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 power that can address health inequities.

Having safe equitable and healthy physical, economic, and social environments is critical to achieving SDDTAC’s vision. To ensure that places are healthy in San Francisco, the SDDTAC has prioritized addressing the root causes of health inequities.

Goal 1: Healthy People!
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Goal 2: Healthy Places!
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SDDT Impact
Eliminate health disparities and achieve equity, especially among priority populations.

SDDT Outcomes
Community + Economic Outcomes
↑ Increase in hiring and economic opportunity
↑ Increase food security
Health Outcomes
↓ Decrease in diet-related chronic diseases

Behavioral Outcomes
↓ Decrease in sugary drink consumption
↑ Increase in tap water consumption
↑ Increase in fruit/vegetable consumption
↑ Increase in breastfeeding
↑ Increase in physical activity