to know to ensure the strategic plan is reflective of SDDTAC's priorities.

## 8. Subcommittee Update [Discussion and Action]

### a. Co-chair update

- i. Joi and Roberto will be representing SF at the Sugary Drinks Tax Equity Work Group convening in San Antonio, TX on October 21-22 hosted by Healthy Food America in support of SSB messaging.
- ii. Roberto participated on the Bay Area Nutrition & Physical Activity Collaborative (BANPAC) panel. At the panel discussions on community investments and whether voices of youth were inclusive in our work and how do we address equity. Roberto suggests that since SDDTAC has a small media budget for SDDTAC members are encouraged to social media for SDDT efforts. Utilizing a hashtag would be helpful



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as well for SDDTAC such as #sodataxSF and where committee members could log onto for social media posts. How SDDTAC would operationalize roles in social media to advertise and get the word out. SDDTAC can communicate via social media channels versus members posting individually. The idea of social media is good but it would be helpful by having instructions on how/what, etc to post so that the SDDTAC is knowledgeable of the process and what to avoid.

Ideas of posts could include, examples of how many people are benefitting from the SDDT and reposts that they are in support of. Staff was asked to research SDDT social media and whether it would be feasible. The creation of a hashtag until SDDTAC comes up with a strategy for social media might be useful.

- iii. Warning label updates – On November 8 there will be a hearing on the rationale of soda warning labels and by attending we can identify who is supporting; SDDTAC is not allowed to engage in any lobbying efforts but as individuals, SDDTAC can voice opinions. A reminder that no more than 8 of members can attend. John to coordinate with staff.
- iv. Roberto will be setting up meeting with Oakland/Berkeley soda tax AC members. He asked if SDDTAC members would be interested in joining. Discussion will focus on funds towards a campaign; what we would like to see and what is being done; John and Irene expressed interest. Recommend identifying what happened to the regional community campaign on soda tax campaign alignment efforts convened by Alameda County.

### b. Infrastructure – strategic planning

Rita shared that the committee will be working with Raimi & Associates in the development of the strategic plan. She mentioned that community input and data and evidence committees have agreed to have a 30 minute strategic planning session at their next meetings and encourages to participate in the next infrastructure subcommittee meeting. (Infrastructure Subcommittee Meeting: 11/5/19 2-4pm; Data & Evidence Subcommittee Meeting: 11/13/19 10-12pm; Community Input Subcommittee Meeting: 11/13/19 4-6pm).

Rita participants on calls facilitated by Jim Krieger and would like to discuss further his research/efforts on media messaging, specifically on counter messaging per Jim's presentation.

Public comment: Discuss SF SDDT Office of the Controller's figures - account balancing budget

### c. Data and Evidence – data report

Jonathan shared with SDDTAC that the Fall 2019 data report has been approved by the data and evidence committee. He also shared with SDDTAC that they are awaiting Harder and Company's evaluation report. At the last meeting, Saeeda shared a draft document



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documenting the overlapping priorities, strategies and solutions for uplifting SF vulnerable populations between SFUSD Wellness Policy, SDDTAC and Our Children Our Families (OCOF).

d. Community Input – community engagement/media campaign

Aaron shared with SDDTAC that community input subcommittee intends to partner with Civic Edge for its community engagement efforts specifically garnering attention to the SDDT media campaign. Civic Edge's tentative soft launch will be in November. Currently Civic Edge is testing out of messages.

Paisley Strellis of Civic Edge presents draft media print collateral to be featured in the media campaign; She explains that messaging concepts and logo are being reviewed by senior DPH staff policy and communication staff. Civic Edge would like to convene photo shoots at SDDT funded programs and its sites and would like to seek SDDTAC members' recommendations of where photo shoots can be conducted and identify point persons for these programs/sites. Currently Civic Edge's budget only allows for 3 photo shoots. Paisley refers to slides that indicates proposed programs to be recommended for inclusion in the media campaign material:

EAT SF – Healthy Food Purchasing Supplement Program, SFUSD – water access, SFUSD – kitchen rebuild, SFUSD – Oral Health Sealant SF Program, Healthy Retail, SF Recreation & Park Department – Peace Parks Program and HOPE SF – CHAMP Program.

