

San Francisco Sugary Drinks Distributor Tax Advisory Committee Strategic Plan 2020 - 2025

Vision

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

Mission

The Sugary Drinks Distributor Tax Advisory Committee (SDDTAC) makes funding recommendations that support services and other innovative, community-led work to decrease sugary beverage consumption and related chronic diseases.

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.

SDDT Goals

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 power that can address health inequities.

Goal 2: Healthy Places!

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.

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

