

# SUGARY DRINKS DISTRIBUTOR TAX ADVISORY COMMITTEE

MARCH 17, 2020



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



# STRATEGIC PLAN: FOR REVIEW





## CONTEXT

- Sugary drinks are the primary contributor of added sugar to the American diet.
- In 2016, San Francisco voters took a stand against the soda industry and passed a tax.
- The focus of the SDDT Advisory Committee (SDDTAC) is on communities most targeted by soda industry marketing.

# CONTEXT

- **The beverage industry spends millions on advertising and targets low income communities and communities of color.**
- **Low-income and populations of color ...**
  - Experience the highest rates of chronic diseases such as type 2 diabetes, obesity, heart disease, and tooth decay.
  - Have the highest concentration of sugary beverage consumption.
  - Are disproportionately targeted by aggressive and exploitative marketing campaigns by the soda and sugary drinks industry.
  - Experience one of the fastest growing wealth gaps between rich and poor.



# CONTEXT

- **Structural racism and systematic disenfranchisement**
  - Inequities are a result of structural violence and systemic racism that include policies, practices, and resource allocations that create unequal conditions in which people live.
  - The cumulative impact of living under these oppressive systems leads to not only poor physical health but also poor mental health.



# CONTEXT

- The SDDTAC focuses on changing policies, systems, and environments to address:
  - Poverty and social exclusion as a **root cause** of health inequities
  - Social determinants of health
  - Health disparities

## VISION



San Francisco improves health, eliminates health disparities, and achieves equity through effective services and changes to the environment, systems, and policies.\*

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

## MISSION



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

**What** does the SDDTAC do?

**Why** does it exist?

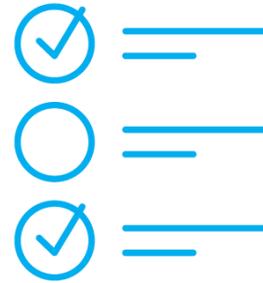
# VALUES



Supporting community-led and culturally relevant work.\*\*



Building strong collaborations and partnerships.



Prioritizing results and long-term impacts



Eliminating structural inequities and achieving equity.\*\*\*

# 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 0-24 years old

# CROSSCUTTING FUNDING RECOMMENDATIONS

- **The Committee recommends that SDDT funds:**
  - Support the aim of the tax itself by reducing sugary drink consumption and supporting public health through a reduction of diet related diseases
  - Prioritize categories for expenditures (decreasing consumption of sugary drinks, increasing water consumption, oral health, healthy eating/food security, physical activity, other such as research/CBPR, new innovations, etc.)
  - Support implementation of the SDDT and the work of the Committee, such as:
    - **Infrastructure** (support committee, evaluation)
    - **Technical assistance** (help merchants comply, help CBOs respond to RFPs, help CBOs evaluate impact of funds)
    - **Media and communications**

# CROSSCUTTING APPROACH TO STRATEGIES

- **Expand peer-led/promotora-led (community health worker) interventions within multiple strategies. Funded activities should:**
  - Value and involve communities in determining how activities are shaped and implemented in advancing health outcomes.
  - Be shaped and informed by languages, cultural practices, traditional knowledge, perspectives, and expressions that reflect communities.
  - Value community members as vehicles for promoting and enhancing change by educating and sharing information among peers.
  - Remove barriers to information and services.
  - Support development opportunities that lead to increased employability and employment.
  - Promote the development of leadership, skills, and capacity of community members to become more effective leaders in their communities.



# GOAL 1: HEALTHY PEOPLE!

We know that the sugary drinks beverage industry targets low-income communities and communities of color in San Francisco. A focus on *healthy people* provides an opportunity to invest in community to address health inequities. To achieve this, the SDDTAC will recommend directing funds to community-led and informed strategies and initiatives, with a focus on priority populations. The SDDTAC will also recommend providing critical health-promoting education, programs and services to ensure people can access and navigate the services available to them.

# DRAFT STRATEGIES - GOAL 1: HEALTHY PEOPLE!

Funding to support **healthy people** will be focused on the priority populations in San Francisco.

- 1) **Build community capacity and develop leadership to promote community power** to address the root causes of health inequities.
- 2) **Provide health-promoting education, programs and services** that are free and low cost to ensure accessibility and engagement among priority populations.
- 3) **Provide job readiness, skills training and career pathways** to support the health and well-being of priority populations (including carrying out the education, programs and services outlined in strategy 2).



## GOAL 2: HEALTHY PLACES!

Having safe, equitable and healthy physical, economic, and social environments is critical to achieving SDDTAC's vision. To support healthy places in San Francisco, the SDDTAC has prioritized addressing the root causes of health inequities. Making sustainable reductions to sugary beverage consumption and diet-related chronic disease requires improvements to the City's infrastructure, built environment, and retail environment, as well as a reduction in income inequality and structural racism.

# DRAFT STRATEGIES - GOAL 2: HEALTHY PLACES!

Funding to support *healthy places* will be focused on the **places where priority populations are born, play, learn, live, work, get cared for, and gather**. The following strategies will be implemented throughout these places.

- 1) **Expand access to healthy food, water, and oral health** (e.g., healthy retail, hydration stations, breastfeeding, healthy food vouchers)
- 2) **Decrease access and availability to sugary beverages**
- 3) **Increase opportunities for physical activity** (e.g., park improvements)
- 4) **Increase economic opportunities in priority neighborhoods** (e.g., via neighborhood associations led by long-term residents)
- 5) **Increase healthy messaging related to nutrition**

# IMPACT + OUTCOMES

## Approved Impact

Eliminate health disparities and achieve equity, especially among priority populations.

## Approved Outcomes, except one

All outcomes will focus on priority populations

### Community + Economic Outcomes

- ✓ Increase in hiring
- ✓ Increase food security
- Increase in economic opportunity (not yet adopted)

### Health Outcomes

- ✓ Decrease in diet-related chronic diseases (e.g., dental caries, heart disease, hypertension, obesity, stroke, Type 2 Diabetes)

### Behavioral Outcomes

- ✓ Decrease in sugary drink consumption
- ✓ Increase in tap water consumption
- ✓ Increase in fruit/vegetable consumption
- ✓ Increase in breastfeeding
- ✓ Increase in physical activity

# NEXT STEPS



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## NEXT STEPS

- Finalize and adopt SDDTAC Strategic Plan in March 2020

# Keep in touch!



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