It is suggested that a formal vote not be taken, if action is taken, staff should have provided a detailed agenda for documentation per Robert's Rules of Order allowing SDDTAC members to review the proposed programs prior to the meeting. Not all members of the SDDTAC are here and possibly vote electronically.

Aaron suggested not necessary to vote but do a straw poll and take that as affirmation, which not be binding, and people can put their thoughts together.

Suggestion offered to combine program ideas into one ad. Agreement to combine program ideas such as healthy retails, schools, HOPE SF which capture a wealth of wellness related activities. Combining programs would show alignment of SDDT funding and suggests that when featuring healthy retail to showcase non sugary beverages as well for consumption. Linda will identify someone to work Civic Edge for the Peace Parks/Park and Recreation programs.

Interest in seeing a variety of settings and variety of populations for the SDDT media campaign materials. Highlighting different schools would be great, although hydration station at SOTA for not funded by SDDT but again highlighting the work of SFUSD funded by SDDT. The kitchen rebuild may be far-removed for the community to see how health disparities are being addressed associated with soda tax. By flipping the types of activities being funded by SDDT and to ensure we are capturing all programs for healthy eating, etc.



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SDDTAC should be careful about those programs that are not being funded by SDDT or no longer receiving funds such as – HOPE SF, as we do not want the community to get upset.

Civic Edge will pull together a survey monkey tool by early next week for SDDTAC members committee to weigh in on proposed SDDT funded programs for media materials and provide opportunity for open ended questions/suggestions that would offer SDDTAC members to provide other options.

Rita moves to motion that schools, healthy retail, EAT SF, HOPE SF/Peace Parks are programs to be featured in the media materials. Aaron seconds with the inclusion of oral health.

The kitchen rebuild message should enforce more about how much volume it is reaching.

John objects to the motion since the media campaign is an outward community facing investment. He notes that it is critical that we make sure that the full SDDTAC body has opportunity to comment, take list and send to SDDTAC with a 48 hour turnaround. Staff needs to ensure inclusion in agenda for material review

Rita rescinds her motion to honor the process and for the intent of what is being presented. John motions for staff/Civic Edge to email list of programs to be considered with program location sites and identification of contacts at each site. Aaron seconds the motion.

Lauren volunteers to be the point person at SFUSD; Shelley volunteers to be the point person for Healthy Retail SF and Linda volunteers to be the point person for Peace Parks/SF Recreation and Parks.

Paisley shares with SDDTAC that she will work with staff to send out list of programs with information on what is needed, what we are hoping for and provide members with opportunities for other nominations. Results of the survey will be presented at the next meeting of how we got to these recommendations. The email to SDDTAC will include what was discussed and what are the next steps. Robeto asked Rita to assist staff and Paisley with email to SDDTAC members.

Rita motions that staff/Civic Edge to send out email with context, program options to choose from and opportunity for suggestions on program sites. Aaron seconds.

3 abstentions: Joi, Jonathan and Irene

Public Comment:

Katie Ettman (SPUR): SDDTAC should review and discuss a new RFP for FY 18-19 for the Healthy Food Purchasing Supplemental Program, how much and why is it going through the San Francisco Public Health Foundation? Additionally, Katie proposes to SDDTAC – to report back from the controller's office – and if there is a specific committee that deals with that, please invite her. [committee member or CG to reach out as a courtesy to invite her to infrastructure committee meeting]



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

- a. SDDTAC Strategic Plan Framework Update – presented by Raimi & Associates
- b. Media Campaign Update – Sites identified for media campaign collateral
- c. SDDT budget clarifications from the Office of the Controller – RFP Allocations, Tracking and Addbacks (e.g. Healthy Food Purchasing Supplement Program)
- d. Review of Jim Krieger’s counter messaging slides from presentation

Public comment: Update on DPH RFP process and report back of who has presented at SF SDDTAC meetings; outline of questions for presenters to complete and share with the SDDTAC and public.

