

Developing our FSTF Communications Plan for FY 19-20

San Francisco Food Security Task Force
Monthly Meeting
July 3, 2019



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Presentation Overview

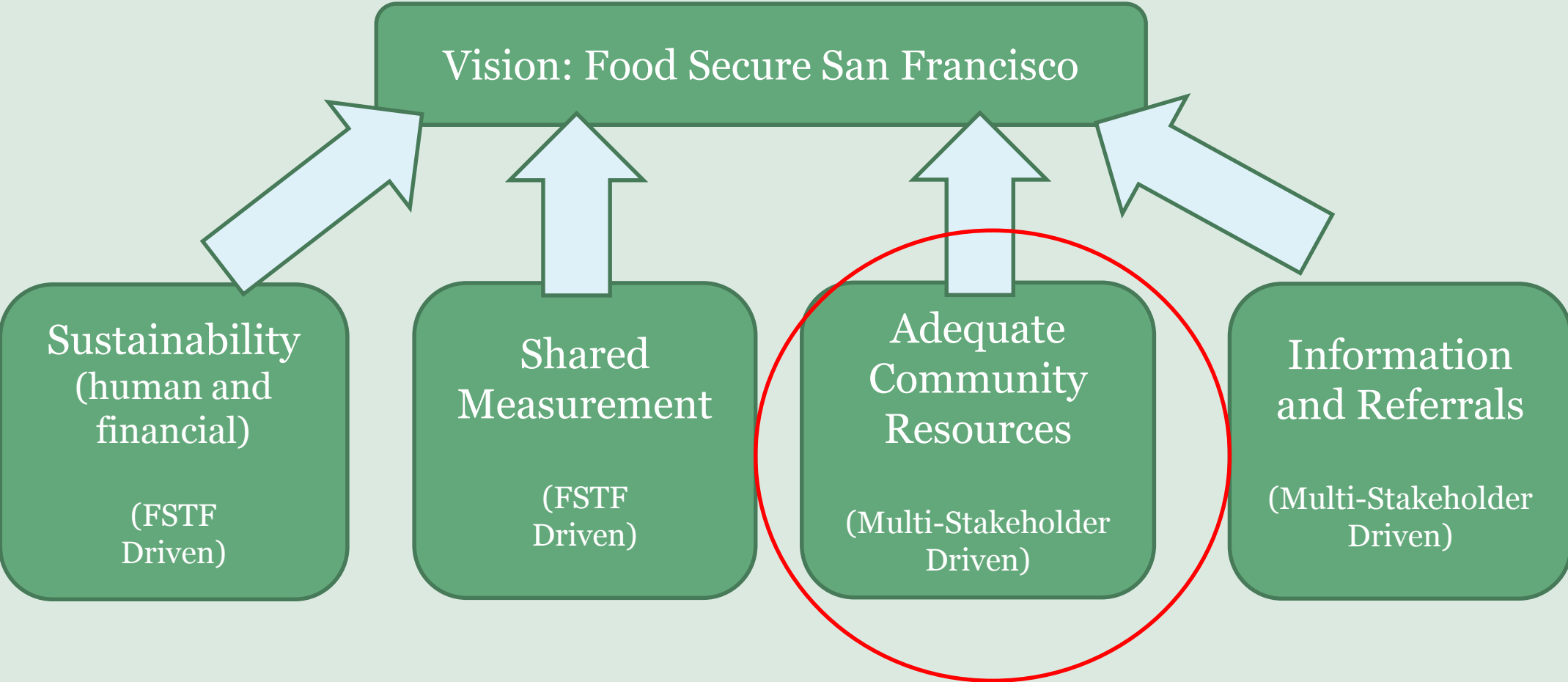
1. Adequate Community Resources/Education & Outreach from Strategic Priorities
2. Our Accomplishments from FY 2018-2019
3. Priority Vulnerable Populations
4. FSTF Communications Plan Target Audience

➤ ***Input requested:*** Are We Missing Any From **Target Audience??**

5. DRAFT of FY 19-20 FSTF Communications Plan Priorities
6. Presentation Audiences to Prioritize & Suggested Criteria

➤ ***Input requested:*** Any Additional Criteria for **Prioritizing Audiences??**

2019-2021 Key Strategic Priorities for the FSTF (visual)



2019 to 2020 Highlights

Sustainability Action Items

- 1. Funding/Consulting Support:** Work to secure funding for an independent consultant to staff the TF for next 2 years
- 2. Hiring/Onboarding:** Hire and onboard TF staff person
- 3. Additional Resource Outreach:** Conduct outreach with other city agencies and CBOs to determine viability of allocating additional dedicated resources

Shared Measurement Action Items

- 1. Pre-Work/Landscape Analysis:** Have individual conversations to determine who is measuring what, how, when
- 2. Key Actors:** Select key actors to collaboratively develop shared measurement system
- 3. Review of Measurement Tools:** Review/analyze current measurement tools/methodologies

Adequate Community Resources Action Items

- 1. Prioritizing 2018 Assessment Recommendations:** Continue to prioritize and champion the recommendations from the 2018 Assessment
- 2. Community Education and Outreach:** Continue proactive education, awareness, and community building around the situation of food security in SF and the recommendations

Information & Referral Action Items

- 1. Referral Advocate:** FSTF to champion the need for food to be included in all existing referral efforts and process(es) (i.e., DPH Resource & Referral), while advocating for bi-directional feedback, client evaluation, and multi-generational approach.

