

Sugary Drink Distributor Tax Contracts

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COMMUNITY HEALTH EQUITY
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SDDT Community Grant Program

Overview for Today's Presentation:

- Brief overview of Sugary Drinks Distributor Tax (SDDT) program
- Background and context for five new contracts solicited through Request for Proposal (26-2019), with specific details for two subject to approval at today's meeting.

SDDT community grants program goals:

- Support long term sustainable changes that are health promoting, community building and equity focused
- Support delivery of chronic disease prevention/intervention programs
- Help build strong community organizations with financial and technical support so that priority communities can successfully implement innovative, community driven and community led initiatives



Sugary Drinks Distributor Tax SFDPH Logic Model

SDDT grants focus on healthy equity and innovative, community-driven and -led initiatives in priority populations while delivering services and making long term, sustainable changes.

Grantees will also be asked to impact Social Determinants of Health through the SDDT Grants.

GOALS	ACTIVITIES	IMPACT
<p>Change Policy, Systems & Environments (PSE)</p>	<p>A. Communities develop, implement, monitor Healthy Eating/Active Living (HEAL) policies/system/environmental changes</p> <p>B. Address Social Determinants of Health (SDOH) e.g. transportation, safety, poverty, employment that support Healthy Eating/Active Living (HEAL) are incorporated into grant activities.</p>	<p>Eliminate Health Disparities</p> <ul style="list-style-type: none"> ↓ sugary drink sales ↑ H₂O access ↑ Food security <p>Improved Equity Outcomes</p> <ul style="list-style-type: none"> ↑ Local hiring ↑ Workforce development <p>Behavioral Outcomes</p> <ul style="list-style-type: none"> ↓ sugary drink consumption ↑ H₂O consumption ↑ Fruit/veggie consumption ↑ Breastfeeding ↑ Physical Activity <p>Health Outcomes</p> <ul style="list-style-type: none"> ↓ Chronic diseases Dental caries Heart disease Hypertension Stroke Type 2 Diabetes
<p>Deliver Education, Programs & Services</p>	<p>Provide programs/services that change knowledge, attitudes and behaviors</p> <p>Provide programs/services that increase access</p> <p>Provide programs/services to support priority populations with disproportionate chronic disease burden</p>	
<p>Build Capacity & Develop Leadership</p>	<p>Provide incentives/technical assistance to support HEAL PSE changes</p> <p>Provide Training of Trainers (ToT) to train community leaders on HEAL related topics so they can educate their community members in culturally relevant approaches</p> <p>Prepare Diverse Community Health Workers /Promotoras. Support topic-specific, cross-training and system navigation; job placement (certificate program for nutrition assistants, physical activity instructors, lactation, CHW certification program, sign up eligible WIC/SNAP residents)</p>	

Sugary Drink Distributor Tax (SDDT) Community Programs Request For Proposal (26-2019)

- 3 year contract terms for up to \$350,000 a year.
- Focus on first goal of Logic Model (Change Policy, Systems & Environments): long-term, sustainable change through Policy, Systems or Environmental level changes that support healthy eating/active living and/or prevent chronic disease
- Engage community to make community-informed changes
- Focus on priority populations
 - Black/African American, Latinx, Pacific Islander, Asian
 - Youth
 - Low income

*As a result of COVID-19 pandemic, organizations were allowed to adjust work scope to respond to immediate community needs



SDDT Funded Organizations

Agency	20-21 Funding	UoS	Services
Marin Health and Wellness Center	\$333,466	1058	Patient Centered Medical Homes: Improves patient health outcomes through increased linkages to case management, medical care, wrap around supports, and health education.
18 Reasons	\$339,318	3853	Implement six-week Healthy Living program; plan and launch subsidized grocery delivery program; develop workplan for PSE work.
Tenderloin Neighborhood Development Corp*	\$324,696	TBD	Provide access to free, healthy groceries for priority populations in Mission and TL; support Healthy Retail Program; develop workplan for PSE work.
CARECEN*	\$291,000	TBD	Community engagement with Latinx population to build relationships and collect data for PSE work; provide connections to requested services through Health Promotoras; develop workplan for PSE work.
Southeast Asian Development Corporation*	\$158,586	TBD	Provide access to free, healthy groceries for Southeast Asian/API populations; provide case management; develop workplan for PSE work.

* Contract and Details to be formally provided to Health Commission in December 2020