## 10. Announcements [Discussion]

Joi shared that the SF African American Faith based Coalition shared with members of the SDDTAC their concerns of not receiving SDDT funds for the capacity building grant. They have expressed concern that they have not received any technical assistance support to date to assist with the implementation of the Healthy Communities RFP 04. DPH staff clarified that the SF African American Faith based Coalition along with all other grantees will receive support regardless of whether they receive a support grant.

## 11. Adjournment

Linda Barnard motions to adjourn meeting. Jonathan Butler seconds. Meeting is adjourned at 8:32pm.

### 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.

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

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

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



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

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依據「三藩市遊說者法令」(SF Campaign & Governmental Conduct Code 2.100) 能影響或欲影響本地立法或行政的人士或團體可能需要註冊, 並報告其遊說行為。如需更多有關遊說者法令的資訊, 請聯絡位於 Van Ness 街 25號 220室的三藩市道德委員會, 電話號碼:415- 252-3100, 傳真號碼 415-252-3112, 網址: [sfgov.org/ethics](http://sfgov.org/ethics)。

Para preguntas acerca de la reunión, por favor contactar el 415-252-3203. El timbrado de y el uso de teléfonos celulares, localizadores de personas, y artículos electrónicos que producen sonidos similares, están prohibidos en esta reunión. Por favor tome en cuenta que el Presidente podría ordenar el retiro de la sala de la reunión a cualquier persona(s) responsable del timbrado o el uso de un teléfono celular, localizador de personas, u otros artículos electrónicos que producen sonidos similares.

### **CONOZCA SUS DERECHOS BAJO LA ORDENANZA SUNSHINE**

El deber del Gobierno es servir al público, alcanzando sus decisiones a completa vista del público. Comisiones, juntas, concilios, y otras agencias de la Ciudad y Condado, existen para conducir negocios de la gente. Esta ordenanza asegura que las deliberaciones se lleven a cabo ante la gente y que las operaciones de la ciudad estén abiertas para revisión de la gente. Para obtener información sobre sus derechos bajo la Ordenanza Sunshine (capítulo 67 del Código Administrativo de San Francisco) o para reportar una violación de la ordenanza, por favor póngase en contacto con:

Administrador del Grupo de Trabajo de la Ordenanza Sunshine (Sunshine Ordinance Task Force Administrator)  
City Hall – Room 244 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102-4683  
415-554-7724 (Oficina); 415-554-5163 (Fax); Correo electrónico: [SOTF@sfgov.org](mailto:SOTF@sfgov.org)

Copias de la Ordenanza Sunshine pueden ser obtenidas del Secretario del grupo de Trabajo de la Ordenanza Sunshine, la Biblioteca Pública de San Francisco y en la página web del internet de la ciudad en [www.sfgov.org](http://www.sfgov.org). Copias de documentos explicativos están disponibles al público por Internet en <http://www.sfbos.org/sunshine>; o, pidiéndolas al Secretario de la Comisión en la dirección o número telefónico mencionados arriba.

### **ACCESO A IDIOMAS**

De acuerdo con la Ordenanza de Acceso a Idiomas “Language Access Ordinance” (Capítulo 91 del Código Administrativo de San Francisco “Chapter 91 of the San Francisco Administrative Code”) intérpretes de chino, español y/o filipino (tagalo) estarán disponibles de ser requeridos. Las minutas podrán ser traducidas, de ser requeridas, luego de ser aprobadas por la Comisión. La asistencia en idiomas adicionales se tomará en cuenta siempre que sea posible. Para solicitar asistencia con estos servicios favor comunicarse con Minouche Kandel al 415-252-3203, o [minouche.kandel@sfgov.org](mailto:minouche.kandel@sfgov.org) por lo menos 48 horas antes de la reunión. Las solicitudes tardías serán consideradas de ser posible.

### **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](mailto:minouche.kandel@sfgov.org). Solicitar acomodaciones por lo menos 72 horas antes



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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](http://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 komisyong 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](mailto: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](http://www.sfgov.org). Mga kopya at mga dokumentong 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 board. 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](mailto: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 KAPANANAN**

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](mailto:minouche.kandel@sfgov.org). Kailangan mag-request ng mga



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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](http://sfgov.org/ethics).