2020 to 2021 Highlights

- 4. Follow-on Strategic Planning for next iteration of Task Force:**
 - Secure **additional funding** for follow-on strategic planning
 - Conduct **follow-on strategic planning** process for emerging FSTF models beyond 2021
 - Engage FSTF membership in assessing and determining best long-term FSTF structure options (with pros/cons)

- 3. Convene:** Convene to align around vision, tools and next steps for shared measurement system.
- 4. Staffing:** Review what staffing is needed to support a shared measurement effort

- 3. From Recommendations to Action:** Getting individuals/orgs to become ambassadors and own/take action on recommendations

- 1. Best Practices Analysis:** FSTF/others to research best practices from other/current information referral efforts including: Our Children Our Families Council SF (OCOF), 211 in San Diego, DPH's efforts to update resources and referral, etc.
- 2. **Beyond 2021:** FSTF (or emergent structure) will participate in a multi-stakeholder I&R approach to optimize I&R.

What Have We Completed in FY 2018-2019?

- ❖ Redesigned FSTF Website
- ❖ Completed 2018 Assessment of Food Security
- ❖ Updated Communication Plan
- ❖ Media Coverage of 2018 Report:
 - San Francisco Chronicle
 - Radio Interview
- ❖ Presentation to Health Commission
- ❖ Endorsement of 2018 Report by Health Commission Resolution
- ❖ Summary of Report Recommendations Developed
- ❖ Meeting with New DPH Director
- ❖ Individual Meetings with San Francisco Board of Supervisors
- ❖ Completed meetings to date:
 - *Supervisor Fewer (D1)*
 - *Supervisor Mandleman (D8)*
 - *Supervisor Mar (D4)*
 - *Supervisor Ronen (D9)*



1. Complete Board of Supervisors Meetings
2. Presentations to High Priority Audiences
3. FSTF Annual Report 2019

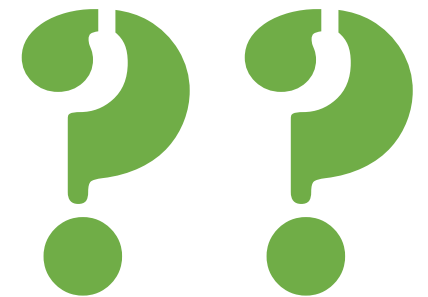
Focus On Priority Vulnerable Communities

- ❖ Residents below 200% of Poverty
- ❖ Pregnant and post partum women
- ❖ Children 0-18 y/o
- ❖ Transitional Aged Youth (18-24 y/o)
- ❖ People with disabilities
- ❖ Older adults 60+ y/o
- ❖ People with out homes
- ❖ Immigrants/Refugees/Asylees
- ❖ Residents of SROs and Supportive Housing
- ❖ People with diet related diseases
- ❖ African American, Native Hawaiian/Pacific Islander, and American Indian/Native Alaskan have the lowest household income by race

FSTF Communications Plan Target Audience

- ❖ Mayor's Office
- ❖ Policy Makers and Government Officials
- ❖ Board of Supervisors and Staff
- ❖ City Agencies/Departments:
 - *DAAS, DHS, DPH, DCYF, HSH, Housing Authority, Rec & Park, SFUSD, Controller's Office*
- ❖ Commissions, Councils, Taskforces, Other Bodies, Grantmakers
 - *DAAS, DHS, DPH, Human Rights, Immigrant Rights, LTCCC, Shelter Monitoring, Veteran Affairs, Youth, SDDT, Dignity Fund, DCYF-CAC*
- ❖ Donors and Supporters
- ❖ Health Care Plans and Hospitals
- ❖ Consumers and Caregivers
- ❖ Disaster Preparedness
- ❖ Urban Agriculture and Farming
- ❖ Researchers
- ❖ Students
- ❖ Press
- ❖ Public
- ❖ Think Tanks/Policy Firms
- ❖ Foundations
- ❖ Advocacy and Policy Associations and Organizations
- ❖ Service Providers' Clients, Staff, Volunteers, Board and Leadership

Target Audiences **Are We Missing Any?**



Suggested Criteria:

1. Groups that influence funding/policies to support food security
2. Groups that have the ability to include food screening in their work

Presentation Audiences—Suggested Criteria **Are We Missing Anything?**



What Measuring Success Might Look Like?

Examples of measures of successful communication efforts, presentations delivered, etc. **might include** the organizations, commissions, etc

- ❖ Passing a resolution supporting food security in San Francisco
- ❖ Endorsing the recommendations of the FSTF 2018 report
- ❖ Increasing funding to support food programs and communities experiencing food insecurity
- ❖ Media coverage addressing food security
- ❖ Meeting with policy makers



Next Steps

1. Complete Meetings with Board of Supervisors
2. Prioritize and Identify Priority Audiences
3. Develop and Refine Presentation for Priority Audiences
4. Schedule Presentations to High Priority Audiences
5. Develop schedule to complete and submit Annual Report



**THANK
YOU!**



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