Sugary Drink Distributor Tax Contracts

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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**

A. **Communities** develop, implement, monitor Healthy Eating/Active Living (HEAL) policies/system/environmental changes

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.

**IMPACT**

Eliminate Health Disparities
↓ sugary drink sales
↑ \( H_2O \) access
↑ Food security

Improved Equity Outcomes
↑ Local hiring
↑ Workforce development

Behavioral Outcomes
↓ sugary drink consumption
↑ \( H_2O \) consumption
↑ Fruit/veggie consumption
↑ Breastfeeding
↑ Physical Activity

Health Outcomes
↓ Chronic diseases
Dental caries
Heart disease
Hypertension
Stroke
Type 2 Diabetes
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*
<table>
<thead>
<tr>
<th>Agency</th>
<th>20-21 Funding</th>
<th>UoS</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marin Health and Wellness Center</td>
<td>$333,466</td>
<td>1058</td>
<td>Patient Centered Medical Homes: Improves patient health outcomes through increased linkages to case management, medical care, wrap around supports, and health education.</td>
</tr>
<tr>
<td>18 Reasons</td>
<td>$339,318</td>
<td>3853</td>
<td>Implement six-week Healthy Living program; plan and launch subsidized grocery delivery program; develop workplan for PSE work.</td>
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<tr>
<td>Tenderloin Neighborhood Development Corp*</td>
<td>$324,696</td>
<td>TBD</td>
<td>Provide access to free, healthy groceries for priority populations in Mission and TL; support Healthy Retail Program; develop workplan for PSE work.</td>
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<tr>
<td>CARECEN*</td>
<td>$291,000</td>
<td>TBD</td>
<td>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.</td>
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<tr>
<td>Southeast Asian Development Corporation*</td>
<td>$158,586</td>
<td>TBD</td>
<td>Provide access to free, healthy groceries for Southeast Asian/API populations; provide case management; develop workplan for PSE work.</td>
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* Contract and Details to be formally provided to Health Commission in December 2020