## SDDTAC Recommendations FY19-20 and 20-21

	FY19-20	FY20-21	%	Department
<b>COMMUNITY-BASED GRANTS</b>				
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
<b>TOTAL COMMUNITY BASED GRANTS</b>	<b>\$4,290,000</b>	<b>\$4,290,000</b>	<b>41%</b>	
<b>SFUSD</b>				
School Food, Nutrition Ed	\$1,000,000	\$1,000,000		SFUSD via DCYF
Student Led Action	\$500,000	\$500,000		SFUSD via DCYF
<b>TOTAL SFUSD</b>	<b>\$1,500,000</b>	<b>\$1,500,000</b>	<b>14%</b>	
<b>FOOD ACCESS</b>				
Healthy Food Purchasing Supplement	\$1,000,000	\$1,000,000		DPH/CHEP
Healthy Retail	\$150,000	\$150,000		OEWD
<b>TOTAL FOOD ACCESS</b>	<b>\$1,150,000</b>	<b>\$1,150,000</b>	<b>11%</b>	
<b>ORAL HEALTH</b>				
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
<b>TOTAL ORAL HEALTH</b>	<b>\$1,000,000</b>	<b>\$1,000,000</b>	<b>10%</b>	
<b>INFRASTRUCTURE</b>				
DPH Infrastructure	\$1,000,000	\$1,000,000		DPH/CHEP
Strategic planning	\$40,000	\$ -		DPH/CHEP
Evaluation	\$200,000	\$200,000		DPH/CHEP
<b>TOTAL INFRASTRUCTURE</b>	<b>\$1,240,000</b>	<b>\$1,200,000</b>	<b>12%</b>	
<b>WATER ACCESS</b>				
Water Access - SFUSD	\$ -	\$340,000		PUC via RPD/DPW?
Water Access - Public Spaces	\$300,000	\$ -		PUC via RPD
<b>TOTAL WATER ACCESS</b>	<b>\$300,000</b>	<b>\$340,000</b>	<b>3%</b>	
<b>SF Recreation &amp; Parks</b>	<b>\$520,000</b>	<b>\$520,000</b>	<b>5%</b>	RPD



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<b>HOPE SF Chronic Disease Equity</b>	<b>\$400,000</b>	<b>\$400,000</b>	<b>4%</b>	DPH/Behavioral Health
<b>Total Proposed</b>	<b>\$10,400,000</b>	<b>\$10,400,000</b>	<b>100%</b>	

	Budget Descriptions
<b>COMMUNITY-BASED GRANTS</b>	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"> <li>1. Health Education activities including, chronic disease prevention, healthy eating and active living, tap water promotion, oral/dental health</li> <li>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)</li> <li>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.</li> <li>4. Water Promotion, such as support for Spa Water Supplies, station maintenance/beautification, refillable water bottles to distribute to communities, water testing</li> <li>5. Community Based Participatory Research</li> </ol>
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.



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<b>SFUSD</b>	
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 SDDTAC a proposal of how funding will be spent through student led action.
<b>FOOD ACCESS</b>	
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.
<b>ORAL HEALTH</b>	
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	
<b>INFRASTRUCTURE</b>	



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PH Infrastructure	<p><b>A. Personnel</b></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>B. Professional services</b> 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><b>C. Materials/Supplies</b> for meetings and printing costs</p> <p><b>D. Training</b> to support staff development</p> <p><b>E. Data</b> 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"> <li>a. support community based participatory research (ex. street intercept, merchant interview, focus groups)</li> <li>b. develop a system to collect data</li> <li>c. expand technical assistance</li> <li>d. conduct more qualitative evaluation that can help develop stories that describe impact of tax</li> </ul>
<b>WATER ACCESS</b>	
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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<b>SF Recreation &amp; Parks</b>	To support staffing and supplies, including healthy food, for Peace Parks programs in target populations
<b>HOPE SF Chronic Disease Equity</b>	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.